

CITY EMPLOYEES AT WORK



As observed by Noelle Kauffman, Club Counselor:

Here's a team from Public Works/Street Services Special Projects Division found on Spring and Cesar Chavez Streets, putting up street signs. From left: **Ted Mahaley, Carpenter**, 27 years of City service; **Johnny K. Lizarraga, Equipment Operator**, 30 years, Club Member; and **Jose Salazar, Heavy Duty Truck Driver**, 13 years.



As observed by Jackie Causillas, Club Counselor:

Here's **Andrei Santos, LAPD Security Officer** assigned to Security Services Division, 12 years of City service; working at the City Hall South Lobby security desk. His mission is to ensure the safety and security of Los Angeles City facilities, elected officials, employees, and the public.

Do you have a photo of City Employees on the job? Send it in and we might print it! talkback@cityemployeesclub.com



Rest Insured

By **JEFF GELINEAU**
Vice President of United Agencies, The Club's Auto and Home Insurance Partner

How Can I Save Money on Insurance?

The most frequent questions we get asked are about saving money. "Is there a way that I can save money on my homeowners and car insurance?"

The easiest way to save money on both of those policies is to make sure that you combine them together with the same insurance company.

Paying for two separate policies every month can be painful. If you're looking to save money, combining your car insurance and homeowners insurance with one insurance company may lead to significant savings and a more manageable budget.

Multiple policies, which usually combine car insurance, homeowners insurance or other insurance policy types like condo, or renters, may lower your monthly insurance bill by a significant amount.

Many insurance companies provide discounts up to 15 percent if you insure more than just car insurance with them. These insurance companies are able to secure more business through the same clients who, in exchange, receive discounts, in addition to convenience.

This saves the insurance company money, and they pass the savings on to you!

The savings are not small! Many families with teenagers pay \$3,000 to



\$4,000 a year for their car insurance. A 15 percent savings can quickly result in savings of more than \$500 a year!

Since some insurance companies allow multi-policies to be combined into one monthly bill, you can have a streamlined process without having to repeat steps for each individual bill. In addition to the financial savings, this will save some time, stress and even money on stamps.

Be safe and have fun!

About United Agencies

United Agencies is the Club's partner helping members with their home and auto insurance, and related products. We specialize in creating personal relationships with our customers, and serving their needs in a prompt, efficient and friendly manner.

Check out our City Employees Club page on the United Agencies Website at www.unitedagencies.com/cityclub. This website lists the upcoming visits we'll be making to City Department meetings where you can ask us any question in person, and get an instant quote!

Have a question?

Is there something about insurance that you've always wanted to know, but were too ashamed to ask? Maybe something that you've just always been curious about? Feel free to send me an email at jgelineau@unitedagencies.com, and I will try to answer your question in one of our monthly columns.

Zoo

Story courtesy LA Zoo; Photos by Tad Motoyama, LA Zoo

Marketing Award

LA Zoo's LAIR development receives achievement award from the Association of Zoos and Aquariums.



The interior of the LAIR exhibit.



The Gray's Monitor species of lizard, inside the LA Zoo's LAIR exhibit.

The LA Zoo's Living Amphibians Invertebrates and Reptiles (LAIR) marketing campaign was awarded a Significant Achievement Award from the Association of Zoos and Aquariums (AZA) during the 2013 AZA Annual Conference held in Kansas City, Mo. on Sept. 12. The award recognizes excellence in marketing campaigns by an AZA institution utilizing multiple communication channels including television, radio, print advertising, outdoor, internet, direct mail and more.

"We are very proud and honored to be recognized with this award," said Zoo Director John Lewis. "The overall idea behind the LAIR marketing campaign was to show how the inhabitants of LAIR are just as unique as the Zoo's diverse audience from various Los Angeles communities. We overcame many obstacles to make the LAIR campaign as successful as possible, and it could not have been done without the hard work and dedication of our Zoo staff and supporters."

The Zoo worked in partnership with the Boston-based advertising agency Allen & Gerritsen to create "The LAIR-Alive in L.A." campaign with the goal of increasing attendance to over 1.6 million visitors and creating awareness about the opening of the LAIR and the biodiversity

of its species. The campaign surpassed its intended goal, reaching more than 1.6 million guests in 2011-12, the highest attendance the Zoo has had in more than 20 years. The successful campaign showed visitors the visually stunning habitats and unique species that reside within the LAIR through colorful advertisements featuring the Zoo's Fiji island iguana, desert hairy scorpion, California king snake, giant horned lizards and several other critters. Another notable aspect of the campaign included a series of humorous commercials featuring Slash and Betty White as they got nose to nose with a few of the unique inhabitants of the LAIR. The LAIR is not only home to more than 60 species of amphibians, invertebrates, and reptiles, but also features the most diversity of any exhibit ever built at the L.A. Zoo.

The Los Angeles Zoo and Botanical Gardens is in Griffith Park at the junction of the Ventura (134) and Golden State (5) freeways. Admission is \$18 for adults and \$13 for children ages 2 to 12. The Zoo is open from 10 a.m. to 5 p.m. daily. For information, call (323) 644-4200 or visit the L.A. Zoo Website at www.lazoo.org