

A Message From the CEO

Parties, Valentines, And One Goodbye

by John Hawkins,  
President and CEO, The Club

You have fun, and we cover it... that pretty much sums up one of the busiest times of *Alive!*'s year. And year in, year out, it's also one of our most popular features.

It, of course, is "The City Parties," when our Counselors attend as many of your holiday parties as they can, and recap them in the pages of *Alive!*'s Our Counselors, who are already busy serving the benefit and insurance needs of our Club Members, spend even more time attending your City holiday parties, and covering them all for your reading pleasure. It's hard work, meeting holiday *Alive!*'s deadlines while honoring their end-of-the-year responsibilities. But our Counselors value the time they spend with our Club Members and other City Employees, and they make it happen. It's all about celebrating your lives.

And speaking of the holiday, I want to give a quick shoutout to all the great Club Members and our own staff – **Arlene Herrero, Jackie Causillas, Robert Larios** and **Rachael Brecher** and the **Club Store staff** – for the awesome result with this year's Club Toy Drive. We don't make a big deal out of it every year, but maybe we should. Club Members donated 275 toys this year. In a word, that's incredible. All of you made the holidays a whole lot brighter for needy families this year. And thanks to LACECA, the LAPD, General Services, and **Laura Rangel** for accepting our toys to their programs. (Similarly, congrats to Public Works/Street Lighting for their own toy giveaway.)

Speaking of *Alive!*'s traditions, there's another one that has been building over the years – tracking City Employees as they are deployed out of state, or sometimes out of the country, to help others in a time of need. We've covered the LAFD's Urban Search and Rescue teams, General Services teams, and other units tasked with saving victims or helping damaged areas recover.

This month we bring you a story on a DWP electrical unit deployed to Long Island, N.Y., to empower the locals after Super Storm Sandy devastated the Atlantic seaboard. Congrats to **Walter Rodriguez Jr.** and **Shawn Monahan** of the DWP for bringing some of LA's best firepower to help others outside the City.

We're just starting the New Year, but I want to remind all the Club romantics out there – that might as well be everyone! – that another great *Alive!*'s tradition is just around the corner. I'm talking about Valentine's Day, and "Be My Club Valentine." We invite Club Members to send in a photo and a few lines professing your forever love for your main sweetie. It's a really fun feature, so send 'em in!



John Hawkins and Lupe Medina at Lupe's retirement dinner.

Before I complete my *Alive!*'s duties to enjoy my family Christmas (I'm writing this on Dec. 18), allow me a few lines to say goodbye to one of the main faces of the Club. **Lupe Medina** – longtime Club employee, smiling spirit of the Club Store, and loving organizer of our quarterly *Alive!*'s coloring contests – is retiring in early January. She has meant a lot to the success of the Club, and it wouldn't have been the same without her. I wish you, Lupe, an awesome retirement with the family you love so much. Thank you for your joy and steady good cheer. Come visit often!

This New Year brings new Club benefits – Club discounts at the Discovery Science Center in Orange County and at the Monterey Bay Aquarium. You can be sure there will be more to come. A New Year means a fresh call to serve you, our Club Members, in new and innovative ways. We celebrate your lives every day, and 2013 will be the best of all! Happy New Year, everyone.

—JOHN

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**YOU CAN BUY LOVE**

With Valentine's Day Specials  
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