

\* A Message From the CEO \*

# It's Great When a Plan Comes Together

by John Hawkins  
President and CEO, The Club

Have you ever had one of those moments when – after you've been trying to get something done for a while, someone comes out of nowhere and hands you the solution right out of nowhere?

That's what happened to me in May. And that's how the City Employees Club Softball League came into being.

Here's how it happened: For several months, I had been putting my head together with **Robert Larios**, the Club's Director of Operations; the **Ticket Guy, Navin Cotton**; **Angel Gomez**, the Club's Director of Member Services; everyone else at the Club; some of our board members; and even some of you, our great Club Members, trying to come up with other great events to organize and sponsor.



John Hawkins celebrates the City Employees Club Softball League.

Now, ClubFest is a perennial classic. We love it; you love it; and it's great. But it's only once a year. Here at the Club, we celebrate your lives, and sometimes once a year is just not enough. So we started planning other events. The first one we tried was the special after-hours mega-party at Magic Mountain last month. We figured we would offer you some tickets – at the great Club discount, of course -- and see how it went. Well ... *whoa!* Holy cow, it went huge. We had lines that stretched out the door of the Club Store and onto the sidewalk. Now *that's* what I'm talking about!

Still, we wanted something more, well, personal. And there we were, thinking and thinking, when, almost to the day, an email dinged into my inbox from **Carlos Callejo**, General Services, wanting to know if we would be interested in sponsoring his softball team. Were we ever!

We made a few calls. Made a few more calls. And before long, we had the thing figured out. We didn't have a lot of time, and we apologize if there wasn't enough time to get your team registered for this year. But our plan is to be back, better than ever next year.

The point I want to make with this *waaaay* long story is – I love when we all work together. The Club, giving you great service ... Club Members, taking an intense interest in the Club, sending in your trip photos, your letters, your baby pictures, taking full advantage of our ticket discounts, buying the high-quality City apparel and gifts, and sending us your ideas for great things to do; this really is a Club, everyone looking out for each other. And besides, I'm happy to get our idea finally off my plate, and into action! Let's play ball!

In other Club news, I was happy to see, but sad that I missed it, that our great Club friend **Carolyn Cole** at the Central Library downtown has retired. Apparently she wanted a quiet retirement, and I'm totally cool with that. But let me tell you what she did for the Club – you know those great archive photos that we run in almost every one of Hynda Rudd's *History Comes Alive* columns? Well, Carolyn was responsible for those photos. We'd put in our request, and Carolyn and her staff would always make sure we had the awesome photos before deadline. Carolyn, we're grateful for your assistance in making *Alive!* the top paper that it is. So thank you, have a great retirement, and we look forward to working with **Christine Rice** in the future.

Well, there's lots more going on – Father's Day, summer blockbusters, all of us watching our pennies, Chef Larios' delicious marinated beef strips, and so forth. Enjoy this issue, Club Members.

**JOHN**

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The newspaper of the  
City Employees Club of Los Angeles



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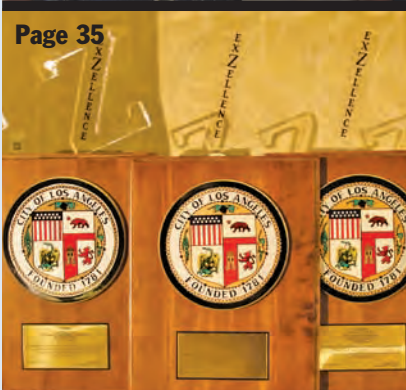
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