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Tech on the Rise

Steve Reneker, ITA's new General Manager, has a plan in place.

New Flamingoes

Zoo welcomes first new chicks in 10 years.

The City Parties!

Alive! continues its annual tradition of covering the City's holiday parties.

So Long, Cora

Cora Jackson-Fossett retires from Public Works.

Steam Plant Graduates

DWP graduates another class of steam plant assistants.

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Alive! **Behind** the Scenes Here's Steve Reneker, General Manger, ITA, in the agency's Security Operations Center deep below City Hall East. photographed by the Club's Angel Gomez.



A Message From the CEO

The Relentless **March of Tech**

by John Hawkins, President and CEO, The Club

No matter where on this planet you live, the natives always brag about their resilience by stating, if you don't like the weather, don't worry, it will change in ten minutes. Even here in LA!

I think we're going to have to alter that phrase, to

substitute technology instead.
Is there anything moving faster than technology? It seems if you stand around for just a few minutes, you've already fallen behind. What's the latest phone or tablet? What's the newest awesome app?

That's why, here at the Club, we introduced a Webbased state-of-the-art ticket buying and delivery system several years ago, and we keep improving it. That's why we've built Facebook pages and Twitter feeds to keep you in the loop, and our ticket deal e-newsletter is a big hit (sign up now if you haven't already; go to the Club Website). We've developed an iPad app so that our Club Members can receive *Alive!* in the version they prefer, whether it be print or digital. And we're looking into video, too. At the Club, we're on top of technology for our Club Members, and thanks for your feedback that you appreci-

But enough about us – I initially started this column to talk about ITA!

To my eyes, the City's technology game plan had fallen behind, and that's no disrespect to the great ITA employees past and present. Tech costs money, as we all know, and the budget crunch of 2008 severely affected ITA. But



Club CEO John Hawkins and ITA GM Steve Reneker in the department's network operations center.

now there's a solid plan, as delineated and managed by the new General Manager, Steve Reneker. The plan is bold – you can read all about it, starting on page 24 - and I'm excited about it. The plan includes major infrastructure improvements, which are all smart. But let me talk for just a minute about how one element of the ITA plan directly impacts me.

As a citizen of Los Angeles, I use the 311 calling system to report graffiti on my block, trash bins in need

of repair, sidewalks that have seen better days, and so forth. But it seemed so cumbersome and not available in the off-hours because of the budget crunch. In preparation for this month's article, I downloaded the new MyLA311 app for my iPhone. And now I wonder why I didn't do it earlier, when the app was introduced last year! The thing's amazing. What I love about it most is that it's connected – I can report all those things (and it reports back to me!), plus I can check my DWP balance, and do other things. It's City departments working together, sharing data and serving the people of LA in much better and smarter ways. What's not to love? If the rest of Steve's game plan goes as well – and that's a huge challenge – then we're all in for better City experiences. Here at Alive!, we love to celebrate the City's successes, and I see a lot more of them coming.

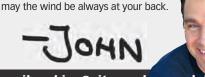
And on a more personal note – congratulations to ITA's Tony Ighani, head of Channel 35, who has done great work for many, many years – a look at the lineup of golden Emmy awards in the Channel 35 office attests to that. Tony used to write a monthly column for *Alive!*, when Channel 35 was producing much of its own content. But the budget crunch really did a number on Channel 35. Now I say congratulations because, as part of ITA's game plan, there's a brand new day awaiting Channel 35. It's going digital and high-def, plus it's moving into exciting new digs. And now that Tony has shepherded Channel 35 to a brighter future, he's going to be retiring in a month or so. So here's to you, Tony, bringing the City's media vehicle through some dark days and helping establish it for years to come. Well done.

Speaking of retiring, here's more congratulations – and thanks – to Public Works' **Cora Jackson-Fossett**, who has retired after a strong City career. Cora has worked hard to help Alive! cover lots of interesting stories. Enjoy your rewarding retirement, Cora.

Yes, I know we're past Valentine's Day... but I want to give a quick shoutout to fun Club Member Rodney Bernaldo. Public Works, who has sent his sweetheart a Club Valentine for four consecutive years. But this year's entry unfortunately was misdirected, and so we're only now printing it, in March. He insisted on keeping the streak, well, alive (and of course he wanted to serenade Isabella, too). To me, that's confirmation of what the Club is all about – us giving Club Members lots of ways to celebrate your lives, and you taking full advantage.

Which reminds me to remind you, our readers, that Alive! has a lot of photo submission opportunities for you at the moment. We're preparing for Mother's Day and Father's Day greetings (always very popular)... You and Your Pet... graduations at this time of year... and of course Picture Perfect, one of *Alive!*'s quietest but absolute best monthly features. All these photo submissions really make the Club a family, so keep 'em coming, and don't be shy!

Have a fun and bright March, and if you're Irish, or even if you're not,



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