

HEADWAY



Selling the RTD

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The Headway . . .

is published by the Southern California Rapid Transit District for the employees, retirees, and its friends every month. Headway is guided by a policy approved by the General Manager and published in the Human Resources Policy Manual. A copy is available on request.

Views and opinions contained herein do not necessarily reflect official District policy.

The Headway welcomes contributions from RTD employees and retirees—letters to the editor, story ideas, opinions, employee and staff activities, and other submissions. Deadline is the first day of the month for inclusion in the following month. Submissions should be typed double-space and signed by the author or on disk using the Wordstar 4 program. Opinion pieces and letters to the editor should not be more than 500 words and should be submitted on disk whenever possible. The editor reserves the right to select, edit, and position all copy.

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Editorial Office: Administration Building, 425 S. Main St., Personnel Department, Second Floor, (213) 972-7165.

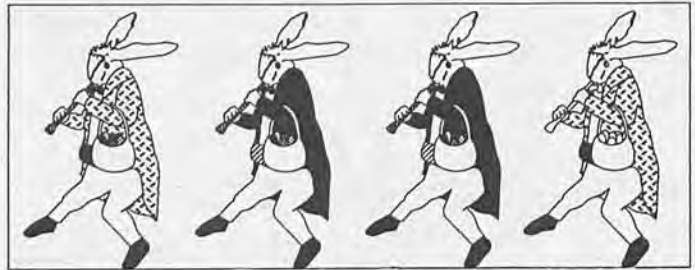
Printing Services Staff: Photo Lithographic Operators—Rob Hartert and Ferrol Yeakle; Pressmen II—Pat Bates, Eliud Castellanos, Oscar Arzadon, Roberto Arrivillaga; and Bindery Operators II—Manny Alvarez, Walt Billingsley, and Luis Melendez.

Editor: Mary E. Reyna

Business Manager: Carolyn Frazier

Contributing Editors: Paul Lonquich, M.D., Sue Harvey, Axel Heller, Carolyn Kinkead, and Luanna Urie.

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Board Assigns Blue Line Security to Sheriff's Dept.

by Greg Davy, Sr. News
Bureau Representative

The RTD Board of Directors voted 7-1 on March 27 to enter into an agreement with the Los Angeles County Transportation Commission (LACTC) to contract security services for the Long Beach to Los Angeles light rail system to the Los Angeles County Sheriff's Department for two years.

The contract also provides for funding from the LACTC that would further build up and train RTD's Transit Police during

The contract provides for funding from LACTC that would build up and train RTD's Transit Police.

the second year of the two-year term. At the end of the contract's term, a full complement of rail-trained Transit Police officers will be ready to assume Blue

Line law enforcement duties.

The Sheriff's Department will handle security

At the end of the contract's term, a full complement of rail-trained Transit Police Officers will be ready to assume Blue Line security.

for the District when RTD begins operating the Blue Line trains in July. The estimated cost of a yearly contract with the Sheriff's Department is between \$10 and \$11 million.

The Long Beach-to-Los Angeles light rail line, when complete, will stretch 21 miles between Los Angeles County's two largest cities. The first 19 miles of the system is scheduled to open this July. The Sheriff's Department will provide on-train security services and will patrol rail yards and stations along the route.

\$2 Million Approved for Joint Bus Service Project

by Andrea Greene, News
Bureau Representative

A \$2 million project aimed at improving and increasing bus service in Burbank, Glendale, and Pasadena was approved by the RTD Board of Directors.

"We are so pleased that the Tri-Cities Transportation Coalition decided to work with RTD in order to more comprehensively identify transportation needs and develop alternative solutions," RTD Board President Gordana Swanson said. "This new program can be funded equally by the District and the three cities of Burbank, Glendale, and Pasadena. It will be one of our most innovative projects to date."

The project calls for

RTD and the Tri-Cities Transportation Coalition staff, comprised of city council, chamber of commerce, and other community leaders, to evaluate current bus service and

RTD and the 3 cities will evaluate current bus service and then develop a service improvement program. New services could start as early as summer.

then to develop a service improvement program. Some of the improvements could include the addition of new bus lines, restructuring of existing routes, and offering more express bus service. If a final plan is approved by the RTD Board and each of the three cities, new services could start as early as this summer.

The financial constraints of recent years have made it difficult for the District to address such a program. But as a result of Proposition A moneys, the cities of Glendale, Burbank, and Pasadena currently have more than \$12 million among them to spend on transit needs. Those funds can be invested in new and expanded transit

services. This proposal to jointly fund a service improvement program can demonstrate the benefits of RTD joining with local cities to address growing local and regional transit needs.

"The discussion between the Coalition and District representatives was the first of an intended series of meetings with local and regional transportation agencies," Mrs. Swanson said.

"The willingness of the Tri-Cities Coalition to work with RTD in this process is a good place to start," Mrs. Swanson said. "As the travel needs of our constituents continue to change, we hope to replicate the success of this program in other communities."

RTD's RCC Appointees Formally Introduced

by Greg Davy, Sr. News
Bureau Representative



RTD formally introduces three Rail Construction Corporation appointees. They are from left to right: James T. Pott, a project consultant from Long Beach, proprietor of James Pott & Co.; Robert E. Kruse, president of Kruse Construction, Sun Valley; and Herbert L. Carter, executive vice chancellor of the California State University system. RTD Board President Gordana Swanson (second from right) and RTD Director Kenneth Thomas (right) presented the appointees on February 27.

RTD's three appointees to the newly formed Rail Construction Corporation (RCC) were formally introduced February 27 by RTD Board President Gordana Swanson with the nearly completed shell of the future Westlake/MacArthur Park subway station as a backdrop.

The appointees are Glendale resident Robert E. Kruse, president of Kruse Construction, Sun Valley; James T. Pott, a project consultant from Long Beach, proprietor of James Pott & Co.; and Herbert L. Carter, a Los Angeles resident who is Executive Vice Chancellor of the California State University System.

Kruse is a University of Southern California graduate who was an officer in the U.S. Navy in the Korean war. From 1953 to 1968 he was general superintendent and part owner of MacDonald Kruse Construction Co.

In 1968 he became president of Kruse Construction Co., headquartered in Sun Valley. The firm has built \$147 million in heavy construction work with a specialty in flood control, highways, soil stabilization, and tunneling, including the Oakland Wye for the Bay Area Rapid Transit District. The firm also built two stations with connecting tunnels for the Metropolitan Transit

Authority in Washington, D.C.

Kruse has served as co-chairman of the Construction Laborers Pension Fund and the Construction Laborers Health and Welfare Fund.

Kruse was president of the Associated General Contractors of California in 1985 and has chaired several of that organization's units including the heavy construction and utility division, and the long-range planning committee.

Pott is a civil engineer whose experience spans numerous public works projects. In 18 years of service in Santa Clara County, he served as director of the Santa Clara County Transportation Agency where he was responsible for all transit, airports, and highways. He was Director of Public Works and City Engineer for Long Beach for six years, followed by a four-year stint as a vice president of O'Brien-Kreitzberg & Associates, Inc., in Encino, where he oversaw business development and managed major projects such as transportation consultation.

As owner of James Pott & Co., he serves as a development consultant. A Stanford University graduate, Pott has earned six civil engineering awards.

Carter has served as

Executive Vice Chancellor of California State University since 1987. He is deputy to the chancellor, who governs the 19-campus CSU system. Carter serves as the focal point for guiding, coordinating, and integrating policy formulation and program planning for the CSU system.

Carter's administrative experience spans 27 years, including stints as executive director of the Los Angeles County Commission on Human Rights and the Department of Human Relations for Los Angeles County.

After earning an undergraduate sociology degree from the University of Arkansas, Carter went on to obtain his doctorate in public administration from the University of Southern California. He has earned the City of Los Angeles' Distinguished Service Award and citations from the California State Legislature for community service.

The RCC is governed by a seven-member board represented by three appointees from the RTD, three from the Los Angeles County Transportation Commission (LACTC) and a seventh to be elected by a majority of the other six. As a committee of the LACTC, the RCC is responsible for planning and administering all rail projects in Los Angeles County.

First Multi-Year TPOA Contract Signed

The first multi-year employment contract between the District and the Transit Police Officers Association (TPOA) was signed and executed on February 2, 1990.

The three-year agreement calls for an 11 percent raise in the first year, followed by a 5 percent hike in the second and third years. However, for the



Happy smiles abound for management and Transit Police Officers now that bargaining is over and there's a contract to sign. Clockwise around the table: TPO Jack Goss, TP Chief Sharon Papa, TPOA attorney Bob Krause, TP Sgt. Janice Hart, Labor Relations Manager Brenda Diederichs, General Manager Alan Pegg, TPO Wilson Brown, Senior Labor Analyst Kim Turner, TP Lt. Ron Eutsey, TP Sgt. Luke Fuller, and Director of Labor Relations Anne Nessen.

subsequent years, 2 percent of the increase is tied to the COLA while the remaining 3 percent will be determined by pay-for-performance standards. Transit Police Chief Sharon Papa said the three-year contract will take the Transit Police through the start-up of the light rail which ensures stability at a time when it is most

needed. "I think it is a decent contract that stands to make us more competitive among agencies in the area," Chief Papa said.

Outgoing TPOA President Luke Fuller, a sergeant with the Transit Police, called it a "First." "It is our first multi-year contract. I think the wage spread over the next three years should

definitely help our recruitment effort. I think

"It's a decent contract that stands to make us more competitive among agencies in the area."

the Board of Directors realized if they wanted to keep a good force, they were going to have to pay for it," said Fuller. Transit Police Officer Frank Billman was recently elected the 1990

TPOA president.

Fuller said another important term in the contract is the District's commitment to actively seek legislative change regarding the Transit Police Force's status in the penal code. The shift sought would allow officers to carry their weapons when off duty. "This concession alone was a great morale booster to the force." The contract also calls for aid in streamlining the reporting system required of the Transit Police from the many jurisdictions located in the District's

Five Benefit Assessment Districts Formed

by Rick Jager, Sr. News Bureau Representative

The Board of Directors February 8 approved a resolution to proceed with the establishment of five benefit assessment districts for Phase II of the Metro Rail Red Line.

The plan calls for residential property owners to be exempt from paying benefit assessments.

The Phase II alignment is defined as that portion of the project from Wilshire/Alvarado station to North Hollywood and to Wilshire/Western running 12.9 miles.

The purpose of the benefit assessment districts is to raise \$75 million to finance, in part, the construction of the stations within the assessment districts.

Other key elements contained in the plan

include:

- Creating five separate benefit assessment districts for Phase II of the Metro Rail project.
- District boundaries will be established based on a walking distance of one-half mile from the center of each station.
- All residential property, including portions of residential hotels, motels, and other similar uses with long-term residents would be excluded from the benefit assessment.
- All property that is publicly or non-profit owned and used would be exempt.
- The initial annual assessment rate is currently estimated at 33 cents per square foot starting in the year 2000. Assessment rates could increase or decrease to generate the necessary

... continued on page 6

Women Directors Hold First Quarterly Luncheon



First quarterly female department directors' meeting was held in February. Those attending were, front row, from left to right: General Counsel Suzanne Gifford, Director of Real Estate Velma Marshall, District Secretary Helen Bolen, and RTD Board President Gordana Swanson. Back row, from left to right: Director of Rail Activation Barbara Hanson, Director of Transportation Leilia Bailey, Director of Labor Relations Ann Nessen, Director of Risk Management Barbara Anderson, and Director of Personnel Gayel Pitchford. Not shown are Director of Community Relations Rebecca Barrantes, Transit Police Chief Sharon Papa, and Acting Director of Program Control Michelle Caldwell.

With recent hirings and promotions within the District the number of female department directors has risen to 9 out of a total of 30. During the first week of February, Director of Transportation Leilia

Bailey sponsored a luncheon for women directors only. The luncheon was considered a success and a useful forum for the exchange of information and ideas. The directors have decided to meet

The Annual Report

The District has published its annual report covering the RTD's operational and financial highlights of the fiscal year that ended last June.

The 20-page booklet reports on key events in the progress of bus and rail operations. Since last year was the District's 25th anniversary, there is a

special section on our first quarter century. In addition, financial statements and highlights are included.

A copy has been sent to all employees at their work locations. If for some reason you did not receive an annual report, contact your division manager or department head.

quarterly.

Almost all the of the directors attended with the exception of the Director of Community Relations Rebecca Barrantes, Transit Police Chief Sharon Papa, and Acting Program Control Director Michelle Caldwell whose schedules precluded their attendance.

... Benefit

... continued from page 5

revenues to finance the construction.

The plan also calls for property owners to be given several options for payment of assessments due on any parcel including: 1) payment in 19 annual installments beginning fiscal year 2000-01; 2) payment in five annual installments starting in 1991-92; 3) payment in one lump sum in the year 1991-92; or 4) payment in one lump sum in the year 2000-01.

Assessments will terminate in fiscal year 2019-20 or earlier. Any growth in the assessable square footage will be used to lower the assessment rates for subsequent years, or to pay off any bonds issued and end the assessment at an earlier date.

The resolution to proceed with the creation of the five benefit assessment districts will now be forwarded to the City of Los Angeles and to the Los Angeles County Board of Supervisors for their comments and approval.

The Board is expected to vote for final approval sometime in July.

