

# Newsbriefs

## LIBRARY BOARD:



Paula Madison

Paula Madison has been appointed to the Board of Library Commissioners, the governing body of the Los Angeles Public Library. Madison was appointed by Mayor Antonio Villaraigosa and confirmed by the Los Angeles City Council.

Also serving on the Board of Library Commissioners are Commission President Dr. Tyree Wieder, Vice President Dr. Marsha Hirano-Nakanishi, Carlos Singer and Rita Walters.

Madison is the Executive Vice President of Diversity for NBC Universal and a company officer for General Electric. She is the first senior executive in the history of NBC Universal to have diversity as a sole responsibility. Previously, she worked as a print reporter and television assistant news director and news director. She was also the President and General Manager of KNBC-TV, the NBC-owned station in Los Angeles and the Regional General Manager of the Los Angeles Telemundo stations, KVEA and KWHY.

In recognition of her many accomplishments, Madison has received numerous awards including Peabody, Emmy, Golden Mike and Regional Edward R. Murrow awards. She was also named

one of the "75 Most Powerful African Americans in Corporate America" by Black Enterprise magazine and included in the Hollywood Reporter's "Power 100." Madison is a graduate of Vassar College.

## HARBOR MARKETING:

The Port of Los Angeles has appointed Kraig Jondle as its Director of Marketing and Trade Services, a newly created position in the Port's Business Development group. The new position is designed to reinforce the Port's commitment to business and dedication to customer service.

"Kraig's hands-on experience and knowledge of the maritime industry, marketing, sales and business development made him a natural choice for this position," said Kathryn McDermott, Deputy Executive Director of Business Development at the Port of Los Angeles. "We look forward to Kraig's leadership and expertise as we develop strategic marketing initiatives that strengthen our competitive position, grow our business, and focus on meeting our customers' needs."

Jondle joins the Port of Los Angeles after serving as the vice president of sales in North America for Wallenius Wilhelmsen Logistics (WWL), the Port's automobile terminal operator. Jondle spent a decade at WWL both in Port Hueneme and New Jersey, gaining experience in marketing, sales, terminal operations and business development. He has

also worked in container sales and marketing on the U.S. West Coast for Compañía Sud Americana de Vapores (CSAV), a Chilean shipping company.

Jondle started in the transportation and logistics industry at Scanwell Freight Express in Los Angeles, a large China-based freight forwarder/NVOCC involved with ocean, air, trucking and rail movements. With Scanwell, he traveled extensively throughout Asia and moved to Texas as their regional manager and opened offices in Houston and Dallas.

Jondle, a native of Long Beach, has a Bachelor's degree in political science from the University of Iowa and a Master's degree in transportation and logistics management from the American Military University. He is married and has two daughters.

The Port of Los Angeles Marketing Division, led by Mike DiBernardo, includes a network of overseas offices in trading centers around the world. It provides direct communication with customers,

shipping lines, shippers and others to ensure that facilities are utilized at their highest and best use. Trade Services, led by Jim MacLellan, is responsible for implementing a proactive marketing program designed to increase trade activity in the L.A. region, while attracting and retaining beneficial cargo owners to the Port, particularly in the areas of break-bulk, and dry and liquid bulk shippers, emphasizing on export cargoes.



Kraig Jondle

## ZOO CONTEST:

On Oct. 1, the second annual Robert Bateman Get to Know Contest launched at the Los Angeles Zoo. The contest encourages American youths to submit original works of art, writing, photography and video, inspired by firsthand experiences with nature in the outdoors.

The Get to Know Contest invites young people to learn more about neighboring wildlife, leading them to become more connected to nature and more passionate about environmental conservation. According to Wyland, a well-known cetacean illustrator and activist partially sponsored by Disney, the contest helps California youths "fall in love with the beauty of oceans and the world." In celebration of the 2011 International Year of Forests, this year's contest will feature an all-new video category. To enter, young people are encouraged to go outdoors and create videos that convey the theme, "This is My Forest." The theme for the art, writing and photography categories is "Celebrating Biodiversity" in honor of the 2010 International Year of Biodiversity. The contest is open to U.S. residents 18 or younger. It ends on Nov. 30. Those interested can enter their original work online at [www.gettoknow.ca](http://www.gettoknow.ca). Winners will have their art published and will enjoy other exciting prizes and events.

Contact the Zoo for more details: [lazoo.org](http://lazoo.org)



*...reminds us of the importance of family.*

*...reminds us of the importance of friends.*

*...reminds us that working hands have dignity.*

*...reminds us to be grateful for our blessings.*

*...reminds us we are all part of the human family.*

*...reminds us how grateful we are for you.*

**Happy Thanksgiving!  
From The Club.**



City Employees Club of Los Angeles

Celebrating the lives of City Employees.

**LA City Employees Club PRIVATE PARTY**  
**Saturday, November 13, 2010**  
**PARK HOURS: 10:30 a.m. – 6:00 p.m.**  
**PRIVATE PARTY HOURS: 6:00 p.m. – 12:00 a.m. (Closed to the public)**  
**TICKETS VALID ALL DAY – WRISTBAND REQUIRED**  
**OTHER SELECTED COMPANIES WILL ATTEND**  
**FREE PARKING! (After 5 p.m.) • Children age 2 and under FREE!!! • Season Passes not accepted**

<b>PRIVATE PARTY</b> Admission Only: <b>\$21.99</b> EACH <small>GENERAL USE TICKET (REG. \$29.99)</small>	<b>PRIVATE PARTY</b> Admission with buffet: <b>\$31.99</b> EACH <small>GENERAL USE TICKET (REG. \$39.99)</small>	<b>*ALL-YOU-CAN-EAT MENU:</b> Chicken, Chili Cheese Dogs, Baked Beans, Potato Chips, Tossed Green Salad, Twin Pop and Soft Drinks.
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**TICKETS CAN BE PURCHASED AT:**  
**Online at**  
**[www.cityemployeesclub.com](http://www.cityemployeesclub.com)**  
**or at the Club Store**  
**(888) 777-1744**

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