

A Message From the CEO

Fun in Field And in Code

by John Hawkins,
President and CEO, The Club

Whether it starts with the street or on paper, there's a lot of fun in this month's *Alive!* I hope you can feel it, because I can!

First, let's start with the front page of *Alive!* That's the "Discover the Reward" member benefit that Club Marketing Director **Summy Lam** and designer **David Jamgotchian** put together. It's a promotion where you use your smart phone to scan the boxy QR code squares that we've placed somewhere in the paper. (Look for it again in this month's issue, too.) Last month, the Club asked those who scanned the code to snap a photo of themselves holding *Alive!* and send it in. We first ran the code promotion two months ago, and the response was amazing! Look for your responses on page 26.

I love it! We're embracing technology more and more here at the Club. It's all part of our customer service. You're increasingly tech-savvy, so we should be, too!

But we couldn't celebrate the lives of City Employees without hitting the streets, too, where you do your work running the City. Check out one of our newest Club Counselors, **Gedina Bergstrom**, hitting lots of Fire Stations in just a few days; her story is on page 31. If you spend your shifts at one of the LAFD's Fire Stations, here's notice that Gedina is headed your way.

It's not exactly right to say that our cover story on the amazing Trace Analysis Unit of the LAPD is fun. The great work they do is critically important, and very serious. But it was fascinating, and yes, even a little fun, to track down a shoeprint, as we watched Criminalist II **Lisa LaHendro** do in front of our eyes. Thanks to **Sue Brockbank**, Supervising Criminalist, for her expert guidance. We've covered many of the units in the LAPD's Scientific Investigation Division – the crime lab. And they never get mundane or ordinary. These



Grais Banks, Criminalist II with John Hawkins Club CEO in the Trace Analysis Unit's arson lab.

criminalists do an amazing job, day in and day out, steady as they come. They do science, so there's nothing flashy about what they do (by design). It's not like TV. It's actually better because it's real. We look forward to our next visit!

In other matters: You know about our tickets, which are the cheapest in the City. You know about *Alive!* and the fun we have each month. But you should also know about our insurance products. Maybe they aren't as much fun as our events, but they are very important. We want to you to be safe, and to keep your families financially secure. We're offering another awesome insurance open enrollment period. This time, it's for Term Life Insurance. Many of you have taken advantage. In my opinion, all of you should at least consider it. Stand up strong and look out for your loved ones. Be accountable. This opportunity ends at the end of this month, so get busy and take care of business.

So this is September – the end of the summer and the beginning of the fall. Traditionally, we're entering the busiest time of the year here at the Club. How busy? Think about the Club Sports League... think about a Club Exclusive Pirate Adventure in November... think all the great City holiday parties that are around the corner. Whoa! But with all the fun that's happening right now in September, how much more fun can we possibly have? I'm laughing as I wish you a great fall!

JOHN

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Alive! Feature Picture

Club CEO John Hawkins takes the cover photo featuring Sue Brockbank, Supervising Criminalist, in the LAPD's Trace Analysis lab.