Top Operators for January

The awards for the Operator Recognition Program for the month of January were announced in early February. The Manager's Award is presented to the bus operators who consistently perform in an outstanding manner. While there are many operators who deserve this honor, budgetary constraints force managers into the tough job of having to choose just one. The theme of the program is "In Pursuit of Excellence." Those operators excelling in their pursuit are listed below.

Manager's Award

- 3201 Homer Rogers Jr.
- 3203 Raul Ruben Alvarez
- 3205 Alvin Hamm
- 3206 Ronald J. Figueroa
- 3207 Norman Goldstein
- 3208 Marshall J. Long
- 3209 Richard Coffin Patterson
- 3210 Phillip Cordova
- 3212 Gloria Brown
- 3215 William Chatelain
- 3216 Herbert Spencer
- 3218 Ernest King

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In Memory of Operator Cornelius Bradford

by Nancy L. Spear and
Clarice Bradford

Cornelius Lee Bradford
August 8, 1931 - January
30, 1990. An RTD em-
ployee since December 12,
1974.



*Cornelius Bradford with his
grandchild.*

Cornelius Lee Bradford
("Lee" or "Bradford"), a
dedicated RTD bus opera-
tor died suddenly on
January 30, 1990. While
serving RTD patrons for
more than 15 years, he often
drove on the 401 line,
although I think his
favorite was the 483.

For most of two years
he and his good friend and
fellow operator Fred
Turrentine faithfully
watched for me when I
finished work late at night
and saw me home safely to
the bus stop in Pasadena
where my husband usually
waited for me. One time
when I had taken a day off
Bradford missed me and
worried all the way to my
bus stop that if my husband
was there waiting he might
have to turn around and go

back downtown to find me!

His Christian faith
was lived in his life. He
once paid for a night's
lodging for a young woman
who was stranded and he
often gave people rides
when they needed to get to
places where the bus
wouldn't go, especially at
night. He was a genuinely
helpful and generous
person in all parts of his
life. And he loved to
laugh! His sense of humor
was wonderful, often
helping us to regain
perspective when difficul-
ties seemed impossible.
He cared about life on
earth, searching for solu-
tions in his own way to
social problems, but he
always knew that God is
really in charge of things
here even though at times
we may think we are!

I first met Bradford
when he "rescued" me one
rainy night in January
1988 shortly after I started
working for the District as
a Telephone Information
Operator. I was living in
Arcadia at that time,
working a night shift, and
afterwards I went to the
City Hall bus stop to take
the 480 line to the El
Monte Station where my
husband would pick me up.
Due to a Metro Rail
detour, the 480 was not
making that stop but there
was no notice on the bus
stop and I did not know
about the detour. After
waiting and finally
realizing that no buses were
stopping, I became very
upset. Besides being cold
and tired, I thought, what

kind of a bus company am I
working for when buses
don't stop where they're
supposed to! I walked
north to the next bus stop
at Aliso and flagged down
the next bus that came by.
The driver was Bradford
on the 401 line. I was
crying and soaking wet and
scared. He told me to get
on his bus and took me to
Pasadena where he let me
off by a phone. During the
trip he explained the
reasons for all that had
happened and helped me
figure out how to contact
my husband. He calmed
me down, restored my
faith in humanity (as well
as the RTD) and probably
was responsible for my not
quitting my job the next
day!

Everyone who knew
Bradford will miss him—
bus riders, friends, and
family. He delighted in the
new 2300 buses used on the
401 line and joked that

now he really didn't feel
like he'd been working. On
Friday nights his grand-
children Jaray and Janay
Lockhart would ride with
him and keep him com-
pany.

The bus he drove
lighted the way home for
me in the darkness of night.
The Light from his soul
will light the way ahead for
me and many others for a
long time.

His loving wife Clarice
Bradford wishes to share
these thoughts from her
heart with all Bradford's
friends at RTD:

"My husband was so
dear to me. He was a good
husband, father, and
grandfather. We spent 37
beautiful years together.
Lee loved everybody, his
family, his job, but most of
all he loved the Lord.

Lee, I miss you,
Your wife"

—submitted February
27, 1990

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Financial Seminars Offered to N-C Employees

The District's Treasurer's Office is sponsoring "You Can Have Financial Wealth and Security" seminars for non-contract employees continuing thorough May 1990. The two-hour seminars are conducted by Mr. Jon Mandell, a certified financial planner.

Highlights include information on debt, credit management, saving for retirement, college educations, home purchases as well as adequate insurance coverage, and easy budgeting techniques.

Please call the Investment/Deferred Compensation Office at (213) 972-6850, -6851, or -6856 to reserve your place at one of the following seminars:

Tuesday, 4/3/90 7:00 p.m. Board of Directors Room 2nd Floor, Administration Building.

Tuesday, 4/10/90 10:00 a.m. Central Maintenance Facility

Tuesday, 4/17/90 7:00 p.m. Central Maintenance Facility

Tuesday, 4/24/90 10:00 a.m. Central Maintenance Facility

Tuesday, 5/1/90 7:00 p.m. Central Maintenance Facility

Tuesday, 5/8/90 10:00 a.m. Board of Directors Room 2nd Floor, Administration Building.

In addition, at the end of each seminar, one lucky attendee, will win a \$50 U.S. Savings Bond to start them off towards financial wealth and security.



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Division 3203
Tongrai, Anna

Division 3205
Ellis, Lester
Gray, Mazie
Ramirez, Raul A.
Walker, Marcia

Division 3206
McNeel, Gwendolyn
Sharp, Anthony

Division 3207
Johnson, John W.
Srovnal, V.J.
Williams, Dwayne

Division 3208
Chakmakian, George
Flock, Doyle
Ford, Michael
Nehrbass, John H.
Powell, Robert
Smith, Leonard

Division 3209
Fletcher, James
Pierce, Brent

Division 3210
Anaya, Guillermo
Fitzhugh-Small, Joanne
Santiago, John

Division 3212

Cardias, Peter
Monaghan, Patrick

Division 3215
Anderson, Donald L.
Mendez, Victor
Tyus, John

Division 3216
Morris, Benjamin

Division 3218
Boykin, Jerry

Dear RTD:

It gives me great pleasure at the outset to express my absolute appreciation for the courtesy extended to myself and all patrons boarding bus line #55, run #54 on November 30, 1989. Mr. Jerry Boykin has good interpersonal skills and is well suited interfacing with the public.

It is my hope that this professional will serve as a role model in the gang-infested, impoverished route that he services each day.

I do not ride public transportation often; however, in the past I have met both good and bad in public service and it is only fair to give special notice to the good professionals.

Regards,
William A. Deloney

Dear RTD:

I am writing this letter to give my commendation to Operator Joanne Fitzhugh-Small on the way she handled what could have been a potentially dangerous situation.

I got on the bus as a passenger at Hoover and Venice Blvds. on January 29, 1990. The driver picked up a handicapped passenger along the way and when the handicapped person reached her destination, the driver had to get up from her seat to operate the lift for the passenger. She excused herself through the aisle and came upon one male passenger who refused to move for her and the handicapped person. This could have resulted in a verbal or physical altercation because this person seemed very hostile and used abusive language toward the bus driver, but the driver remained calm and was able to persuade this person to move to allow the person to exit the bus.

"I certainly hope that there are more drivers like this lady."

I ride the bus frequently and know this can be a very stressful job and I certainly hope that there are more drivers like this lady. It makes it a much more pleasant ride to know that there are drivers who are concerned about their passengers and people orientated enough to know how to handle these kind of

situations favorably.

Sincerely,
Ms. Gwen Williams

Dear Ms. Leilia Bailey:

This is to advise you of the extraordinary efforts of five Transportation Department employees who went beyond the call of duty to assist two wheelchair-bound patrons.

The patrons, who are husband and wife, identified themselves as Randy and Kimberly, became stranded at Hollywood Blvd. and Wilton Place on Sunday evening, January 21, 1990, when Randy's motorized wheelchair malfunctioned. OCC summoned the assistance of our supervisors, who, with the help of a Line 1 operator, transported both patrons directly to their residence and saw to it that Randy made it safely into his apartment.

"These gentlemen are a definite asset to the District."

I wish to officially acknowledge and commend Acting TOS-Communications Francisco Chavez, TOS-Vehicle Operations Duane Martin, Frank Koenig, and Armando Caceres for their professionalism and compassion. I would also like to thank Division 7 Operator V. J. Strovnal, who graciously agreed to transport the patrons to their home in Venice.

These gentlemen are a definite asset to the District.
Dan Ibarra

1990 Benefit Statements Are in the Mail

The Personnel Department staff has worked very hard to complete the 1990 Employee Benefit Statements, said Pension and Benefits Manager Ed Paull. Human Resources Analyst Ed Myatt, who served as Project Leader, worked closely with Senior Programmer Analyst Bill Cronin to produce the annual customized benefits statement for each full-time employee.

All of the statements should be in the mail by April 10, 1990, so employees are reminded to be on the lookout for their arrival. This is the eighth year that the District has provided an annual employee benefits statement for employees. "Each year, we try to make the statement a little better and a little more informative. This is only possible through the efforts of Bill Cronin and the full cooperation of the MIS Depart-



The Employee Benefits Team, from left to right: Senior Programmer Analyst Bill Cronin, Pension & Benefits Manager Ed Paull, and Human Resources Analyst Ed Myatt.

ment," said Ed Paull. He noted, also, that Ray Garcia of the District's Marketing Department was of great help in developing the artwork.

If an employee does not have a current address in our HRMIS system, the statement will be returned to the District. The statement will then be

forwarded through a Supervisor who will request that a current address be obtained through completion of a Personal Data Sheet (PERS 201). It is required that all employees have their current address on file with the District.

Kathi Harper, Senior Human Resources Analyst

in the Benefits Section has

Check your statement to verify that the person named as beneficiary is the person you wish to receive your life insurance or death benefits.

suggested that each employee check his/her statement to verify that the person named on the statement as beneficiary is the person the employee wishes to receive his/her life insurance and other death benefits. If there is a need to change a beneficiary designation, the employee should call Kathi at (213) 972-7185 or Ruben Juarez at (213) 972-7187.

Winners of Dependent Care Survey Drawing

by Luanna Urie, Human Resources Analyst

The Good News is here: Results of the Dependent Care Survey drawings.

First, allow me to thank each and every one of you who took the time and effort to complete and return the surveys to the Personnel Department. Over 40 percent of the District's employees

responded to the Dependent Care Survey. The mountain of surveys reached nearly to the ceiling in my office where they were collected in their sealed envelopes, for delivery to Burud and Associates at their Pasadena Office. At the Burud office, the surveys were opened and the tickets were detached from the surveys. The drawing took place there during the last week

of February, and the results were mailed to Personnel in March. The winning tickets are as follows:

First prize of \$200.00 to ticket # 058644

Second prize of \$150.00 to ticket # 945720

Third prize of \$100.00 to ticket # 057122

Fourth prize of two event tickets to # 380696

Fifth prize of one Metro

Rail Clock to # 947392

Runner up prizes of 25th anniversary sweat shirts to the following tickets: #058831, #947029, and #057498

If you have not received your prize, please call Luanna Urie in Personnel at extension 7164 today. Congratulations and thank you all once again for your help and cooperation.

COMMENDATIONS



Property Maintainer A Leadman Joe Gomez was selected the Facilities Maintenance Employee of the Month for January. A ten-year veteran with the RTD, Gomez is assigned to the South Park Shops. Gomez is an excellent teacher to those employees in the carpentry unit as he sets a good example by his productivity and attendance. His unit has come to rely on him. He takes over as acting supervisor when supervisors are on vacation or unavailable. Not one to call attention to himself, Gomez goes about his daily work in a quiet manner. He is well regarded by his subordinates, peers, and supervisors.



Division 18's Renard Perkins was chosen the Operator of the Month for January. Perkins has been with the District for 15 years and with Division 18 since its opening. He holds an eight-year Safety Award and has accumulated 90 merits. He has not had a missout since 1979 and has not been absent since 1984. He spends most of his spare time working out as a body builder. His interests include all sorts of physical fitness, bowling, reading, and singing in two different church choirs. He is an active, energetic person on the job and off. Perkins feels it is his duty to be the best he can be at all times. He says, "I try to be courteous, alert, and compassionate all the time. I see my job as challenging and I look forward to driving everyday. I go to work prepared to deal with the public on a one-to-one basis." Line 55 is Operator Perkins' current assignment, but he states his favorite line is the 120-Imperial Highway. "I was born and raised in that area and it brings back good memories as I drive down Imperial Highway." Well liked by his peers, Perkins is a professional at all times and an asset to the District.

... Commendations

... continued from page 11



The Maintenance Employee of the Month for January was Electrician Phung Phung of the South Park Electric Shop. Phung repairs time punch clocks, wall clocks, programmable time systems; and various kinds of electrical machines and equipment such as battery chargers, drill motors, microwaves ovens, and most of the handheld or portable equipment throughout the District. He has an excellent analytical mind which allows him to diagnose problems on District equipment in record time. His attendance record is perfect and he is a friendly, cooperative co-worker.



Telephone Information Operator Sue Wilbur was chosen the Operator of the Month for January. An Information Specialist for the past 22 years, Sue exudes charm and exhibits the professionalism, personal dynamics, and communicative skills required to effectively interact with a diverse public.

