

** A Message From the CEO **

Much to Like In April *Alive!*

by **John Hawkins**
President and CEO, The Club



This month, we have a special treat for you! It's another in our series of *Alive!* interviews: Editor John Burnes and I had the privilege of personally interviewing Gloria Jeff, the General Manager of the Department of Transportation. She's witty, good natured, focused, determined and tough...yes, tough enough to deal with LA's traffic issues. But hey, she's from Detroit. I wouldn't expect anything less!



You'll also notice that we've extensively covered the St Patrick's Day Parade downtown as well as the St. Baldrick's fundraiser out in the Valley. Our photographers were out *en masse*, taking lots of pictures of your fellow City employees; we hope you enjoy them!

Also, make sure you take advantage of www.cityemployeesclub.com. It's the only Website in the City where you can actually buy discount tickets and merchandise online, 24 hours a day, seven days a week. And speaking of merchandise, we have two new watches for sale, one for men and the other for ladies. Check them out on page 55.

In addition; check out:

- Adventures With Hal*, where he takes *Alive!* readers Down Under.
- History Comes Alive!*, where Hynda Rudd takes us on a journey back in time to a sampling of LA's more obscure ordinances.
- Once again, we're taking applications for the Club scholarship. See the details of this wonderful opportunity on the front page.
- Angel's Be Alive!*, our new, streamlined monthly events feature.

Please don't forget about sending in those special messages of love to the woman who's most important to all of us – Mom! *Alive!*'s annual tribute to Moms is growing every year. So send in that photo and a few sentences of your dedication to her.

Well, that's about it for now. All of us here at the Club hope you enjoy this latest issue of *Alive!*

Have an excellent April!



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The newspaper of the
City Employees Club of Los Angeles

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St. Baldrick's head-shaving fundraiser grows bigger every year.

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Engineering Association hands out annual awards, and City engineers take home a lot of them.

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40 LAFD Recruits

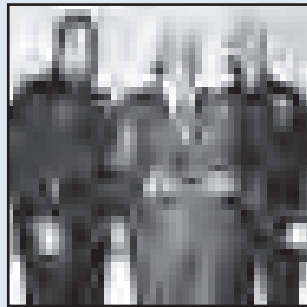
Fire Dept. graduates its most recent class of recruits.

44 St. Patrick's Day

Organized through Councilman Tom LaBonge's office and Rec and Parks, the annual St. Patrick's Day Parade and party in Pershing Square drew the Irish, and the Irish for a day.



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