

THIS
MONTH
AT THE



Griffith Observatory

July 5:
2 – 9:45 p.m.

FREE!

Public Star Party

Free public star parties are held monthly at Griffith Observatory with the assistance of volunteers from the Los Angeles Astronomical Society, the Los Angeles Sidewalk Astronomers, and The Planetary Society. They are a chance for the whole family to look at the sun, moon, visible planets and other objects, to try out a variety of telescopes, and to talk to knowledgeable amateur astronomers about the sky and their equipment.

Information:
www.griffithobservatory.org/pcalendar.html

**Support the
Griffith Observatory!**

Consider joining the Friends of the Observatory (FOTO).

(213) 473-0879

www.friendsoftheobservatory.com

City Owned. City Run. City Proud.



West Valley Open House

West Valley Sanitation Yard hosts annual open house.

On May 17, Public Works/Sanitation's West Valley hosted its annual open house. From morning to afternoon, the yard was packed with all ages enjoying the demonstrations of the refuse collection trucks and other equipment and touring the yard and repair shops. Radio Disney made a guest appearance, teaching the kids to dance, while West Valley's very own DJ Sweat played the latest tunes.

A free barbecue lunch was provided, which consisted of hot dogs, bratwurst, chips, fruit and soft drinks. The open house also featured games and prizes, information booths, a raffle, and free mulch (made from yard trimmings).

Congrats to the West Valley Yard for another great open house!



This artistic rendering of West Valley's logo was painted by Julio Cruz and Santos Duran, Club Member, in May. Great job, guys!



Public Works

Story by Isabel Marquez, Club Counselor;
Photos by Noelle Kauffman, Club Counselor



Harbor

Story and photo courtesy Harbor

Harbor's New Leader

Gene Seroka confirmed as new Harbor Executive Director.



Gene Seroka, Harbor Executive Director.

On June 11, the City Council unanimously confirmed veteran shipping industry leader Gene Seroka as the new Executive Director of the Port of Los Angeles.

He replaces Geraldine Knatz, Ph.D., Club Member, who retired last year. City Engineer Gary Lee Moore had been serving in the interim.

"Gene Serokais is a dynamic, seasoned executive with all the right knowledge and skills to seize the opportunities and navigate the challenges of a fiercely competitive industry and ensure the Port of Los Angeles continues to thrive as a global leader in international trade," said Los Angeles Mayor Eric Garcetti.

"The Los Angeles trade gateway is a vital force in our nation's economy," Seroka said. "I am honored to lead the team dedicated to making this powerful engine the most competitive, efficient and sustainable source of prosperity for the benefit of both our region and U.S. international trade."

As the Port's Executive Director, Seroka will be responsible for managing a \$938.8 million

budget, advancing major capital projects, growing trade volumes and promoting innovation and sustainable practices that strengthen the region's economy. The duties involve interacting with a wide range of stakeholders, including Port customers around the globe, industry partners, elected and appointed officials at all levels, and harbor area residents and business leaders.

The Harbor Board of Commissioners unanimously voted June 5 to approve Seroka for the executive director's position. Mayor Garcetti's May 27 announcement that he had chosen Seroka for the job concluded a global search to fill the Port's top management post.

15th District Los Angeles City Councilman Joe Buscaino said, "I am excited about Mr. Seroka's commitment to investing in a strong port that benefits the harbor communities of San Pedro and Wilmington. I feel that he understands my priority and urgency of redeveloping our LA Waterfront, which will create jobs, boost our economy and strengthen the

value of our neighborhoods that surround the Port of Los Angeles."

Seroka brings more than 25 years of experience in shipping, global logistics and executive management to the Port. Most recently, he was Head of Commercial in the Americas Region for American President Lines (APL) Limited. After several key overseas positions for APL, he returned to the United States in 2010 to become President - Americas for APL Limited in Phoenix, where he managed sales for APL's Liner Shipping, managed 1,000 employees and was responsible for all commercial, port terminal, intermodal and labor activities throughout the region.

Seroka joined APL, a wholly owned subsidiary of Singapore-based Neptune Orient Lines (NOL) and the world's seventh largest ocean carrier, in 1988 as a sales support representative in the company's Cincinnati office after earning an MBA and Bachelor of science in marketing degree from the University of New Orleans. Over the years, he has held various positions in the sales man-

agement and marketing fields with increasing responsibility and high-level assignments all over the world. Throughout his career, Seroka has played a key role in global marketing and corporate strategies for APL.

Seroka's first overseas posting was in Shanghai where he served as Director of Sales and Marketing for North and Central China from 1999 to 2003. He then moved to Jakarta where he was President Director of PT. APL and APL Logistics in Indonesia for two years before relocating to Singapore in 2005 to become Vice President of APL Logistics' business units in 26 countries in the company's Asia/Middle East and South Asia regions. From 2008 to 2010, he served as Regional Vice President for APL and APL Logistics Emirates LLC in Dubai where he managed APL's business in the Middle East and East Africa.