. . . Commendations

. . . continued from page 12



Senior Accountant Tom Formoso was selected the Accounting and Fiscal Employee of the Quarter for Fall 1989. Formoso has been with the District for 10 years. He is responsible for capital grants accounting; and assists project managers in monitoring project costs. He is the man to see for any "AFE/Work Order question." He makes sure that all the District's fixed assets are accounted for in the District's books. He is a quiet person who simply gets the work done on time and accurately. His supervisors consider him a manager's "model accountant."



Safety Specialist Frank Larson was chosen the Risk Management Department's Employee of the Second Quarter for 1990. He was singled out for the honor because of two important studies he conducted during the period: three-year studies of the Maintenance and Transportation Workers' Compensation claims. Additionally, Larson conducted over 28 safety visits identifying unsafe conditions and issuing safety citations. He assisted Industrial Hygienist Ugbu Kalu with environmental projects. Important to his staff members is the fact that in the second quarter, Larson volunteered to be on-call for three weeks in a row in order to allow other safety staff time to meet their personal commitments and to fill in for unexpectedly ill staff. Larson became the man the entire staff could count on. At a quarterly meeting, he was presented a plaque by Director Barbara Anderson and a check for \$100, which she donated from her personal income.

... Commendations

... continued from page 13



Stops and Zones Maintainer A Leader Joaquin Pinella was selected the Stops and Zones Employee for the Winter Quarter and received a \$50 U.S. Savings Bond. Pinella works at South Park and consistently performs in a superior fashion. During the quarter, Pinella produced the most bus stop signs. He maintains perfect attendance and a great attitude toward his work. Pinella (left) is presented with his plaque by Supervisor Tom Kelso.



MIS Security Officer Frank Spencer, OCPM Contract Administrator Duane Johnson, and OCPM Contract Administration Manager Rick Carron were recognized by the Risk Management Department for their efforts in assisting the department to achieve necessary goals in the last quarter. Each staff member in his individual way helped expedite a Risk Management project or contract. The department takes the time to show its appreciation to its helpful coworkers in other departments.

. . . Commendations

. . . continued from page 14



Risk Management Claims Manager Nanci Eksterowicz was recognized by the Risk Management Department for her quick, professional analysis and development of a plan for action to implement the new workers' compensation legislation. The administrative impact to the District is both financial and operational. The workers' compensation unit conducted extensive training of the first-line supervisors as many District staff were required before January 1, 1990. Further, she delivered testimony before the State Legislature representing the District's issues. This additional workload occurred at the same time that extensive contract negotiations and Board actions were being conducted.



Nita Welch, a District PL/ID Claims Specialist, received a special recognition award for the second quarter from the Risk Management Department. During spring of 1989, Nita received an inquiry from an outside source regarding a settlement check. Nita researched the item and through her expertise recognized some patterns that fit a fraud profile. She notified her supervisor and manager and then proceeded to do further research to confirm her suspicions. Based on Nita's original work a complete undercover investigation was undertaken, the perpetrators were identified and a completed investigation package was provided to the the District Attorney who, subsequently, arrested the participants. Approximately \$205,000 was recovered from HCM, the District's Claim Administrator, and reimbursed to the RTD. Thanks to the fine work of Nita Welch, a dedicated RTD employee, RTD has accomplished another loss control win.

COMTO-LA Installs 1990 Officers

The Conference of Minority Transportation Officials, Los Angeles Chapter (COMTO), installed its 1990 officers in a ceremony held at the Grand Star restaurant in Chinatown on February 24. Mayor Tom Bradley was invited to preside over the swearing in of the officers who include James L. Jackson, president; Cherri Y. Williams, Vice President; Roy L. Starks, Executive Vice President; Elmo Douglass, Treasurer; and W. Lee-Burner, Secretary-Historian.

Mayor Bradley commented that, "COMTO is on the cutting edge of transportation in this city." COMTO was started in 1971 at Howard University in Washington, D.C. to promote better conditions and circumstances by which representatives of all minority groups may achieve meaningful representation in the field of transportation.

The current officers, for the most part are present and past RTD employees. James Jackson was formerly with the RTD Legal Department as an associate counsel, Cherri Williams is a staff assistant in the Planning Department, Roy Starks is the Transportation manager of Division 3, and Elmo Douglass is an engineer with the Bus Facilities Department. W. Lee Burner is with transit in San Diego.

Marvin Williams, vice



Mayor Tom Bradley (far left) swears in the 1990 COMTO officers: President James Jackson, Vice President Cherri Williams, Executive Vice President Roy Starks, and Secretary W. Lee Burner. Not shown is Treasurer Elmo Douglas.

president of James Montgomery Engineering ably acted as master of ceremony. National COMTO President Margaret Pryor and former board director of the Bay Area Rapid Transit (BART) brought her greetings from her national board and told the Los Angeles audience, that COMTO is about promoting affirmative action. "I am proud to say I am an affirmative action baby. There are some that believe that they got over with their Phd's, MBA's, etc. and on merit. But let's not forget that not that long ago the U.S. Postal Service was the only federal employer for educated black people. Blacks needed undergraduate degrees to be letter carriers, while others just needed a high school diploma."

Mrs. Pryor reminded her audience of the many

contributions of minorities to transportation progress achieved through "sweat equity."

"The hands that lay tracks and served passengers can now plan to make tracks toward equity in transit agencies," she concluded.

Master of Ceremonies Marvin Williams had the pleasure of introducing the keynote speaker, a co-founder of COMTO and his father, Harold Williams. The keynoter said he was pleased to address the home chapter of one of COMTO's founders, the late Thomas G. Neusom. Williams, a former UMTA administrator, has been active for the last 22 years in both the public and private sector of the transportation industry.

The crux of Williams' speech addressed the issue of equal opportunity. He pointed to seven major

transit systems and measured progress, or lack of it, by the following indicators: the number of general managers by race and ethnicity, and the number of executive staff members in their present position, by race and ethnicity. The statistics speak for themselves. Out of 1,435 public transit systems listed with the American Public Transportation Association, with over 8,000 board members, there are only 90 minority board members nationwide. Of the 1,435 general managers or the equivalent nationwide, only 21 are minority general managers. "Locally, the RTD Executive Staff for the past 8 years has contained 23 members. Eighteen of these members are white, four are black, and only one is Hispanic."

Williams compared the RTD and other properties with the successful minority representation achieved at Chicago Transit Authority. "Chicago has fourteen positions on the executive staff, seven are white, and seven are minority members. The transformation of the executive staff was the deliberate work of the late Mayor Harold Washington. Control at the top produced career opportunities at the middle and bottom. Simply put, if you do not get change at the top, nothing happens at the bottom."

He recommended a
continued on page 17...

Hispanic Employees Form New Association

With the dual purpose of promoting the professional development of RTD Hispanic employees and the transportation interests of the Hispanic community at large, the Hispanics in Transit (HIT) organization was born.

Last fall, a number of Hispanic employees came together with the common interest of forming an employee group. The organizing committee quickly became the steering committee, which recently hammered out its by-laws and statement of purpose. "Over the years there has been a lot of talk about forming such an organization. This is the farthest we have ever gotten. Management has been very supportive of our efforts. It helps to have support from the top," said Facilities Maintenance Superintendent Anita Allen, the HIT steering committee chairperson. Since their initial meeting, the committee has been meeting every two weeks at a different division.

HIT's preamble states that the organization shall support the career development of Hispanics through the educational process, training programs, and career counseling; to advise and/or assist the appropriate governmental agencies in attainment of affirmative action and equal opportunity goals; and to ensure the active, visible, and effective participation of Hispanics at all levels of

involvement in the affairs of transportation operations, and in other professional and public interest transportation related organizations.

"Basically, this means we support the development of Hispanics in being more promotable," said Ms. Allen. Recognizing that almost 50 percent of RTD ridership is Hispanic, Ms. Allen also noted, "We want to recruit members from all departments and all levels. We feel with this input we can ultimately provide better service to our community."

HIT Co-Chairman and Senior Labor Analyst Ralph Carapia said the anticipated result of their employment development efforts is the achievement of parity at all levels in the workforce. "The current use of 1980 census labor market data to address availability is misleading. The Hispanic community in Southern California is presently growing at a phenomenal rate. When dealing with census tract data, it is essential to use the most current," said Carapia.

"We [RTD] have to have a high profile in the community if we want to recruit Hispanics out of college. The door has to be open if we invite them as potential employees," said Carapia. He envisions the organization as a viable partner in the District's recruiting efforts for Hispanic employees.

Other goals of the

organization include charitable and educational activities. "We want to get involved with the schools, especially on the elementary school level and offer our services as role models," said Ms. Allen. "We need to show the Hispanic children that there is a way out."

At the same time that they help others they will be helping themselves she said. "We want to recognize those among us who have distinguished themselves. I noticed that one of our steering committee members,

Cristobal Medina, was among the Outstanding Operators listed in the January *Headway*. Stephanie Gonzalez and John Teran were awarded Meritorious Operator. That should not go unnoticed."

The members of the steering committee include: Anita Allen, chairwoman; Ralph Carapia, co-chairman; Stephanie Gonzalez, treasurer; Jose Molano, secretary; Nelson Bonilla; Cristobal Medina; Dan Ibarra; Maria Palomino; Jose Romo; John Teran; Milo Victoria; Andre
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. . . COMTO Installation

. . . continued from page 16

program approach to the chapter that included developing a working relationship with other modes of transportation. "This chapter is uniquely qualified to carry this out. Your President James Jackson has proven to be a counselor par excellence. Time and time again, the minority business community and minority officials in the public sector have come to him."

In closing, Williams said he measured minority progress since 1939 as a glass half empty and a glass half full. "For transit, it is not half full and it's more than half empty. It is a time for thoughtful and result-oriented action. The revolution is not over in

Europe and Asia. It is not over is South Africa, and it can't be over, over here."

President James Jackson brought the ceremony to its close with a brief inauguration speech. Jackson said that a goal of the chapter is to build a multi-modal membership. "We are also intent on educating the community about the fact that it makes good sense to do business in the minority community. I am reminded of a quote—'Dream of empires and set the moon as your goal. And, if you fall short of the moon, you will still achieve the empire.' Those are the watchwords for COMTO," said Jackson.

Seminar for Success - Be All You Can Be!

The Maintenance Department has recently implemented on a trial basis, a seven-week motivational seminar designed to release the unlimited potential of its employees.

Seminar leader Larry Bates, an Equipment Maintenance Supervisor at the CMF and developer of the course, said the purpose of the training is to challenge, motivate, intrigue, and pass on the science of success. "Success is never an accident," said Bates. "It is a skill that can be learned."

The first class was composed of supervisors I and II, and managers. Each week, using a multimedia approach which included videotapes and audiotapes along with class exercises, Bates sought to raise self-esteem, to teach perseverance, and to introduce them to successful role models.

Bates created a "success" atmosphere by wall-papering the seminar room with inspirational quotes of philosophers and other sages by the likes of Norman Vincent Peale and Johann Wolfgang von Goethe. To stimulate the class further into committing themselves to this approach and to enhance their concentration, Bates requested that each member give up his watch for the 3-hour period they were in class. During the times the students were asked to create, Bates played a special instrumental music that was ar-



EMS Larry Bates (at the podium) leads a seminar at the CMF geared to unleash the unlimited potential of his audience.

ranged to increase concentration.

Added to this are the great lengths to which Bates will go to capture the attention and imagination of his students. One dramatic ploy had Bates wearing a "Moses-like" beard holding two tablets inscribed with universal laws that were meant to inspire perseverance. The distinguishing characteristic of perseverance is critical to any person's ultimate success said Bates. "Without this quality, a person's ability to delay gratification conflicts with other immediate temptations like watching a football game on TV instead of taking an action that gets them closer to their goals. Also, they may become discouraged easily in the face of resistance by peers or their superiors," said Bates. In order to pinpoint this condition visually for the class, Bates hung up

balloons around the room. Each balloon symbolized a creative or innovative idea. He went from balloon to balloon pricking them with a pin to demonstrate the deflating effect of criticism and resistance to new approaches. These prompts induced the class toward visualization of goals and ways to deal with obstacles to those goals.

The class also used affirmations (positive statements about the person and the goals worked toward) as a tool that enabled each person to dwell on a more ideal image.

Response to the seminar has been so positive that Bates is planning to take the seminar to all the Maintenance division. Bates credits Maintenance staff members for their input and support. "Many people helped me develop the materials. I have to give credit to Jennet Guerrero,

Lorraine Melendez, Art Martinez, Ken Miller, and the RTD Print Shop." Bates said that the subtitle to the program should be: " 'Unleash the tremendous potential within you.' This doesn't necessarily mean you'll become wealthy, but it can mean that."

Bates feels teaching the course is like preaching motherhood and apple pie. "No one can deny this sort of assistance to people in reaching their goals."

... Hispanics in Transit

... continued from page 17

Soto; Jesse Castorena; and Tony Sandoval.

HIT sponsored its first social event last May on Cinco de Mayo, and it plans to kick off its major membership drive at the Cinco de Mayo celebration held, appropriately, on May 5 in San Gabriel at the Board of Realtors Auditorium, 1532 So. Palm Ave. Price per person is \$15 or \$25 per couple. Along with a raffle and door prizes, food will be served. The theme will be a "A Tribute to Excellence." Contact any steering committee member for more information. Upcoming meetings will be held at: Division 3 on April 5 and at Division 10 on April 19.

Are You Happy With Your Job?

What makes you want to come to work every day? Certainly your pay provides a great deal of motivation, but how about considering a more elusive intangible quality? Job satisfaction!!

