

** A Message From the CEO **

A 2009 Plan: Let's Get Fit

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

Happy New Year, Club Members!

And what better way to celebrate the new year than by giving yourself a gift – the gift of fitness?

If you're like me, you probably spent time getting great gifts for those who are really important to you. But how much did you spend on your own wellbeing and feeling good?

The Club is there for you, helping you take care of yourself by getting fit in 2009!

This month, the Club introduces our newest awesome benefit: passes to 24 Hour Fitness, at **over 50% off** the regular cost. Check out all the details in the front-page story and the big ad in this month's paper.

SPECIAL CLUB MEMBER BENEFIT



24 HOUR FITNESS
only \$199 for one year!

Sign up for an incredible deal – an annual pass to 24 Hour Fitness for just \$199! Through the Club Benefit, your one yearly payment amounts to just \$16.67 a month, when you purchase a year's pass. For more information, see page 43.

I have to give a shout-out to the Club's **Robert Larios** and **the Ticket Guy** for their hard work on making this newest benefit happen. But let me tell you this: Having hiked along with **Angel Gomez** on his super-cool "Be Alive!" a few times, huffing and puffing more than I should (especially up Mt. San Jacinto, whew), I decided to hit the gym and get back in shape. The holidays were no help – they are great for our souls, but tough on our beltlines! – but I'm back on my program. So all Club Members, let's get busy together, and get fit in 2009!

On another subject, I love the January issue for at least a couple of reasons. First is because of the recap of the City news from 2008. Sometimes we live a little too much day-to-day, and don't quite see the bigger picture. Well, this feature always does give me that perspective. I get to see tons of the great things that Club Members have done over the past year. Cool!

And then, truth be told, is one of my absolute faves – the year recap of "Alive! Around the World." I can't tell you how much this makes me smile! When I came up with this feature a few years ago, I had modest expectations. But I had a sneakin' suspicion you might find it fun. Well, who knew! You're keeping it awesome fun, beyond my wildest dreams. (And check out this month's regular "Alive! Around the World" – Antarctica! Under water! Wow!) Please be safe when you're taking your photos, but having said that, thanks for proving how imaginative you can be.

There are some tough roads ahead, with the City's tight budget looming. But through it all, we're one family – the City family. I'm proud of the Club, and I'm happy you are, too.

JOHN

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