

A Message From the CEO

Keeping LA Warm in 2012

by John Hawkins,
President and CEO, The Club

Happy New Year, Club Members! I hope you had an awesome Christmas and holiday season. I sure did.

It might be the New Year as you read this, but as I'm writing this, a week before Christmas, we're putting the final touches on the issue you have in your hands. It's the busiest issue of our year, but it's also, in many ways, the best.

We've been producing "The City Parties" for several years now, and it's always a highlight of our year. We get to see so many of you celebrating your work, your department, and your friends. Sometimes we have two or even three parties to attend in a day, and getting all those photos and photo IDs organized, typed, edited, and in place before we go to print always brings out our best abilities. We love meeting our Club Members! We sincerely hope you enjoy our wrap-up and all the photos of your coworkers.

At the same time, we always look forward. And in this case, it means to 2012, and all the great Club events, promotions, and deals we'll bring you this year.

Of course there's our great discounts to lots of skiing destinations. A few years ago you told us that you wanted tickets discounts to go skiing, enjoying our great Southern California landscape and environment. So we set those up, and they went like gangbusters. So we've brought them back for you this winter. Thanks to Club Ticket Gal **Rachael Brecher** for delivering these deals with great Club discounts.



Blanket the City: From left, Marvin Williams receives a blanket from Club CEO, John Hawkins.

And then there's a project that's near and dear to my heart – Blanket the City. You can read about it on page 39, and you can learn how to help there, too. In a nutshell, here's the idea: we buy a bunch of inexpensive but sturdy blankets, and use them to keep the City's needy street people warm over the winter.

Alive! contains lots of great stories about City Employees, and you're very generous in telling us now much these stories mean to you. (Thanks!) But few stories garner as much feedback as our monthly column as "People We See." That touches us. So we're starting a new annual activity – the simple act of throwing a blanket over a person who's cold. Please help us in the effort; it's only \$7 per blanket. See page 39 for more details. And I want to give a big shoutout to the Club "Blanket Angel" **Angel Gomez**, who is a major part of this effort.

In other news... you've probably had your fill of leftovers by this time, right? Well, here's a bit of leftover news: I want to thank Miki Shaler, who used to be a press relations person for Animal Services. Her passion led to the creation of our regular Pet Club feature, in which we profile some of the animals up for adoption at the City's shelters. Miki moved on to another position with the City, and we've put the column on hold until we can re-establish it. We'll keep you up to date. Good luck, Miki, in your new position.

Another milestone worth mentioning, although she might shy away from the spotlight, but this issue marks the fifth anniversary of graphics pro **Heather Kurlander** working on *Alive!* as part of the excellent team at JILA Associates. Heather does a great job pulling all of the content together and making it beautiful. Thanks, Heather! Your work is invaluable.

With all of that said, it's time to look forward to a great 2012 at the Club – great events... fantastic deals... and as always, the cheapest tickets in the City. I recommit the Club to you, the City Employees of the great City of Los Angeles. We like to say that you run the City, because you do. Everything we do here at the Club, we do for you.

Peace, prosperity, passion and fun to all of you in 2012!

JOHN

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Alive! IN THIS ISSUE

Alive! January 2012

- 8 **COVER STORY:**
The City Parties!
It's an annual tradition here at *Alive!* – covering the City's great holiday parties.
- 17 **Be a Cadet!**
LAPD Metro Division's Cadet Program, a youth mentorship project, is accepting new members.
- 25 **Over the Edge**
Convention Center's Pamela Hirneisen rappels off the Westin Bonaventure... for a good cause (we sure hope!).
- 30 **Custodian Appreciation Day**
General Services hosts annual event to say thanks to the City's custodians.
- 33 **Gone With the Wind**
Rec and Parks does great work reopening Griffith Park after December's huge wind storms.
- 34 **Up, Up and Away**
LAPD Officer Paul Ricchiazzi follows his passion and opens his own aviation business.



City Department Coverage

The Club
Annual Toy Drive Collection.....3

Airports
Color Guard for Veteran's Day.....50
Lt. Arthur Rosby Retires.....38
Police Honored with Service Pins.....33

Animal Services
West Valley Shelter Visit.....37

Convention Center
Rappelling from a Building Top.....25

DWP
Annual Motorcycle Toy Run.....42

General Services
Custodian Appreciation Day.....30

LAFD
Handball Tournament.....35

LAPD
Dodge Ball Tournament.....36
Golf Tournament Fundraiser.....32
Metro Cadet Mentorship Program.....17
Annual Recognition Event.....40-41
Ricchiazzi Aviation Opening.....34

Public Works
Hyperion Employee Recognition.....18

Rec & Parks
Downtown on Ice.....17
Wind Damaged Trees.....33

RLACEI
Holiday Party.....24

Zoo
Sumatran Tiger Cubs.....7

Sections & Columns

Adventures With Hal.....22-23
Alive! Around the World.....19
Alive! In The Military.....47
Asking Our Retirees... **NEW!**.....23
Be Alive!.....6-7
Births.....47
Car Club.....31
City Employees at Work.....36
Classifieds.....44
Club Store.....51
Coloring Contest.....29
Coloring Contest Winners.....26-27
Cooking With the Club.....45
Deaths.....46
History Comes *Alive!*.....43
Letters.....5
Peace of Mind.....46
People We See.....39
Picture Perfect.....28
Question of the Month.....5
Retirees Section.....21-24
Retirements.....47
Reviews: Movies & Books.....25
Special Achievements.....47
Sports.....20
Ticket and Gift Order Form.....49
United Agencies at the Club.....5

AMC Theatres.....48	Ricchiazzi Aviation.....38
Blind Children's Center.....34	Rosebud Marketing.....36
DWP Federal Credit Union.....2	United Agencies Inc. Insurance.....33

Advertiser's Index

THE CLUB

Club Toy Drive Collects a Bundle!

The Club's annual Toy Drive collected 151 toys for the needy during the 2011 holiday season.

That's incredible!

The toy bin in the Club Store was so filled that we didn't even have time to take a picture before its contents were out the door to those in need.



This year, the Club Toy Drive was held in conjunction with the LAFD Toy Drive, and the Club thanks them for their management of this great project. Special Club thanks to Eric Robles, Club Member, for his assistance.

We'll see you all next year with the next Club Toy Drive.