In a recent study on employee satisfaction, researchers found that employees who are most satisfied with their jobs, take an active approach to work, speak up when they need to, have defined goals, and take risks.

What do you need to do to achieve job satisfaction? Here are a few ideas to think about.

1. DEFINING YOUR GOALS

Outline, prioritize, and identify the steps it will take to reach your goals. Creating an outline will provide an overall structure and enable you to establish a plan. As you establish a plan, you will realize that some goals are more important, or urgent, than others. For this reason, it is important to prioritize. Most importantly, you need to identify the steps necessary to accomplish your goals. This is a crucial process because you have to establish steps that are manageable. If each step you create is very difficult to obtain in of itself, you will become discouraged and may give up altogether. Establishing steps that are logical and easily attained will reward you

along the way.

2. TAKING RISKS

Finding work you love is the easiest way to keep yourself happily involved. It isn't money or flexibility or a good work atmosphere that keeps employees happy according to a recent job survey. It is interesting and challenging work. The work itself is definitely important. So if you are bored on the job, look for ways to enrich your job. "One way out of gridlock" says Janice La Rouche, author of *Janice La-*

"Don't be afraid of trespassing on someone else's turf. Few people have been fired for volunteering to do more work."

Rouche's *Strategies for Women at Work* "is to start taking the next step in every function you perform." If you do research, start writing up the reports. "Don't be afraid of trespassing on someone else's turf," says LaRouche.

"Few people have been fired for volunteering to do more work." Taking on more duties is not only a good way to be noticed but also a way to become familiar with your department's problems. Then maybe you can come up with solutions too.

There is a positive intrinsic reward in knowing that you helped to change aspects of your job that need changing. It is important to take some control over your work environment and provide input to your supervisor about the things that need to change. Most change involves teamwork so be assertive and convince others to think about change. Do not be afraid to take risks. Making suggestions and trying new methods add variety to your work.

3. USE POSITIVE THINKING

Success is considered by most people to be the most important reward. Most people who achieve that reward have three qualities that anyone can have: an unshakable belief in their own ability to reach the goals they set; an unshakeable persistence and discipline in continuing toward the goals regardless of the obstacles; and determination to find the cause or reason for the obstacles in order to make any changes necessary to remove it. The key to

possessing these three qualities is in choosing to have them, and every employee has the power to make that choice.

4. REWARDING YOURSELF

Finding a way to reward yourself when you accomplish a goal is important. Sometimes, just taking a short walk after you complete a project can be helpful. But build into your goal planning an automatic reward system. Plan to do something fun after you have accomplished something significant. And follow through with your reward system. This will help

Plan to do something fun after you have accomplished something significant.

make your work more enjoyable.

By following the four steps above, employees are likely to find that their supervisors' perception of their job performance, as well as their own job satisfaction, will improve dramatically!

SCHEDULE CHANGES



Aikens, Gwendolyn Y., from Bus Operator Trainee Part-time to Storekeeper.

Alba, Harry D., from Bus Operator Full-time to Transit Operations Supervisor.

Alleyne, Paul M., from Bus Operator Full-time to Transit Operations Supervisor.

Avila, Gloria M., from Bus Operator Part-time to Bus Operator Full-time.

Becerra, Eriberto E., from Mechanic C to Mechanic B.

Bell, Beverly A., from Bus Operator/Extra Schedule Checker to Schedule Checker.

Benyo, Carl B., from Bus Operator Full-time to Transit Operations Supervisor.

Benson, Andre R., from Transit Police Officer Trainee to Transit Police Officer.

Blanchard, Stephen S., from Bus Operator Part-time to Bus Operator Full-time.

Breaux, Cheryl, from General Clerk II to Secretary.

Bryant, Sophia E., from Staff Assistant to Equipment Service Supervisor.

Bueras, Pete M., from Bus Operator Part-time to Bus Operator Full-time.

Cabrera, Antonio A., from Bus Operator Full-time to Transit Operations Supervisor.

Castruita, Gilbert O., from Bus Operator Part-time to Bus Operator Full-time.

Chau, Ha M., from Information Clerk to Accounts Payable Clerk.

Chui, Donald, from Mechanic A to Mechanic A Leader.

Cohen, John R., from Supervisor of Telephone Information to Transit Operations Supervisor.

Crum, Bruce E., from Mechanic A to Equipment Maintenance Supervisor.

Cruz, Rudy E., from Bus Operator Full-time to Schedule Maker I.

Dale, Dora R., from Bus Operator Part-time to Bus Operator Full-time.

Daniels, Jimmy I., from Bus Operator Part-time to Bus Operator Full-time.

Drone, Willie Lee, from Typist Clerk to Service Attendant.

Ebarb, Lorraine P., from Typist Clerk to Clerk.

Ellison, Robert L., from Bus Operator Full-time to Transit Operations Supervisor.

Escher, John E., from

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RETIREMENT DECISIONS: It's Your Money, So Know Your Choices

- How can I make my money last for me and my spouse?
- Should I go with the company plan, or take my money in a lump sum distribution?
- What are some safe investment choices for my money?
- How can I guarantee the return on my retirement money?



"As retirement was approaching we began to worry. We knew we needed some financial counseling. We went to several financial institutions and were shocked to learn of the high price for advice. Then we met Roberta and we said voila! Things began to come into focus for us just the way we wanted, thanks to Roberta"

Carl Jones, retired operator, with his wife Sarah.

Get your questions answered and know your choices before you make your decision.

Call for information, or to make an appointment.

Merrill Lynch, 400 South Hope St., Suite 300, Los Angeles CA 90071
Roberta Mitchell, Financial Consultant (213) 236-2125/(800) 937-0620 ext. 2125

. . . Schedule Changes

. . . continued from page 20

Bus Operator Full-time to Transit Operations Supervisor.

Esquivel, Brenda K., from Bus Operator Full-time to Transit Operations Supervisor.

Fauls, John P., from Equipment Maintenance Supervisor to Field Equipment Technician.

Freeman, Doris, from Bus Operator Part-time to Bus Operator Full-time.

Friedlander, Arnaud, from Labor Relations Assistant to Transit Operations Supervisor.

Fuller, Luke R., from Transit Police Investigator to Transit Police Sergeant.

Gallardo, Phillip B., from Stock Clerk to Storekeeper.

Garcia, Ronald P., from Mechanic B to Mechanic A.
Goldstein, Norman, from Bus Operator Full-time to Schedule Checker.

Guerrero, Hector A., from Bus Operator Full-time to Transit Operations Supervisor.

Hain, Ervin W., from Bus Operator Part-time to Bus Operator Full-time.

Hart, Janice M., from Transit Police Investigator to Transit Police Sergeant.

Haynes, Marion S., from Storekeeper to Stock Clerk.

Harting, Jon N., from Mechanic A to Equipment Maintenance Supervisor.

Hendricks, Ottis L., from Public Affairs Representative to Transit Operations Supervisor.

Holland, Robert A., from Scheduling Manager to Director of Scheduling and Operations Planning.

Jackson, John D., from Bus Operator Full-time to Transit Operations Supervisor.

Jones, Sharon D., from Bus Operator Part-time to Bus Operator Full-time.

Kakazu, Paul T., from Equipment Records Specialist to Transit Operations Supervisor.

Keith, Stanley, from Transit Police Officer Trainee to Security Guard II.

Konior, Gary J., from Bus Operator Full-time to Transit Operations Supervisor.

Kyles, Ellis, from Transit Operations Supervisor to Senior Transit Operations Supervisor.

Lajoie, Paul E., from Bus Operator to Transit Operations Supervisor.

Le Blanc, Mary L., from Bus Operator Part-time to Bus Operator Full-time.

Little, Patricia A., from Mechanic C to Mechanic B.

Lofting, Steven B., from Mechanic C to Mechanic B.

Lopez, Richard A., from Bus Operator Part-time to Bus Operator Full-time.

Luevano, Eduardo, from Transit Police Officer Trainee to Transit Police Officer.

Luna, Jacqueline S., from Bus Operator Part-time to Bus Operator Full-time.

Mahome, Derick, from Bus Operator Full-time to Transit Operations Supervisor.

Martin, Duane H., from Bus Operator Full-time to Transit Operations Supervisor.

Martinez, Manuel P., from Utility A Leader to Utility A.

Mattocks, Thomas L.,

from Bus Operator Full-time to Transit Operations Supervisor.

McGlothan, Michael, from Stock Clerk to Storekeeper.

McWhorter, Beverly J., from Cash Clerk/Assistant Cash Counting Clerk Supervisor to Assistant Cash Counting Clerk Supervisor.

Medina, Cristobal A., from Bus Operator Full-time to Transit Operations Supervisor.

Mellon, Peter W., from Bus Operator Full-time to Transit Operations Supervisor.

Mirabal, John P., from Mechanic A to Warranty & Equipment Mechanic.

Mitchell, Alphonso, from Buyer to Senior Buyer.

Modell, Russell J., from Bus Operator to Transit Operations Supervisor.

Molano, Jose V., from Human Resources Assistant to Transit Operations Supervisor.

Montes-Jurado, Francisca A., from Bus Operator Full-time to Transit Operations Supervisor.

Montoya, Joe M., from Truck Driver/Clerk to Stock Clerk.

Morgan, Margarita, from Bus Operator Part-time to Bus Operator Full-time.

Nathaniel, Lorenzo L., from Bus Operator Part-time to Bus Operator Full-time.

Nicholson, David W., from Power Yard Sweeper to Equipment Service Supervisor.

Olney, David D., from Bus Operator Full-time to Transit Operations Supervisor.

Olteanu, Mihaiu, from Bus Operator Part-time to Bus Operator Full-time.

Orozco, Tony, from Bus Operator Part-time to Bus Operator Full-time.

Papa, Sharon K., from Transit Police Lieutenant to Transit Police Chief.

Parra, Diana M., from Typist Clerk to General Clerk.

Pedraza, Melissa, from Clerk to Typist Clerk.

Perez, George C., from Mechanic A to Field Equipment Technician.

Perez-Mendoza, Helen Ann, from Bus Operator Full-time to Transit Operations Supervisor.

Philcox, Nigel S., from Bus Operator Full-time to Transit Operations Supervisor.

Pinkett, Charles K., from Information Clerk to Data Processor Operator I.

Presnell, Richard A., from Staff Assistant to Assistant Administrative Analyst.

Quintanilla, Antonio D., from Service Attendant to Equipment Service Supervisor.

Rivera, Armando, from Bus Operator Part-time to Bus Operator Full-time.

Robles, Ramon, from Bus Operator Part-time to Bus Operator Full-time.

Rodriguez, Maria S., from Bus Operator Part-time to Bus Operator Full-time.

Ronge, Daniel H., from Bus Operator Full-time to Transit Operations Supervisor.

Ross, Margo D., from Bus Operator Full-time to Transit Operations Supervisor.

Salcido, Vincent I., from

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SHIFTING GEARS



Alvarez, Domingo, began with the District on April 5, 1976, retired as a Bus Operator on October 24, 1989.

Daniels, Herbert S., began with the District on August 18, 1962, retired as a Bus Operator on January 29, 1990.

Holland, Robert A., began with the District on October 17, 1958, retired as Director of Scheduling & Operations Planning on February 3, 1990.

Horn, Clifford, began with the District on June 12, 1965, retired as a Bus Operator on January 31, 1990.

Johnson, George L., began with the District on August 17, 1959, retired as a Bus Operator on January 31, 1990.

Kennedy, Edward J., began with the District on April 8, 1976, retired as a Bus Operator on January 30, 1990.

Langley, Willie F., began with the District on October 16, 1958, retired as a Bus Operator on January 31, 1990.

Lindsey, William E., began with the District on

September 24, 1966, retired as a Bus Operator on January 31, 1990.

Lyle, Joseph, began with the District on December 15, 1958, retired as a Senior Planner on January 31, 1990.

Menchaca, Ralph, began with the District on December 14, 1963, retired as a Bus Operator on January 20, 1990.

Mons, Frank, began with the District on August 13, 1962, retired as a Mechanic A on January 12, 1990.

Murphy, Ronald G., began with the District on January 7, 1967, retired as a Bus Operator on January 31, 1990.

Nelson, Elaine L., began with the District on February 26, 1979, retired as a Division Stenographer on October 12, 1989.

Rauchfuss, Robert E., began with the district on January 14, 1967, retired as a Bus Operator on January 20, 1990.

Smith, Maurice B., began with the District on January 14, 1967, retired as an Operator on January 31, 1990.

Stonum, John A., began with the District on May 10, 1976, retired as a Mechanic A on January 12, 1990.

Waite, Donald M., began with the District on September 1, 1978, retired as an Equipment Maintenance Manager on January 19, 1990.

Whitelock, Jerome S., began with the District on November 3, 1960, retired as a Mechanic A on January 31, 1990.

Williams, Bennie I., began with the District on November 20, 1965, retired as a Bus Operator on January 20, 1990.

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. . . Schedule Changes

. . . continued from page 21

Bus Operator Part-time to Bus Operator Full-time.
Siddiqui, Guadalupe R., from Bus Operator Part-time to Bus Operator Full-time.

Sifuentes, Nick, from Bus Operator Full-time to Transit Operations Supervisor.

Soto, George A., from Mechanic A to Warranty & Equipment Mechanic.

Squalls, Michael, from Bus Operator Full-time to Transit Operations Supervisor.

Starks, Gary J., from Service Attendant Lead to Roving Janitor.

Thompson, George W., from Transit Police Investigator to Transit Police Sergeant.

