

** A Message From the CEO **

New Year Starts With Old and New

by John Hawkins
President and CEO, The Club

I said it in this month's *Alive!* interview, and I'm saying it again now:

It doesn't seem like we've produced 100 issues of *Alive!* As they say, time really flies when you're having fun.

And we have, in a big way. Here in the *Alive!* production office, we knew this event was coming for several months. And we've been preparing for it. But I wasn't prepared for how much fun I'd have talking about this newspaper, and revisiting some of its big moments. We didn't start out as good as we are now, not by a long shot. But we listened to your feedback, we saw what was interesting to you, our Club Members ... and we adjusted. We like to think that every issue we produce is better than the one before it, so that makes this one the best ever ... but not as good as the ones to come. In short, you are the difference. We celebrate the lives of City Employees, and your reaction comes right back to us.

Alive! is really the culmination of the Club concept in action. It depicts everything the Club is about – serving City Employees, insuring City Employees, and celebrating City Employees. We are grateful for all of you who have participated, contributed, or merely were depicted on one of our pages. *Alive!* is for all of you, and I'm proud that it's fulfilling its promise, and its initial goal of recognizing City Employees for all the good things they do.



I especially want to thank **David, Marie and Heather** at JJLA Associates, which has designed every one of the 100, and editor **John Burnes**, who has produced all 100. We have a great team, and I'm proud of what we have accomplished. Thanks!

So let's go and create another 100. As long as there is a Club, we will be celebrating all the good people who make our City work.

But that's enough of the past. It's time to move on to an amazing offer for the future – it's only the Club's biggest and best event ever. Who wants to go on a Mediterranean cruise – with a Club bonus? Well, I do, and I bet a lot of you want to, too. Our Mediterranean cruise, set for October, promises to be a fantastic adventure to share with other City Employees and Club staff. If you act soon, you can even be eligible for a Club bonus! Check out the ad on the back page. So don't wait.

There are many other things to talk about in this issue, including our traditional The City Parties! Holiday event roundup, but I am going to leave it here and wish all of you a very happy and productive New Year. May it bring all of us great adventures and new stories, more friends and deeper connections, and bigger perspectives and simpler joys. In a nutshell, more *awesomeness*.

Thanks for being on the journey with the Club. Let's go and create some more memories.

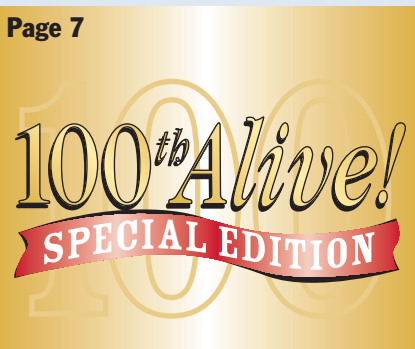
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