

* A Message From the CEO *

December Brings Two 'Big' Ones

by John Hawkins
President and CEO, The Club

Are you ready for the big one? No, not Christmas! More about that in a minute. I mean the earthquake that we, in Southern California, are supposed to experience in the next 30 or 40 years, or as soon as tomorrow. Are you prepared? Do you know what to do when it happens?

That's why it was flat-out awesome to see the City really take charge of testing their systems, their procedures, their equipment and their moxie during the recent Great ShakeOut earthquake simulation. It was said to be the largest earthquake simulation in U.S. history, with millions taking part. Well, I don't know about all of that, but I do know that the City was right on top of it. That's when it's really fun to have a good assortment of Club Counselors and *Alive!* staffers, so we can fan out across the City and record all the good things going on. Hope you enjoy the story as much as we did putting it together.

And while we're on the subject, big, big thanks to City staffers who really helped us out: **Rick Thorstensen**, Public Works/Office of Public Works; **Chris Ipsen**, Emergency Management; **Enrique Hernandez**, Rec and Parks; and **Luis Aguilar**, Convention Center. Thanks, guys!

On to other interesting goings-on in *Alive!* this month: big and unexpected thanks to **Howard Ou**, City Clerk's Office, who sent in a good story about the City's poll workers. Have to say, I was not aware of the City Employees who work for the very foundation of our government, our elections. Good story, Howard!



The Hawkins family wishes happy holidays to you and yours.

Have you ever gone to the top of Mt. San Jacinto in Palm Springs? No, I mean, after you get off the tramway, going to the top? Leave it to our own intrepid and irrepressible hiker, **Angel Gomez**, who, with his Marine can-do spirit, hiked it and high-tailed it to the top, right at sunset. I was up there with him, and I can tell ya it was the best "Be *Alive!*" yet. We really felt alive, until we dumped ourselves back in the car; we had nothin' left!

And I got a kick out of **Madeline Bryant**, Senior Librarian in the Children's Section, popping open those cool, colorful and complex holiday books. What a resource our City libraries are.

Which brings us to the holidays, the *real* big one. I can say that the Club Store, and the **Ticket Guy**, **Jessica Segura**, **Lupe Medina** and **Robert Larios**, have gone all-out to offer some great gifts in our beautifully decorated Club Store for that City Employee in your life. We know that the economy is a challenge right now; we've kept the prices down, so why not pick up some of these great, high-quality items? And remember, our ticket discounts are the best deal in the City.

But all of that aside, I want to wish you and yours the absolute best-est of holiday seasons. My family – **Kelley**, **Noah**, **Isaiah** and **Hannah** – and I send each and every Club Member our warmest wishes for peace, love and all good things.

See ya in 2009, sure to be the biggest and brightest Club Year ever!

JOHN

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Features

Alive! December 2008
The newspaper of the
City Employees Club of Los Angeles



Page 6



Page 28



Page 40

6 The Great Shakeout

The City responds to what is said to be the biggest earthquake simulation in U.S. history.

16 Dept. of the Month

Alive! looks at the Dept. of Aging.

28 Library's Holiday Books

Children's Librarian Madeline Bryant showcases some great holiday books for family enjoyment.

28-30 Holiday Happenings

Alive! rounds up this year's City-sponsored Christmas and holiday events.

30 Holiday Dolls

DWP's East Valley Yard participates in Dress-a-Doll for holiday charity.

34 Custodian Appreciation Day

General Services honors its custodians in annual luncheon.

39 Check Refunds

The Club will be mailing check refunds to those eligible Club Members who have Club insurance.

40 Harbor Summer Interns

Harbor hosts culmination reception for its international summer interns.

Other City Department Coverage:

Animal Services

Pet Adopt-a-Thon 19

City Clerk

Thumbs Up for Pollworkers 21

Club Headquarters

E-Tickets Succeed 57

General Services

Three New Officers Graduate 54

Harbor

Health Fair 50

Martin Renteria Retires 55

LAFD

New Station in Woodland Hills 48

LAPD

New LAPD Headquarters 54

Sections & Columns:

Adventures With Hal	42-43
<i>Alive!</i> Around the World	26-27
Be <i>Alive!</i>	22-25
Best Years	41
Car Club	31
CEO Column	3
Claims Monthly	4
Classifieds	64
Club Store	66-71
Club Store This Month	21
Club Team and Counselors	4
Coloring Contest Winners	46
Cooking With the Club	63
Everyday Heroes	36-37
Fire Marshal Hill	38
History Column	53-54
Letters	5
Life's Important Moments	32-33
People We See	62
Pet Club	56
Picture Perfect	49
Question of the Month	5
Rest Insured	54
Reviews: Movie, DVD, Book	60
Ticket and Gift Order Form	65
Tuned In	52
Word on the Street	4

Advertiser's Index

Blind Childrens Center	48	LA Federal Credit Union	39
Brinks Home Security	47	LEGOLAND	38
Cityside Federal Credit Union	48	Rosebud Marketing Group	21
Divine Performing Arts, Chinese New Year	39	United Agencies Inc. Insurance	20
Downtown On Ice, Pershing Square	57	Universal Studios	51
DWP Federal Credit Union	2		