Thornton, Terri E., from Service Attendant to Equipment Service Supervisor.

Torres, David M., from Bus Operator Part-time to Bus Operator Full-time.

Triche, Nadine E., from Supervisor of Telephone Information to Transit Operations Supervisor.

Trujillo, John G., from Stock Clerk to Truck

Driver/Clerk.

Turner, Kimberly D., from Labor Relations Analyst to Transit Operations Supervisor.

Ullrich, David W., from Information Clerk to Supervisor of Telephone Information.

Valdez, Carlos V., from Secretary to Senior Secretary.

Varga, Vicki D., from Senior Staff Assistant to Transit Operations Supervisor.

Wade, Roy B., from Bus Operator Full-time to Schedule Checker.

Welch, Ladell, from Bus Operator Full-time to Transit Operations Supervisor.

Wells, Mary A., from Bus Operator Full-time to Transit Operations Supervisor.

Wilson, James W., from Police Records Supervisor to Administrative Analyst.

Woodson, Jerry L., from Bus Operator Full-time to Transit Operations Supervisor.

Yassan, Behzad, from Schedule Maker II to Transit Operations Supervisor.

Shifting Gears Small Logo

... continued from page 22

Williams, Robert P., began with the District on October 30, 1965, retired as a Bus Operator on January 31, 1990.

Winston, Jake, began with the District on October 27, 1962, retired as a Transit Operations Supervisor on January 15, 1990.

Wilt, Charles H., began with the District on November 19, 1966, retired as a Bus Operator on January 31, 1990.



Ex-motorman Clover B. Hunter celebrated his 100th birthday on February 1, 1990. Hunter was born on February 1, 1890 in Sylvia, Kansas. He began working with the Los Angeles Railway in 1924 and retired in 1946. His memory is excellent and he loves to reminisce about his many and varied experiences on LARy.

In Memoriam

Atchison, Sammie L., began with the District on April 4, 1946 as a Mechanic A, passed away on January 24, 1990.

Auslender, Archie L., began with the District on January 10, 1934 as a Trafficman, passed away on January 8, 1990.

Barnhart, Earl E., began with the District on July 18, 1956 as a Cash Clerk, passed away on December 9, 1989.

Bradford, Cornelius L., began with the District on December 12, 1974 as a Bus Operator, passed away on January 30, 1990.

Brown, Thomas R., began with the District on May 18, 1939 as a Division Supervisor, passed away on January 7, 1990.

Burr, Gordon W., began with the District on October 7, 1947 as a Bus Operator, passed away on October 7, 1989.

Christie, Everett, began with the District on January 28, 1920 as a Motorman, passed away on January 17, 1990.

Coates, Joseph H., began with the District on December 11, 1954 as a Bus Operator, passed away on December 25, 1989.

Fox, Donald J., began with the District on May 23, 1956 as an

Electrician Leader, passed away on December 20, 1989.

Freiburger, Raymond H., began with the District on October 9, 1944 as a Mechanic A Lead, passed away on January 29, 1990.

Gordon, Trevor R., began with the District on October 6, 1944 as a Bus Operator, passed away on October 12, 1989.

Herrera, Abel J., began with the District on February 19, 1953 as a Mechanic A, passed away on December 5, 1989.

Hinze, Laura W., began with the District on October 22, 1942 as a Payroll Clerk, passed away on June 10, 1989.

Kramer, Irving J., began with the District on April 17, 1922 as a Motorman, passed away on October 23, 1989.

Larson, Lyman W., began with the District on June 8, 1978 as a Bus Operator, passed away on January 1, 1990.

May, Harry C., began with the District on May 11, 1966 as a Mechanic A, passed away on December 17, 1989.

McKnight, Albert, began with the District on April 5, 1946 as a Utility A Leadman, passed away on

January 7, 1990.

Moncivais, G C., began with the District on August 3, 1956 as a Bus Operator, passed away on November 30, 1989.

Ortega, Raul C., began with the District on September 29, 1975 as a Bus Operator, passed away on December 25, 1989.

Osborne, Edward, began with the District on October 8, 1975 as a Bus Operator, passed away on January 5, 1990.

Patton, Richard, began with the District on February 14, 1946 as an Operator, passed away on February 7, 1990.

Pemberton, Edmund, began with the District on October 15, 1966 as a Bus Operator, passed away on February 10, 1990.

Pickle, Elsie C., began with the District on June 17, 1946 as a Ticket Office Clerk, passed away on December 10, 1989.

Robey, Arthur F., began with the District on November 9, 1932 as a Sheet Metal Worker, passed away on November 15, 1989.

Robinson, Isiah, began with the District on September 12, 1960 as a Bus Operator, passed away on January 24, 1990.

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A Kid's View of Transit in 21st Century



Transit in the 21st Century award-winning artists included, front row, from left to right: Theresa Porch, a seventh grader from Wilson Middle School, honorable mention; Christian Arias, a third grader from Webster Elementary School, first place elementary level; Tedra Johnson, a twelfth grader from Pasadena High School, first place high school division; and Xochitt Paez, an eighth grader from Wilson Middle School, first place middle school division. Back row, from left to right: RTD Director Charles Storing, Pasadena Mayor William E. Thomson, RTD Community Relations Representative Nell Soto, and Marketing Department Representative Scott Smith. The driver behind the group on the bus is Division 9 Operator Dwight Benavidez.

What started as a joint anti-graffiti project with the city of Pasadena culminated in a productive outlet for all those budding artists in the Pasadena School District. RTD along with 55 KPAS the public access cable TV network that produces the transportation issues program *Pasadena in Motion*, sponsored a city-wide art contest inviting students to draw their concept of transportation in the 21st century on posters, not on RTD buses.

Students were so excited by the project that the number of entries received by the cable network were overwhelming, said *Pasadena in*

Motion producer Nancy Leon. However, three winners were chosen among the many finalists and honorable mentions. The winning poster artists received checks for \$100 as did their teachers, along with a framed version of their original artwork from Pasadena Mayor William E. Thomson, Jr. and RTD Board Director Charles Storing in a ceremony held February 27 at Pasadena City Hall.

The District has prepared, through the Marketing Department's Scott Smith, 1,950 interior car cards of the posters, which will be displayed on Pasadena lines. In

addition, the District has prepared a 60-second public service announcement which will air on 55 KPAS for one year and will be distributed through Choice Cable TV system. Community Relations Representative Nell Soto arranged for RTD to meet with Pasadena city

officials and orchestrated the ceremony.

The winning artists included Christian Arias, a third grader from Webster Elementary School, Xochitt Paez, a eighth grader from Wilson Middle School, and Tedra Johnson, a twelfth grader from Pasadena High School.

Winter Mechanics?



Division 10 Mechanic A Miguel Enriquez was one of a team of several District employees sent to Delaware, Ohio to inspect buses at the Flxible Manufacturing plant. The group is part of the Quality Assurance Program developed by Equipment Engineering and included Allen Brown, Leroy Clippis, Dennis Dickason, Dwight Duperon, Gene Fussell, Frank Gonzalez, Ted Hustava, George Karbowski, Brian Markey, John Mirabal, Jesus Molina, Larry Murai, Lorenzo Ontiveros, Marco Pedemonte, Louis Peralta, Pedro Ramirez, Roger Serrano, Paul Stanley, and John Zarakowski. They were lead by chief inspectors Mike Marelli and Jim Wagner. For two weeks the group monitored Flxible's manufacturing process to ensure that the company complied with the technical specifications and proper quality. The company recently finished manufacturing 65 diesel buses for the District.

Williamson Wins First Place in King Week Contest

The daughter of Division 1 Service Attendant Leon Williamson, Connie Lee-Ann, 10, won first place for fifth graders in the city-wide Martin Luther King, Jr. Week Festival 1990 Art and Essay Contest for her artwork.

Connie Lee-Ann is a student at the Rosemont Avenue Elementary School in Los Angeles. She received a gold medal and a book of Dr. King's writings. She competed among 2,000 children to receive the recognition in the contest sponsored by the Southern Christian Leadership Conference of Los Angeles and the California Afro-American Museum.

As she attends school year round, Connie was able to complete the project over her vacation. Her overall design is a complex float comprised of cut-out people from all walks of life and all races attending a birthday party for the civil rights leader. A photo of Dr. King placed in a heart outline dominates the artwork. "Me and my mom went to the House of Fabrics and saw the heart form. I told the saleslady about my project. I told her that Martin Luther King, Jr. stood for love. He was a civil rights leader for all people," said Connie.

Standing above most of the folks in the artwork is a likeness of Rosa Parks, the woman who is credited with starting the Montgomery, Alabama bus boycott. "I looked for a picture of Rosa Parks all



Connie Lee-Ann Williamson won first place for fifth graders in the King Week Festival 1990 Art and Essay contest with the artwork she is holding. She is with her father, Division 1 Service Attendant Leon Williamson and her mother, Virginia.

over and I couldn't find one of her any place. I had almost given up when one weekend she appeared in the *Los Angeles Times Magazine*. I cut her out and cut out a triangle of cardboard to make a skirt for her. I covered the cardboard with velvet material." She found other personalities in the pages of *National Geographic*, *Essence*, *Jet*, *Ebony*, and brochures from Children's Hospital.

The artwork includes a miniature, frosted birthday cake which Connie baked herself in a mayonnaise jar lid.

She said the inspiration for her project came from attending the Christmas

Parade in Hollywood. "I thought we could do a Martin Luther King, Jr. float after that," she said.

While Connie is too young to have been a contemporary of King's, her father isn't. "I marched with King in Pittsburgh," said Leon Williamson. "I grew up in that era. I think that King made a difference and I especially liked his nonviolent attitude." Williamson has worked for the RTD for 9 years.

Connie is not the only member of the family to have won recognition for her talents. Her older brother David won a Martin Luther King, Jr. essay contest when he was in the

eighth grade. "He wrote that essay in 1986," said his mother, Virginia Williamson, "it came from his heart."

Connie was notified by the sponsors on January 3 that she was the first-place winner. Her mother remembered that she screamed to the top of her lungs. "I was just so happy," said Connie.

The theme of her project was, "Sharing and Caring Around the Globe—Living Together in One World." Connie's mother said her daughter is a gifted artist who "has nice thoughts about the world and people."

... In Memoriam

... continued from page 23

Schardijin, Leonard, began with the District on September 21, 1959 as an Equipment Maintenance Supervisor, passed away on February 2, 1990.

Womack, John, began with the District on March 26, 1959 as a Bus Operator, passed away on November 30, 1989.

DEPRESSION...

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Anatomy of a Bus Repair

What happens to a bus that's been in an accident? After a dramatic collision it may be filmed for a short subject on the 11 o'clock news, but it usually will not be scrapped, not even if it has sustained severe fire damage.

an orthopedic hospital. When the bus gets broken we put it back together."

Buses that suffer structural damage are wheeled into the Body Shop. The bus, #8641, featured in this photo story had its right side caved in

they will repair the understructure, fit on the substructure like the tubular supports that run around the perimeter of the bus, and put on the temporary paneling.

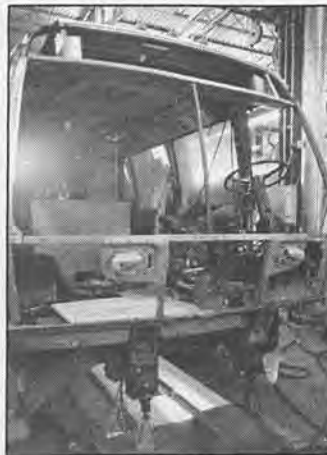
Measurements are taken before the welding is done. The glass is fitted

into the openings. When the glass is installed, the panels are welded by manufacturer's specifications. Given their expertise, equipment, and parts available Asato suggests that the CMF could build a bus, they certainly have
continued on page 27...



Bus #8641 suffered external right front injuries after a collision.

If the bus is no longer driveable it will be towed to the Central Maintenance Facility for repair. Its first stop is with the mechanical triage team of Fred Duffy and Leo Duell. Known as expeditors, Duffy and Duell make an estimate of the damage and calculate the number of parts needed to make the repair. In the meantime, the limping bus is placed among the other injured on the waiting list. If the estimate is approved, Duell will order the parts and the bus will driven into the next available bay. "You could say that we are the bus doctors here," said Equipment Maintenance Supervisor George Asato. "We're more like



Taken to the CMF bus hospital, #8641's damage is cut out and stripped away.

and ripped on impact with another vehicle. (Bus No. 8641 was brought to the CMF on June 23, 1989.) The Body Shop mechanics, first, will cut out the damaged area. Then,



Equipment Maintenance Supervisor George Asato (left) and Mechanic A Duc Banh confer on the extent of the substructural damage.



At the final stage in the Body Shop, all the panels are installed and welded. The glass will then be fitted. Made whole again, the bus is then transferred to the Mid-Life Program for updating. The last stop is the Paint Shop for that brand new look, and then its back to work for #8641.

... Anatomy of a Bus Repair

... continued from page 26



Supervisor George Asato makes a final inspection before releasing the bus to Division 10.

rebuilt plenty. Internal components are repaired by the Running Repair Shop.

After the Body Shop has repaired its portion, the bus is considered on the road to recovery. (Work on #8641 was completed October 2, 1989. The bus was set aside for a month because of other priorities.) Its next post-op stop is the

Mid-Life Program. This department updates the components of the bus so that its operation life on the road may be prolonged; sort of like multiple bypass surgery for a bus.

