## A Message From the CEO

## Getting It Right The Second Time

by John Hawkins, President and CEO, The Club

Deople ask me all the time how we come up with our  $\Gamma$  cover story ideas. They come to life in about as many ways as there are stories, but generally, it works like this.

First, the cracking Alive! staff develops them. Or second, the stories are recommended to us. We know a lot about the City, but of course we can't know everything. So keep sending in your ideas! Is your department or bureau or team doing something cool, interesting and visual? Let me know! (My email address is at the bottom of the column.)

But then you have all sorts of other ways. Take, for instance, this month's cover story on the Los Angeles Animal Services' SMART animal rescue team. Here's how it came down.

Last August, we ran a dramatic photo of a team of City Employees rescuing a horse in the Hansen Dam Recreation Center. The photo was taken by Juan Guerra, a civilian who documents a lot of the activities of the LAFD and LAPD. In the photo caption, we mentioned the LAFD, the Rec and Parks staff, the General Service Police, and only a passing mention of something we called the DART team. We didn't even mention Animal Services.



From August 2012: A horse is rescued.

After the paper was published, I got a call from the awesome General Manager of Personnel, Maggie Whelan, Club Member, who told us we missed a big part of the story. That's when we got started researching and making phone calls, resulting in this month's cover story on Los Angeles Animal Services' SMART animal rescue team. And what a story it is.

Every City deserves a self-starter like Acting Lt. Armando Navarrete, who began the department's specialized animal rescue squad and paid for it out of his own pocket for nearly a decade (we're talking tens of thousands of dollars) until new management came in namely, General Manager Brenda Barnette and Director of Field Operations Mark Salazar, Club Member - and funded and supported the team properly.

The SMART Team's eventual funding - and our putting it on our cover - are both a story of getting it right the second time. I believe in second chances, and this story is proof. So thanks, Maggie Whelan and Armando Navarrete, for setting us straight.

I was saddened this month at the news that Jack Mathews, longtime City Employee and director of the other major City association, the All City Employees Benefits Service Association (ACERSA), had passed away A brief bio appears in this issue of Alive!, in the Best Years

I had, and still have, tons of respect for Jack. He pioneered the affinity group concept in the City of Los Angeles, and many of the principles with which I operate are directly related to what he did at ACEBSA. I watched him, got to know him a little, and I learned. And for that, I am grateful. I send my condolences to his family and those who knew him well.

Speaking of those who have passed on, we're adding a new feature in the Life's Important Moments section, tied to In Memoriam: Tell Their Story. Did you know or work with any of those on our list of deceased City Employees? If so, send in a few sentences about him or her, and help us to remember them. See the details on page 32.

But enough about that – it's spring, and time to enjoy life. Who's going to the Club-exclusive Magic Mountain event May 3? Tickets were going fast, so act quickly if you want to go. It's an amazing bargain, and you don't have to fight the huge crowds. It's just your fellow Club Members! You know I'll be there, doing my best to avoid the roller coasters. Wish me luck. I'll see you there!

Don't forget to apply for the 2013 Joannie Mukai Club Scholarships; the applications are available now. I'm amazed every year of the quality of the families we have here in the Club. So send in those apps.



jhawkins@cityemployeesclub.com

Alive! April 2013





6	Cover Story:
	To the Rescue

Animal Services' SMART animal rescue team, known worldwide, is the story of the passion and dedication of one man: Acting Lt. Armando Navarrete.

### An Ounce of Prevention

Alive! spends the day with LAFD Fire Prevention

## Club Scholarship

The Club is now accepting applications for its 2013 Joannie Mukai Club Scholarships.

## Grownup Coloring Contest

We have the winners of Alive!'s annual coloring contest for grownups.

### 37 Life Savers

LAFD honors a group of Airport Police Officers for saving lives through the use of defibrillators. Many of the honored are Club Members.

### St. Baldrick's

Annual fundraiser to fight children's cancer took place March 16.

Sections & Columns

City Department Coverage			
The Club			
Be a Club Angel			
The Club's 85th Annual Meeting30			
Club Angels' Mukai Scholarship Program is Open 25			
Airports			
Airport Police Dispatcher Denise Minor is honored by Westchester Elks			
Airport Police honored by LAFD for their life-saving skills using the defibrillator			
First gates at the new Tom Bradley International Terminal Open at LAX31			
Harbor			
Harbor			
<b>Harbor</b> Introducing the new LA Waterfront Website			
Introducing the new LA Waterfront Website			
Introducing the new LA Waterfront Website			
Introducing the new LA Waterfront Website			
Introducing the new LA Waterfront Website			
Introducing the new LA Waterfront Website			

## Advertiser's Index

Celebrate Earth Day at the LA Zoo......36



Blind Children's Center ......31

dventures With Hal	
live! Around the World	
e Alive!	20
Sirths	35
Classifieds	43
Club Store	4
Coloring Contest for Grown Ups: Winners	34-3
Coloring Contest for Kids	2
Cooking With the Club	4
Deaths	32
veryday Heroes	29
etters	!
eace of Mind	32
eople We See	2'
ricture Perfect	28
Question of the Month	!
letirees Section	12-18
letirements	1
Reviews: Movies, Theatre, Books & Video Games.	39
een Around Town	3
mart Moves: Dearborn Insurance	2
ports	4
icket and Gift Order Form	4
United Agencies at the Club	

LEGOLAND......44

Mishgienterprises Jewelry & Clothing.....21

Palmer Woodworks Design & Cabinetry . . . . 21

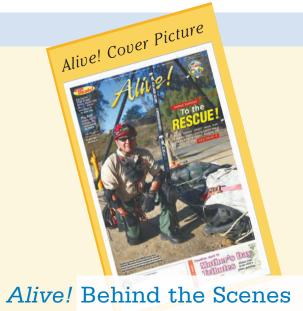
Rosebud Marketing . . . . . . . . . . . . 21 & 36

Sprint......33

United Agencies Inc. Insurance ............ 15

# **For Retirees**

Best Years ...... Pages 12-18



Animal Services' SMART animal rescue team.

