

*\* A Message From the CEO \**

# Jamaica Photo Started It All

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

Five years ago, *Alive!* took a chance with an idea I had. (We're always trying something new, aren't we?) And look how much fun it's brought us.

Back in July 2004, we ran a little promo — send us a photo of yourself holding *Alive!* while you're out of town, and we'll try to print it. Five years ago this month, we received our first reply — from Catalina Alvarado, Detention Officer, LAPD, in Jamaica.

The flood started. In these five years, we've had— pulling out the calculator, let's see, average about five a month, 12 months a year, five years — that's, well, you can figure it out. Hundreds. From some incredible places.



Catalina Alvarado, Detention Officer, LAPD, in Jamaica.

Personally I love the underwater ones, from **Efrain Gonzalez**, Public Works/Sanitation. And the ones from Antarctica, from **Gina Enrile-Caguiat**, Public Works/Engineering. And so many more!

I really knew we were on to something when, on the way back from visiting the DWP yard near Hoover Dam, my son, **Noah**, and I stopped at a jerky shop in Baker; they have hilarious foam aliens sitting in front. And Noah immediately came up with the idea of shooting an *Alive! Around the World* ... from Mars! What a great idea. [You'll see it on page 10. -Ed.] It was a proud moment between dad and son!

And then, just last month, we received incredible submissions from two of our biggest fans — **Mike Biagi**, Airports, and **Ed Krupp**, Rec and Parks/Griffith Observatory. I couldn't believe how awesome they were. I talked with *Alive!* editor John Burnes about doing a cover story on them. We looked it up — and can you believe it, it was actually five years to the month, that we had started the feature. And so a story was born.

The anniversary creates an awesome moment for the Club, too, in this way: Will *Alive! Around the World* change the world? Probably not. Will it solve our economic downturn? No. Will it cool off our planet? Doubt it.

But it will, and does, give us lots of fun, and laughs, and amazement ... and family. That's what the Club is all about: family. We couldn't be prouder that you love this feature as much as we do. Keep sending them in, and we'll keep printing them. (But please *please* be careful!)

As I'm writing this, August is about over, and we're approaching Labor Day. Times might be uncertain, but let's remember how important work is to us, and how important it is to the millions of citizens of Los Angeles, too, who depend on the services of City Employees. As one of those citizens, I thank you.

Have an awesome September!

**JOHN**

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