From the Mid-Life section, the bus is taken for a cosmetic lift in the Paint Shop where it is restriped and painted. (The Mid-Life Program received

the bus on December 12, 1989 and completed its work on January 12, 1990.) When #8641 was released she looked great. Off the

sick list, she was happily driven back home to Division 10 on February 5, 1990.

Cycling Mechanic Meets New Wife on Cross-Country Bike Trek

Division 4 Mechanic Larry Mead, 63, known to many at his division as the fundraiser for the 1988 American Lung Association TransAmerica Bicycle Trek, wed Ann Reed on March 24. Mead met his wife on the cross-country cycling event and they have continued to keep company on other endurance bike rides ever since.

"When you ride, laugh, eat, and share your time with someone cross-country, you form a bond," said Mead. His wife is a retired school teacher from Fresno. As soon as he has sold his property he plans to relocate to Fresno.

Mead started on his rigorous fitness commitment shortly after he turned 48. "My father died of a stroke in his early 50's. When it's hereditary you have got to watch out. I watch what I eat. I eat mostly fruits, baked potatoes, kashu, lots of fiber." Such a diet has helped Mead maintain a cholesterol level of 168 and a blood pressure reading of 108/78.

His days include fitting in exercise sessions to keep the weight off, stay limber, and increase his sense of well-being. He keeps ledgers documenting the kind of exercise completed and the duration. He takes advantage of his breaks to

ride his bike, stretch, jump rope, walk, or shoot a few baskets. "When I first started this regimen, it was initially just to maintain my health. Now I enjoy the visiting with people [as on the TransAmerica Trek]. I think a little charitable work never hurt anyone."

Mead admits getting married was the last thing on his mind when he signed up for the cross-country charity ride. "Who ever thought I'd meet someone on a bike ride and get married. I didn't want to remarry. Now I can't imagine why I thought that way." The couple honeymooned on a bike ride, of course, that took them to Pismo Beach and on some mountain riding around Bass Lake.



Mechanic A Larry Mead keeps himself in shape at Division 4.

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“Marketing Has To Do With Selling Yourself”



Promotions Manager Alice Tolbert-Wiggins at work coming up with ideas that sell the RTD to the community.

Editor's Note: This is the first in a series of the 30 different departments that comprise the District organization.

In all probability your very first acquaintance with the RTD wasn't through the Personnel Department but with a form of literature that the District produces. Odds are that sometime prior to your employment you came by one of the more than 10 million publications produced each year by the Marketing and Communications Department covering some aspect of RTD service.

While publishing millions of brochures, pamphlets, system maps, take-ones, rider bulletins, riders' guides, and directories each year is more than enough to keep any one department busy, that's not all Marketing does. Organizationally, the department is composed of three separate divisions that work interdependently with one another: Publications, Market Research and Advertising, and Promotions and Passenger Communications. "These three groups account for everything we do as a department in talking to L.A. We focus on reaching large audiences, many are passengers, but not all," said Marketing Director Tony Fortuno.

Mass Communicators

They are mass communicators. Fortuno picked up a list of statistics tracking ridership practices. "Forty percent of

the total population in Los Angeles rides the bus at least once a month compared to our heavy rider." Forty percent of 8 million is a lot of people.

Public information is their first priority. "Getting out accurate information on the service, that's our most important product," he said. As an example Fortuno pointed to the 1982 media blitz Marketing coordinated when the Grid System was implemented. "Outside of the Olympics it was our biggest campaign. We used all the heavy media—TV, newspapers. You know, the larger the undertaking, the more likely it is that something can go wrong. But we seldom heard complaints of riders not being informed of service changes or informed inaccurately. It's a real team effort. We rely on the folks in Maintenance, Transportation, and Planning to review it before we put it out on the street," said Fortuno.

Promotions

Second only to bus information is the promotion of programs that are important to the District, such as Anti-Graffiti and the Corporate Pass Program. "We have involved sports figures from the Raiders, Clippers, and Kings and targeted shopping malls as an effective, upbeat way to reach youth and get the anti-graffiti message across," he said. The Corporate Pass Program is

continued on page 29 . . .



Recently the RTD Marketing and Communications Department received a commendation from the Los Angeles County Board of Supervisors in appreciation for its support of the 25th anniversary of the Music Center. Shown with the award are, from left, Marketing Publications Manager Michael Barnes, Director of Marketing Tony Fortuno, and Marketing Research Specialist Harry Goldsborough.

an innovative approach taken by the District to increase the user-side subsidy as public funding continues to ebb.

Promotions Manager Alice Tolbert-Wiggins handles the Corporate Pass Program among many other projects. "This program is a major avenue to get corporations to find alternatives to taking the car to work and subsidizing employee travel," she said. Marketing gets the RTD message out to corporate employees through Information Days held at employer locations. Using a fair-like atmosphere, Communications Representatives Ed Langer and Dave Wilson distribute individualized routings to employees showing them how to get from home to work via the RTD.

"In the 2-year period since the RTD inaugurated the program we have signed

up 220 companies. It's a large employee base and over 10 percent of the employees eligible are taking advantage of the



Marketing and Communications Representative Scott Smith admires the recent Blue Line preview pamphlet. subsidy offered by their employers," said Mrs. Tolbert-Wiggins. The program had its genesis in Regulation XV issued by the Air Quality Manage-

ment District (AQMD) in 1988. The AQMD mandate required employers with a certain number of employees to seek alternative methods of transportation as a way to reduce smog emissions and clear the air. AQMD has been so impressed with the District's effort through the Corporate Pass Program that they have decided to underwrite the cost of some of the ads. "This is the first time they have indicated that they approve of what we are doing and that they want an ongoing program,"

summer. "We want to make it fun and force the people to think about it. We're taking it out of the passive mode and making interactive. That is, as a result of our promotion we will make the public go out and tell everybody how great we are," she said.

The advent of light rail hasn't caused her to overlook bus promotions. That is an ongoing business. "I am sure most people have seen our ads on the side of buses or on billboards. We simply use ordinary people to carry the



Marketing and Communications Representative Sherry Wagner-Fernando doggedly pursues and persuades employers to join the Corporate Pass Program.

she said. The ads appear in the *Wall Street Journal*, *People*, *Los Angeles Business Journal*, the *Sentinel*, *La Opinion*, and *TV Guide*.

Promotions earlier this year undertook a joint project with the Los Angeles County Transportation Commission called the Rider Incentive Program. The object is to attract attention and increase ridership to the new service offered on the Blue Line which opens this

message." A young woman who sat next to Mrs. Tolbert-Wiggins on the bus later became a participant in the campaign. "She was sitting next to me on my bus. She was so positive and ambitious. She holds a full-time job while attending Cal State Long Beach and uses the RTD to get her to school and work. Recently, we ran an ad featuring a 96-year old rider who said 'I used to ride with Pancho Villa,

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... Marketing Is Selling Yourself

... continued from page 29

now I ride the RTD.' We got a nice feature story out of that in the Los Angeles Times."

It's one thing to have a good service but if nobody knows about it what have you got? asks Mrs. Tolbert-Wiggins. "I think we have more contact with the public with the exception of the drivers than anyone else at the RTD. They see us in terms of information at Thrifty's, libraries, hotels, etc.," she said. In the last three years her section has solicited information from the public as to what they want. "We can't always give them what they want; but we can provide comfort, accurate, easy-to-read information, accessible service, and something in addition to their ride," she said. That something has taken the form of free coupons which has increased the value of the \$1.10 fare. The other part of the job is internal. "We bring back the information to the agency then we have to persuade the policymakers at the RTD. Our selling job is two-fold, we sell the RTD to the public, then we have to sell the public's point of view to the RTD. Sometimes it is hard being in the middle."

Alice Tolbert-Wiggins has worked for the RTD for 16 years. She was a reporter the Chicago Daily Defender, the oldest black newspaper in the U.S. She originally came to work in the RTD News Bureau, but began developing market-



Publications Manager Michael Barnes and Production Coordinator Alice Dickerson check copy on the latest interior car card.

ing and promotional information on her own. Eventually, her hard work paid off and the Promotions and Communications Section evolved.

The Communications Section supports other District functions through the production of graphic materials. Departments are encouraged if needed to avail themselves of this source for pamphlets, brochures, framed awards, perma-plaques, presentational charts, buttons, artwork, and other printed materials.

Marketing Research and Advertising

"Our marketing strategies have changed considerably in the last 12

years that I have been here," said Fortuno. "Transportation and clean air are very important issues now. And the coming of rail has broadened the market considerably." In his tenure Fortuno has watched the ridership demographics change dramatically. "Almost 50 percent of our ridership is Hispanic. Only 1 in 5 passengers is Caucasian. Certainly the Hispanic market represents our present and our future. We have to show them that we are of value to them," he said.

A campaign to increase ridership among the low frequency rider is underway along with the Blue Line ridership promotion. Prior to the campaigns,

considerable market research was taken to discover the "M" factor. "The first thing we want to uncover in our research is *motivation*," said Fortuno. "What motivates most of our riders is economy. The second factor is the environment, people are becoming increasingly environmentally conservative." As traffic congestion worsens and the frustrations of driving increase, he expects convenience to become a third motivational factor.

The Department's research specialist is Harry B. Goldsborough III. All the data generated by the market studies are interpreted by Goldsborough

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... Marketing Is Selling Yourself

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and factored into promotional activities.

"Our research requires us to look at trends, both social and behavioral that apply to transit in general," said Goldsborough. "It takes on added significance when you are about to add a new service as we are

"... We have more contact with the public with the exception of the drivers than anyone else at the RTD."

with the Blue Line. This introduces a new market over the traditional."

Goldsborough sees the ultimate goal of marketing as increasing the marketing share. "To do this you must continually survey your market. RTD has no experience with light rail. We have not marketed it before, thus how well we do will have an impact on our future operations," he said.

Harry Goldsborough III has extensive marketing research experience with Fortune 100 companies. Prior to joining the RTD, he was the product manager with Citizen Advanced Technologies of the Citizen Watch Company in Santa Monica.

Publications, Video, and the Future

Every year the Marketing publishes a considerable number of publications that are targeted for specific audiences. "One of our priority populations is the financial executive.

Under his supervision the works in print include: the *Annual Report*, *RTD Quarterly Update*, *RTD Transit Reader*, *Metro News Bulletin*, *Access*, *Metrogram*, *Corporate*

moving the RTD in the video age. "I'd like to see us more involved, maybe even getting our own program on cable once a month. It is the way most people get most of their



Typical of the Marketing and Communications Department's industry is this promotional event which enlisted Circus Vargas in the Anti-Graffiti campaign. Marketing and Communications Representative Jeff Ringsrud, Publications Manager Michael Barnes, and Ed Langer help clean off the graffiti that the clowns and elephants missed before they return the bus to the CMF.

We intend to inform them of our financial development through our annual report and quarterly reports," said Fortuno.

Michael Barnes is the manager of the Publications Section. "Generally, the publications we produce are for external use, for the non-bus riders and non-employees that include financial, business, and government audiences," Barnes said.

Pass Newsletter, and various special purposes brochures.

"My publications are not designed to get people on buses, but we feel they should be aware of what we are doing in the community. The general public needs to know that 'this little old bus company' is a billion dollar entity that is affecting a lot more people's lives in a lot more ways," he said.

Barnes is interested in

information these days."

The Marketing department will be distributing a free video to people in the light rail corridor in order to promote Blue Line ridership. "The corridor has a high Hispanic population. According to our survey 7 out of 10 Hispanics have VCRs, so we are going to capitalize on the video media," said Fortuno.

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... Marketing Is Selling Yourself

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Fortuno regards the RTD largely as a print media agency, but knows that eventually the RTD will have to move where the population is and that's video. The 100,000 video cassettes to be distributed to attract light rail ridership will be associated with a contest. "To enter the contest, you've got to watch the video," said Fortuno.

He is studying the potential in programming for public access cable companies and independent stations. "We've got a great group of creative

people in Marketing and they do outstanding work. Our ability to break into video programming is simply a matter of finding out what stations want and then delivering. With a staff like ours it is very doable."

"The days of 'Here's the line folks, take it or leave it' are over."

Is it necessary to sell the RTD? According to Fortuno, our service is not the only game in town anymore. "In the last 10



Marketing Director Tony Fortuno stands by his products.

years we've lost a lot of service—downtown, express lines, LAX." He believes the District ought to expand service not limit it.

"To do that you have to know your customer. The rider is our boss. The rider pays our salaries. The days of 'Here's the line folks, take it or leave it' are over."

EARN \$500 OR \$1,000 IN YOUR SPARE TIME!

You will receive \$500 or \$1,000 guaranteed just by helping your friends get jobs at RTD. The odds of receiving this cash is a lot better than trying to win the lottery! Candidates for certain District positions are in such high demand that we will pay you to help in the job search.

Currently the following positions are eligible for finder's fees:

Transit Police Officer (\$500), Systems Project Leader (\$1,000), Systems Programmer (\$1,000), Programmer Analyst (\$1,000), and Senior Programmer Analyst (\$1,000).

(NOTE: Personnel Department staff at Human Resources Assistant level and above, and assigned department representative for the selection, are ineligible for the bonus.)

"So," you ask, "when do I pick up my check?" It's easy! Come to or call the Employment Office (Headquarters Building, 2nd Floor, ext. 7153) and ask for an application, job bulletin, and referral slip. Have your friend fill out the application, you complete the referral slip and attach it to the application; then make sure your friend turns in the application before the closing date. It's that easy! You receive your check after your friend has completed 90 days of service.

