

** A Message From the CEO **

Best Christmas Gift Is a Smile

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

Many of you might find it surprising to learn that the LA Convention Center is a City Department, run entirely by your fellow City Employees.

Well, it's true, and of the hundreds of events they manage every year, the crowning glory is the L.A. Auto Show. This month, *Alive!* takes you behind the scenes to see what goes into setting up this mammoth event. We give special thanks to Luis Aguilar for helping make this story come together!

Also, keep an eye out for your life insurance refund checks. We're giving back more than \$700,000 this year because death claims were low. If you haven't purchased Club Life Insurance yet, make a New Year's resolution to do so; it's backed up entirely by the Club, so you know it's good. (Check out the application on page 51; fill it out and mail it in.)

And, in case you haven't noticed, the holidays are upon us! So, I'll leave you with this: The other night I was reading Dale Carnegie's *How to Win Friends and Influence People* to my sons, Isaiah and Noah, and I came across this appropriately timed piece, so I thought I would share it with you. (Apparently Dale saw it at the cash register of a New York department store during the holidays many years ago.)



The Hawkins family wishes happy holidays to you and yours.

The Value of a Smile at Christmas

- * It costs nothing, but creates so much.
- * It enriches those who receive, without impoverishing those who give.
- * It happens in a flash and the memory of it sometimes lasts forever.
- * None are so rich that they can get along without it, and none so poor but are richer for its benefits.
- * It creates happiness in the home, fosters goodwill in a business, and is the countersign of friends.
- * It is rest to the weary, daylight to the discouraged, sunshine to the sad, and Nature's best antidote for trouble.
- * Yet it cannot be bought, begged, borrowed or stolen, for it is something that is not earthly good to anybody till it is given away.
- * And if in the last-minute rush of Christmas buying some of our salespeople should be too tired to give you a smile, may we ask you to leave one of yours?
- * For nobody needs a smile so much as those who have none left to give!

Well, there you have it, just a small pearl of wisdom to kick off the holidays!

*From my family to yours—
Merry Christmas, Happy Hanukkah,
and happy holidays!*

JOHN

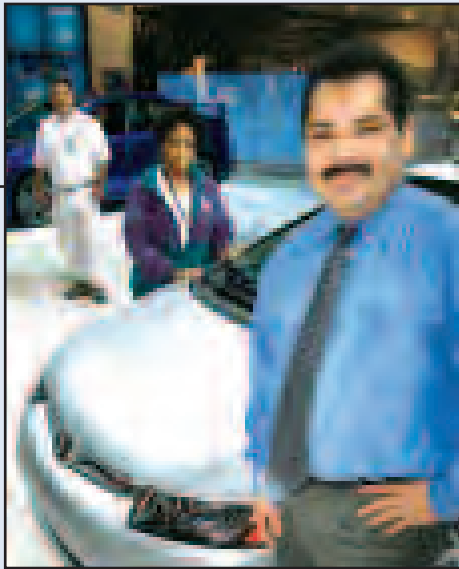
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**Club gifts:
Give the City
this Christmas.
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