

** A Message From the CEO **

Starting the Year With Great Service

by John Hawkins
President and CEO, The Club

I want to tell you about an experience I had recently. It made me think a lot about what matters, why the Club means so much to me, and, I hope, to you, our great Club Members, too. It's about service.

In December, I needed a question answered about City benefits, so I called Personnel. I ended up talking to a woman named **Randyn Calvo**. I had never met her before, best as I can remember. From the very start of the call she was super-friendly, and it got only better from there. She went out of her way to get the information I was looking for, and even offered to email it to me. She was quick and cheerful, and she left a lasting impression upon me of the whole Personnel Dept. Randyn was a true testament to leadership – it starts with service.

So I wrote a nice note to **Maggie Whelan**, General Manager of Personnel and great friend of the Club, to let her know. I believe that good service like that deserves to be called out.

And it got me to thinking – what should the Club focus on as we roll into 2010? What should **I** focus on?

Shortly after my experience with Randyn in December, the Club was honored to make a great presentation to **John Bogdanoff**, retired, Rec and Parks, at the recent RLACEI holiday party [see page 44]. Thanks to Ed Harding for letting us do that. We did an awesome cover story on John early in 2009. It was a great interview and photo session, talking about literally the decades this man gave to some tough love, to teaching kids from the neighborhood how to box. Which meant, keeping them out of gangs and other similar serious mischief. John Bogdanoff was, and is, all about service. And it's time he was honored for that.



Club CEO John Hawkins (left) and John Bogdanoff (right) after the Club presented Bogdanoff with a replica cover, to commemorate his service to the City. In the center is Tony Alvarez, Club Member, Retired, Parking Manager.

And then, I'm reading the stories that are going into the issue you have in your hands right now. There's a story of **Terry Aguilar**, retiring after 52 years of City service. And the retirements of **Craig Bloomquist** ... and **Thomas Vercher** ... and **Patricia Montano**.

Then, there's the article about our two newest Club Counselors – **Eboné Moses** and **Brent Urban**. I loved that they talked about how important customer service is to them. And I didn't even prompt them!

Have you ever sent an email to the Club? How long did it take to get a response? I'm thinking less than 24 hours, even on a holiday weekend. Why? I could tell you how we do that technically, but what's more important is *why* we do it. It's all about service. I believe in it. And so does everyone at the Club. Frankly, we wouldn't do it any other way, and we won't have people working for you here who don't believe in it. (And we are always looking to improve.)

Enjoy your January issue of *Alive!*, with all the great photos of your holiday parties. Don't forget to send in a Valentine, for your City sweetie [see page 49].

Happy New Year. May it be one that really serves you well.

JOHN

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