BUT WAIT, THERE'S MORE! There is no limit to the amount of money you can receive. You receive the bonus for each position filled. So, **COME ON DOWN** to the Employment Office, and start dreaming of how you're going to spend all that extra cash!

For Sale

For sale a 14-ft. boat, 55 hp Chrysler and trailer \$1150; 14-ft. boat, 35 hp Evinrude and trailer, C.B. radio \$750; 12-ft. runabout and 10 hp Johnson and trailer, controls \$650; 50 hp Chrysler motor, controls, etc. \$450; plus miscellaneous boat hardware and camper shell. Call Joseph (Frenchy) Lafond at (619) 379-8824.

Don't Forget:
April 15 is
Income Tax
Month.
Due Date:
April 16

AIDS ANSWERS

Dispelling Myths

AIDS is Acquired Immune Deficiency Syndrome. A person sick with AIDS has had his or her immune system seriously weakened by a virus. The scientific term most often used for the virus is HIV, Human Immunodeficiency Virus.

Having the virus is not the same as having AIDS. Only a person testing positive for the virus ("HIV positive" or "HIV+") and exhibiting one or more of the associated infections is classified as having AIDS.

How The AIDS Virus Works

The AIDS virus weakens the immune system ("immune deficiency"), allowing other infections to ravage the body. These infections are called "opportunistic" because they take advantage of the opportunity to live where the body's immune system would normally destroy them. It is when one of these opportunistic infections strikes that the person is said to have AIDS.

No one knows for sure whether being HIV+ necessar-

The AIDS virus is not spread through casual contact.

ily results in a person developing AIDS. This uncertainty is due to the fact that AIDS has a long incubation period, perhaps nine years or more.

How The AIDS Virus Is Spread

The AIDS virus is not spread through casual contact. It is spread through direct transmission to the bloodstream during unsafe (unprotected) sexual contact, through the sharing of hypodermic needles, from tainted blood products, and by an HIV+ mother to her fetus.

You will not get AIDS in a restaurant where gay men work or anywhere else except as a result of unsafe sex or the sharing of hypodermic needles. AIDS is not a "gay disease." In Africa, where the disease originated, most persons with AIDS are heterosexual. Most of the

AIDS is not a "gay disease."

first cases in the United States were reported among homosexual men and drug users as a result of unsafe sexual contacts or the sharing of needles. Many of the heterosexual cases in the U.S. are traced to shared needles among drug users, but the incidence of AIDS among heterosexuals as a result of unsafe sex is increasing.

The AIDS virus is not transmitted by open-mouth ("French" or "soul") kissing. This myth began when it was reported that the AIDS virus can appear in minute quantities in the saliva and tears of persons with AIDS. However, (even in larger quantities) the virus cannot be transmitted without a direct line to the bloodstream.

Being Safe From AIDS

You do not know if a potential sex partner is carrying the AIDS virus. You must use condoms and a spermicide (consult a doctor on their proper use). You must avoid unsafe sexual practices which might cause even the slightest abrasion to the penis, vagina or rectum.

Again, there is no danger of transmission of the virus from casual contact. Donating blood is safe. Blood banks use sterile equipment and disposable needles. The HIV screening test at blood donor centers prevents the AIDS virus from being transmitted through blood or blood products. There are no reported cases of transmission of the virus from persons with AIDS through the sharing of dishes, toilet facilities or the touching and affectionate contact normal among family members.

Unprotected sex between married couples should occur only after both individuals have tested negative for HIV, and only when there is absolute certainty that no extramarital sexual contacts or drug use are occurring.

There is no known cure for AIDS.



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Recent Retirees . . .

Fred Washington

Mechanic A Fred Washington was hired on over 35 years ago with the RTD. On February 7, 1990, administrators from the CMF, Maintenance General, the Risk Management Department, the ATU, and his friends, and co-workers met at the CMF Upholstery Shop to celebrate Washington's last day of work for the RTD.

On February 9, 1955, Washington was hired as a Cleaner Operator. On June 1960 he became a Mechanic C, five months later he was elevated to Mechanic B. In May of 1962, Washington was promoted to Mechanic A by Director George Powell. This meant a raise to \$3.14 an hour.

In his entire 35 years, his attendance was rated superior by his supervisors. He has never received a write-up for attendance nor for any disciplinary matter. "As a matter of fact," said CMF Superintendent Ken Miller, "Fred has a record full of commendations and favorable comments regarding his performance."

Director of Equipment Maintenance Rich Davis said: "Fred is an outstanding person in all respects, and it has been an honor to be associated with him."

Robert Torres and Frank Larson from Risk Management presented Washington with a gold ring for over 32 years of Safe Work Performance.

ATU Representative

Charles Mosby and Roy Kawahara presented Washington with gifts, words of wisdom, and best wishes for a happy retirement.

Arthur Heywood

Heywood retired from the District with over 16 years of service. He started as an Operator on June 29, 1973 and by February 5, 1975 joined the ranks of the Schedule Checkers. He retired in January and was given a fond farewell by his friends in the Scheduling Department.



Arthur Heywood

Eddie Brown

CMF Mechanic A Leader Eddie Brown retired on February 28, 1990 after 30 years of service with the District. Brown and his family were given a joyous sendoff at the CMF Upholstery Shop, his place of work since 1973.

Brown was presented with plaques and gifts from



Dressed in his best on his last day was Mechanic A Fred Washington (center front), and Mechanic A Roy Kawahara. Second row, ATU's Charles Mosby, Risk Management's Frank Larson and Robert Torres. Back row, far left: Director of Equipment Maintenance Rich Davis and CMF Superintendent Ken Miller.

Director of Equipment Maintenance Rich Davis and CMF Superintendent Ken Miller. ATU Executive Board member Tommy Elisalde made a moving speech about Brown's tenure and his peers' regard for him.

Starting with the RTD in 1959 as a Utility A, Brown was later promoted

to Mechanic C in 1971. By 1981 he had two additional promotions under his belt to become a Mechanic A.

Superintendent Miller pronounced his service record as simply "perfect." Brown has never had a disciplinary problem in his entire 30-year career. "Eddie's performance has been perfect in all respects. In fact, he has been selected as employee of the month many times over the year." Miller further commented that Brown had several memos in his file for outstanding performance and dedication to service.

Retiree Eddie Brown and his wife, Doris, cut the cake at his retirement party held at the CMF on February 28, 1990.

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... Retirees

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Retiree Eddie Brown and his wife, Doris, cut the cake at his retirement party held at the CMF on February 28.

James Mayes

Facilities Maintenance & Operations Supervisor James Mayes, 65, retired after 6-1/2 years with the District. Mayes admits his first visit to the RTD was only to accompany his daughter who was applying for a job. "One of the analysts told me the District always needs electricians so I filled out an application, took the test, and decided to work here until I turned 65."

Previously, Mayes had been a teacher at Peralta Junior College in Oakland, California. For Mayes the six years went by very quickly.

He and his wife are very excited about the big project they have planned in retirement—building a home in a Temecula. "I'll miss the rollouts at El Monte each morning, but I'm looking forward to building my retirement home. To all the young folks, I would have to say

this was a good job. Keep it up, it will pay off for you."



Facilities Maintenance Supervisor James Mayes

Robert Holland

After 31 years with the District, the Director of Scheduling and Operations Planning Robert Holland retired on February 2, 1990 before over 100 of his friends and co-workers at Almansor Court in Alhambra.

Holland said that it had been a long journey that had brought him from

his birthplace of Canada to "this beautiful evening." Immigrating to the U.S. in 1955, Holland was promptly drafted by the U.S. Army and sent to Europe. Returning two years later his prospects looked slim. He had a new wife and baby boy but no job. "I think I was led up to 11th Street and saw some openings for bus operator. In those days there was no testing like there is now. I consider myself lucky to have missed that," he said. Holland joined the Scheduling

adding great levity with his acerbic wit. Dimon introduced Alice Holland, Robert's wife, who retired from the RTD in December 1989. "I owe RTD a big thank-you," Mrs. Holland said. "I met Bob 23 years ago at the RTD. They did me a big favor," she said. With that she gave her husband the gift of a weekend getaway.

Senior Engineer Ben Urban gave Holland a wilted potted plant as a reminder of the thriving neighborhood in which the



Robert and Alice Holland

Department as a Schedule Maker and worked his way up to Scheduling Manager. In 1989, he was appointed Director of Scheduling and Operations Planning.

"I'm a good example of a person with a minimal education who worked hard and did well. I achieved my goals with the help of others," he said.

Senior Administrative Analyst Dick Dimon served as master of ceremonies

RTD is located. Policy Analyst Joel Woodhull remembered Holland as someone who supplied him with practical information but retained a healthy skepticism. "In the end he made everything work for me," said Woodhull.

TOS Bob Holland, Jr. said: "The great thing about my dad is that he never brought anything home. He always tried to spend time with us. That's

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... Retirees

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what I learned to do with my own kids."

Systems Project Manager Joe Vicente recalled that 15 years ago as an immigrant to the U.S. it was Holland who opened the door for him. "I told Bob I liked working with computers. He helped me and I am in MIS today." Vicente presented Holland with a family coat of arms that stated the name stood for "strength, courage, and generosity."

Director of Transportation Leilia Bailey hailed Holland as "a quiet storm." "He goes about doing his work quietly. I enjoyed working with him, it was a professional pleasure. He understood our needs, tolerated us, worked with us. For me he is a calming presence."

Dick Dimon presented Holland with his own personalized timetable. "When he took the reins of the department he did a superb job. We have mixed emotions tonight, for we want so much to wish you a happy retirement, but we so hate to see you go."

Sam Singer, the representative for Equipment Maintenance, gave Holland a lamp fashioned from an old-style farebox.

Acting Scheduling Director Frank Schroeder gave Holland the requisite bus stop sign inscribed with the legend: "Rescheduled with Increased Running Time." "You mean a lot to all of us," said Schroeder. "I don't know how we will get through the

June shakeup without you." In addition, Schroeder presented Holland with a check for \$300.

Schroeder also brought personal items with him that Holland had left behind. One such object was a county flag given to Holland years ago by Supervisor Kenneth Hahn. "This was given to me by Hahn," said Holland, "He told me, 'when you make cuts in my district I want you to remember what you are doing to my people.' This flag serves as that reminder," said Holland.

*Holland
declared
himself a
lucky man.*

AGM-Operations Art Leahy presented Robert and Alice with gifts. "It is wonderful to see someone who has dedicated a lifetime to the RTD," he said. "We owe you a lot and we will miss you."

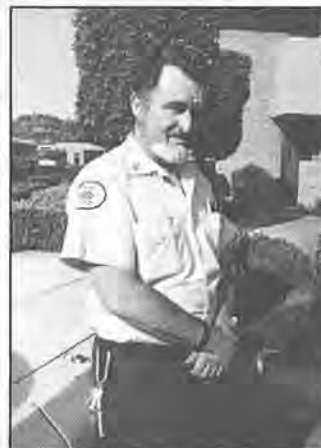
When it was Holland's turn to respond, he did so in his modest way (so reminiscent of Gary Cooper to this reporter). "I am grateful to the RTD," he said. "I never missed a paycheck in 31 years. I raised a family, have a home. My sons Bob, Frank, and Tom now work at the District. I'd like to thank all the scheduling people without whom we couldn't have accomplished all the impossible tasks that were asked of us."

Holland declared

himself a lucky man. "I'm in good health, I achieved all my goals, and I have a beautiful wife, who has given me a second life. To

me you are all family. I hope we can keep in touch. I go forward into a new life with faith and happiness. Good-bye and God bless!"

RTD's "Mr. Miyaki Needs Us To Help His Kids"



Division 3's "Mr. Miyaki" Lou Trammel.

Division 3 Operator Lou Trammel as you may remember from last month's *Headway*, has contributed the last few years to teaching children in Cypress Park the martial art of jujitsu. He teaches these children for free. Most of these kids could not afford these classes otherwise, and many of them were members of street gangs.

Trammel's martial arts skill enabled him to command the youngsters' interest and respect right away. At his first class he gave a two-hour demonstration of what they could learn. They wanted to start right then and there he

said. With a lot of cooperation from the Cypress Park Recreation Center and help from his friends, Trammel established the Cypress Park Judo Jiu Jitsu Kai Club. His friends and supporters include operators from Division 3, namely, Rene Carrera, Ken Willis, Louis Rivas, Mario Cancio, Paul Zablocki, Richard Moran, Richard Rodriguez, and Chuck Lerud.

He is a strict teacher. Rigorous discipline is an integral part of any martial art, and he insisted his students follow the rules he set down.

At least one-third of his class admittedly were gang members. One of his first moves was to clean them up. His club now contains 50 kids, 36 boys and 15 girls.

"They looked like hell with those street haircuts," he said. Trammel insists the students wear nothing that would mark them as a gang member. He monitors the young people closely during his classes held four nights a week.

"If I catch them involved in any gang activity or hanging around
continued on page 37...

... "Mr. Miyaki"

... continued from page 36

with known hoodlums, I drop them from the class," he said. "Drugs are out. Cigarettes are out. Grades must be up." The young people address him as *sensei*, which means teacher in Japanese. Like the sensei, Mr. Miyaki in the film, *Karate Kid*, Trammel also has a great love for bonsai plants. He also has a koi pond in his backyard in Covina. "I don't have time to snip the plants any more. I'm too busy with my kids."

