

THE CLUB

A Year of Excellent Club Service

Big achievements and a solid financial foundation marked the Club for 2011... and, as always, a dedication to great service.



Taking the Club Board oath are (from left) Terry Carter, Martín Chavez, Vas Singh, and Andrew Virzi.

The Club's 84th annual meeting, held Feb. 20, was a celebration of everything that the Club is, including membership, service, discounts and fun. The official reports brought great news – a continual strong membership base, a renewed and stable board, and awards for outstanding merit.

The annual lunch was held in the Tom Bradley Room high atop City Hall.

Strong Foundations

Andrew Virzi, Asst. Controller, DWP and Club Board Member, welcomed everyone and began the business portion of the afternoon.

Andrew presented the new board, which was accepted unanimously and then sworn in. The Club Board for 2012 is:

- Robin Barnes
- Andrew Virzi
- Vas Singh;
- Martín Chavez; and
- Terry Carter.



20,000th Member

The Club reported great news – it now has more than 20,000 members! Club Vice President



The Club's 20,000th member, Tony Hernandez, DWP (center), accepts congratulations from Club Vice President of Operations Robert Larios (right). With Tony is his supervisor, Al Sosa, DWP. Al encouraged Tony to join the Club.

of Operations Robert Larios celebrated the occasion by congratulating Tony Hernandez, Construction and Maintenance, DWP, for signing up at just the right time. Robert also introduced Al Sosa, Construction and Maintenance Supervisor, DWP, Tony's boss, for encouraging Tony to join the Club.

Recognition for Great Club Service

The Club is all about great service to City Employees, and the second half of the luncheon was dedicated to recognition of exemplary service.



Club CFO Brian Trent (left) accepts the President's Award on behalf of Club Staffer Trinh Pham, from Club CEO John Hawkins.

President's Award

President's Award, given to a Club Employee: John Hawkins, Club CEO, announced the winner of the President's Award, giving it to Club Sr. Accountant Trinh Pham. "Day in and day out, Trinh relentlessly pursues perfection within her job and consistently approaches every day and every task with a positive can-do attitude. She stays focused and happy regardless of the circumstances," John said of Trinh. "You have set the bar high for all employees of the Club by being an

inspiration and an example for the rest of the staff. But most importantly, you have given our Club members the ultimate in customer service."



Alive! editor John Burnes (right) accepts the Club Excellence Award on behalf of "History Comes Alive!" columnist Hynda Rudd, from Club CEO John Hawkins.

Club Excellence Award

Club Excellence Award, given to a Club partner: Hynda Rudd, retired City Archivist and current *Alive!* columnist. "For the last seven years, Hynda Rudd has been writing one of our most popular columns, 'History Comes Alive,'" explained John Hawkins. "That's more than 84 articles written exclusively for us. And she does this with literary wit and extensive knowledge.

"Hynda's canvas is the City of Los Angeles, and her gifts to the Club and its members each and every month are wonderfully created literary paintings of what life was like 'back in the day'."



Club CEO John Hawkins (left) accepts the Club Rep award on behalf of Ben Lozano, from Club Vice President of Operations Robert Larios.

Club Rep Award

Club Rep Award, presented by Club Vice President of Operations Robert Larios, went to Ben Lozano, Public Works/Street Lighting. Ben played a significant role in providing the upgrad-

ed lighting to City bike paths, featured in the June 2011 issue of *Alive!* A Club Member since 1991, he alerted us to the story, and he also is a big supporter of the Club Sports Program, helping to recruit fellow athletes to participate. "We salute Ben, who exemplifies excitement and enthusiasm," said Robert Larios. "The Club is honored and privileged to recognize and award Ben."



From left: Lisa Pallares, Transportation, and Manny Ortiz, Transportation, accept the Club Athlete of the Year Awards from Club Vice President of Operations Robert Larios.

Club Athlete of the Year

Club Athlete of the Year Awards, given to participants in the Club's Sports Program, were presented by the Sports Dude, Robert Larios. They were given to Manny Ortiz and Lisa Pallares, Transportation. "They both have been managers of softball teams, and are known throughout the City over the years for their athleticism and respect for other teams. Both Manny and Lisa participated in every sport the Club offered last year, and are helping the Sports Dude with organizing teams. They understand what the Club and the Club's Sports Program are seeking – to create memories that will last a lifetime, through sports. The Club is honored and privileged to recognize and award Lisa and Manny."

Three Videos

The Club presented three excellent videos, put together by Director of Marketing Summy Lam. The first introduced Club staff members to those gathered; the second took the viewers along as John Hawkins and Angel Gomez, Club Member Services Manager, produced their Blanket the City Club Angels activity; the third highlighted the three personas of Club Vice President of Operations Robert Larios – the Discount King, Chef Larios, and the Sports Dude!

Congratulations to the Club for an excellent 2011. Here's to an even greater 2012!

Pay Tribute to Your Mom!

Moms love tributes. It's the least you can do, after all she has done for you!



"Thank you for everything, Mom. Happy Mother's Day, and a happy, healthy and blessed 91st year. With lots of love."



"God could not be everywhere all the time, so he gave us mothers. All that I am or ever hope to be I owe to my angel ... my mother! Happy Mother's Day to you!"



"To the queen of my heart, thank you for your love, your faith, and for all you've been to me and our entire family. Happy Mother's Day! Love you always!"

CLUB MEMBERS: Pay tribute to your mom this Mother's Day... with a photo and message of lifelong love, published in *Alive!*

In our May issue, we'll print a photo of you and your mom (or just your mom)... and a two or three sentence message of Happy Mother's Day from you. Photos can be either print or digital. Send it in now!

- ☉ Send in a print or digital photo of you and your mom (or just your mom) Send **high resolution** digital photos to talkback@cityemployeesclub.com Send print photos (or drop them off in person) to the Club Store at 120 West 2nd Street, Los Angeles, CA 90012
- ☉ Include a message of Happy Mother's Day (up to three sentences).
- ☉ **Deadline: April 15**