Last year the team competed in both state and national competitions in San Diego. Several of the kids earned medals. Twenty-seven of Trammel's students have qualified and will compete in the Junior Olympic games which come to Los Angeles this July. "The first tournament we held in Cypress Park, we swept every division. We won 16 gold medals, 12 silver, and many bronze. We made quite a showing among the competing schools from Downey, Garden Grove, Buena Park, and Anaheim." The group's win rate is 50 percent or better.

No matter how bright the club's win-loss record, the struggle for financial backing is ongoing. In April a meet is scheduled in San Diego, but the qualifying nationals are set for June in Ft. Lauderdale, Florida. By August, they will be off to the State Games in San Jose. He plans to take his top 15 players to Ft. Lauderdale

and about 30 kids to San Jose. "The logistics of moving 30 kids will be something," he said. He is hoping to secure Operator Joe Soltra's 1951 charter bus to transport the club.

*"If I
catch them
involved
in any
gang
activity...
I drop
them from
the class."*

Ft. Lauderdale is another story all together. The airfare per person is \$289 not to mention the hotel and food costs. The club has held carwashes and other fundraisers to defray the expenses they will encounter. "We still need \$3,000 to cover our expenses. We are taking these kids off the street. Some of them would have been trouble for our operators. Now they have developed respect for our operators at this Division."

Contributions to this worthy cause can be sent to Lou Trammel, Cypress Park Judo Club in care of Division 3.

BIRTHS



Born to Accounting Manager Josie Nicasio, a son, James Renald, on May 11, 1988 in San Dimas. James was 7 lbs., 9 oz. and 21 inches long at birth.

James, now walking and quite verbal, accompanied his older brother Ryan, 16, to pick up his bus pass. Ms. Nicasio has a third son, Eric Joseph, 9.

Born to Division 16 Service Attendant Maureen Nerio, and her husband George, a son, Matthew Calsing, on October 28, 1989 in Fontana. Matthew was 9 lbs. 10 oz. and 22 inches long at birth. His mother has been with the RTD for 5-1/2 years and his father, with the RTD for 10 years, is a mechanic at Division 16. The couple met at Division 16 and married in 1987. Matthew is their first child together. "He's renewed our life," said Mrs. Nerio.



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... Births

... continued from page 37

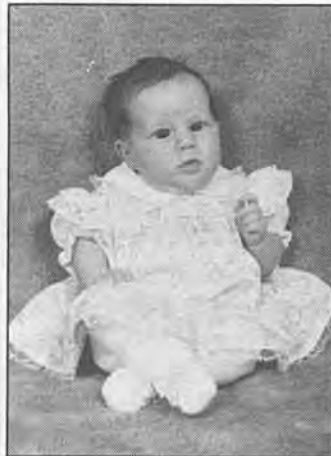
Born to Tanisha James Belk and Gary L. Belk, a son, Gary L. Belk III, on January 3, 1990 at 9:30 a.m. in Los Angeles. Their first child, Gary was 7 lbs. 11 oz. and 21-1/2 inches long at birth. Tanisha is the daughter of Scheduling and Operations Planning Secretary Theresa James and Arthur James, service attendant at Division 5. The proud grandmother is so happy because her first choice was a grandson and that's what she got.

Born to Division 15 Communications Technician Scott Liebnow and his wife Mary, a son, Kyle Morgan, on January 12, 1990 in West Hills. Kyle was 6 lbs. 3 oz. and 19-1/2 inches at birth and is the Liebnow's first child.

Born to Division 9 and 12 Operators Jorge and Martha Cenicerros, a daughter, Rosamarie Isela, on June 7, 1989.



Born to Prepaid Sales Representative Edith Goff and her husband, a daughter, Clara Denise, on February 3, 1990 in Wilmington. Clara was 5 lbs., 5 oz. and 19-1/4 inches at birth. Clara is Ms. Goff's first child. Ms. Goff has been with the District for 11 years.

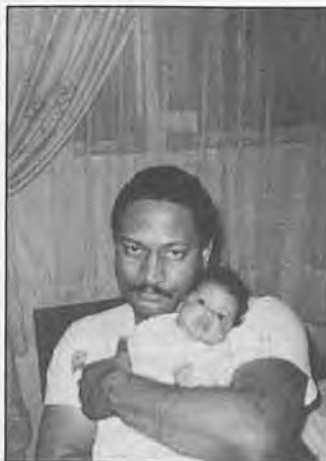


Born to Printing Department Production Coordinator Michael Kennedy and his wife Althea, their first child together, a daughter, Colleen Michele, on December 29, 1989 in Fontana. Colleen was 6 lbs. 5 oz. and 19-3/4 inches long at birth. Said the proud papa: "She's a real good baby, smiles all the time, especially when I'm home."



Edith Goff at a baby shower at the Headquarters Building.

Born to Personnel Position Control Coordinator Janet Wentz, a son, Blaine Devin on January 19, 1990 in North Hollywood. Blaine weighed in at 9 lbs. 4 oz. and was 21-1/2 inches long.



Born to Division 10 Operator Charles Miles and Ticket Clerk Rose Fletcher-Miles, their first child, a daughter, Catheryn Edrena, on November 30, 1989. Catheryn weighed in at 7 lbs. 4 oz.



If You Can't Join 'Em, Beat 'Em

Division 9 Operator George Pepper saw his first replicar about 15 years ago, and wanted one ever since. While working on the 487 line in Sierra Madre he ran into Bill who runs a local service station and who built his own 1929 Alpha Romeo replicar. A replicar as the industry is called, is a look-alike auto, usually with a VW chassis, but can be built on everything from a Ford, chevy, Cadillac, to custom frame.

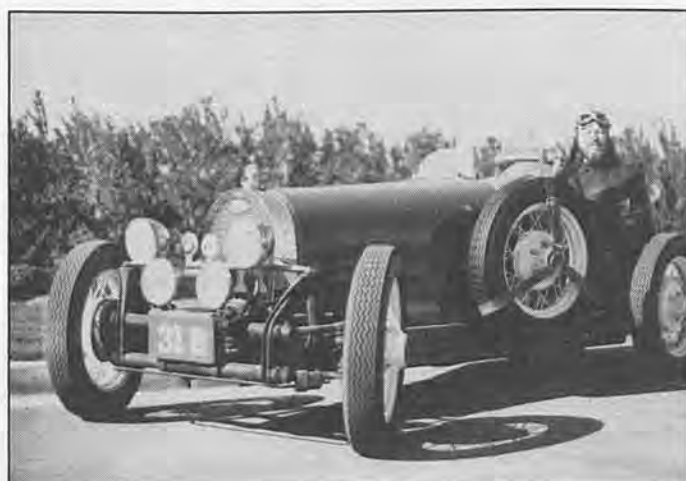
Some of these kits cost as much as \$50,000 or as little as \$500. The real cars would be impossible for working folks to afford, they cost as much as \$500,000. So, the replicar was born. To date, about 200 manufacturers make these autos.

Each year, the American Handcrafted Autos puts on the largest show of its kind in the United States at Knott's Berry Farm. This year the show will be held April 21-22. A mem-

ber of the club, Pepper plans to attend.

The cars are not what you would call customized, but are built to look like the original. Even high price collectors are fooled by the perfection of the replicar-built auto. The Ferrari auto maker of Italy filed a law suit because a San Diego replicar looks too much like their \$200,000 car. The San Diego version cost only \$20,000—a nicer price for most of us.

Pepper has a 1927 Bugatti, model 31B, originally built in France. Powered by a 1968 VW with 19-inch wire wheels. To make it look like a race car, the number three is painted on the body while Pepper adds a personal touch by wearing a racing cap and goggles. Painted bright red, it is a traffic stopper. The car is for sale at \$4,000. Pepper wants to move up to a 1934 Mercedes kit. The kit he is eyeing costs \$17,000, but the original is at Harrahs



Division 9 Operator George Pepper shows off the product of his new hobby—replicar building. Here Pepper is sitting in his prized 1927 Bugatti built on a 1968 VW chassis.

in Reno, Nevada priced at \$500,000.

Pepper chose the Bugatti because it holds the world record for most wins. In 19 years it scored 2,109 wins never to be beaten or equaled by any auto manufacturer in history.

"Most people would say 'if you can't beat 'em, join 'em, but in the case of the replicar it's 'if you can't join 'em, beat 'em by

looking just as good," said Pepper. Currently, there are over 200 members in the club Pepper belongs to, and once or twice a month the cars hit the road for such places as Las Vegas, San Francisco, or wherever the spirit takes them. Pepper plans to become a builder/distributor of these autos when he retires from the RTD.



A sidelong view shows Pepper sporting his racing cap and goggles as he drives number 3.



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Axel's Green Thumb

The Grass is Greener on Your Side

A green lawn is the sign of a healthy lawn, right? Maybe. Upon close examination of a green lawn, you might notice crab grass, dandelions, nutsedge, clover and even dichondra. These can be classified as weeds along with several different types of different grasses that are mixed together.

How do you maintain the perfect lawn? Choose the appropriate grass for the conditions of the environment in which it is to be planted. Will the area be shady or sunny? Will the area be used as a playground where it could be damaged and rapid re-growth is required? Is it drought tolerant? These are just a few of the questions that should be considered when selecting a new turf grass.

There are two different types of turf grass — the cool season variety and the warm season variety. Cool season grasses have a temperature optimum of 60 to 75 degrees Fahrenheit while the warm season grasses have a optimum of 80 to 95 degrees Fahrenheit. In Southern California, both types of grasses are used. A few examples of the most common cool season grass that are available are: rye, bluegrass, and fescues. Examples of warm season grass are: bermuda, St. Augustine and zoysiagrass.

There many different "name brand" cultivars that

have been developed with such eye-catching names as "Rebel," "Marathon" and "Merion." These are "specialized" turf grass that have certain attributes that are different than the standard variety. Merion is a Kentucky bluegrass that has a different shade of green, more disease tolerant than a "standard" Kentucky bluegrass. Marathon is a tall fescue that has a finer leaf texture and tolerates shade better. Rebel and Rebel II are also tall fescue grasses that withstand foot traffic very well.

Your lawn consumes most of the water in your landscape, so choosing the correct variety is very important in today's drought environment. Warm season turf-type grasses have such diverse origins as Africa, South America, and Asia and other semi-arid locations. These grasses are planted by using cuttings, plugs (small pieces of grass, roots and soil), sod (large pieces (carpet) of grass, roots and soil) for an instant lawn, and there are a few occasions turf is planted using seeds.

A few terms that you should be familiar with are: stolon and rhizomes. Stolons are above ground stems that will root at intervals and rhizomes are modified stems that grow underground and above ground. St. Augustine is an example of stolon growth and bermuda grass is an example of both stolon and

rhizome growth.

Cool season grasses are different in propagation. Seeds are used to start a lawn but the disadvantage is that it will take over a month to have a "usable" lawn that doesn't need constant care.

The advantage in using seeds is that it is "cost effective" for the average homeowner. If you use sod, you will have an instant lawn, but the expense will be greater. Sod requires a lot of water to re-establish the root system, otherwise it will dry out.

Warm season grass has its advantages and disadvantages. Some of the advantages are that it grows well during the summer months (sorry, but you have to mow it also), most will tolerate low amounts of water (drought tolerant), but you still have to water. One of the best of the warm season grasses is the bermuda, CYNODON species. This grass is fast growing and will recover from damage quickly, which is excellent for a play field. There are two types of bermuda grass available: hybrid and common. A hybrid bermuda is the best and must be propagated by plugs or stolons. A common bermuda spreads like a weed, and looks raggedy when compared to a hybrid; this is the only variety that can be seeded but I don't recommend it. St. Augustine is a very popular turf that tolerates shade well but it requires

more water if it is in full sun. Most warm season grasses have the disadvantage of slowing or even stopping their growth. Bermuda turns brown during the winter giving that "dead look," and St. Augustine turns a yellow-green. Re-seeding a cool season grass, such as rye, over the warm season during the winter is normally preferred to maintain that "green look." Zoysiagrass is a very dense but slow growing, shade loving turf, but it is not seen often in the landscape.

Cool season grasses have their advantages and disadvantages also. One major advantage is that they stay green all year round. A major disadvantage is that during the summer months, the cool season varieties require a lot of water and fertilizer to maintain growth and keep from being stressed out. When mowing in the summer, you should set your mower to cut the grass at 2-1/2 to 3 inches high. This allows enough top cover to help drive the root system deeper by having to support more growth. Kentucky bluegrass is used often in playing fields and resists wear. Rye grass is used often to seed over the brown bermuda grass during the winter months. Fescue is a tough turf and is also used in playing fields, but some varieties are excellent in shady areas. Fine fescue has a thin blade and is

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Disney World Group Trip Planned

A group trip to the Walt Disney World Resort coordinated through the Employee Activities Department is available as a vacation option this year.

The Disney-MGM Studios Theme Park is the biggest and most ambitious Disney project since the opening of Epcot Center. A state-of-the-art television and motion picture production facility and a backstage studio tour reveal the secrets and magic of moviemaking. Visitors will have the chance to relive favorite moments from some of the most memorable motion pictures ever made in the The Great Movie Ride, go to the outer reaches of the Universe and beyond wildest dreams on a new ride—Star Tours. Plus, a behind-the-scenes look at wardrobe and craft shops, the winding backlot streets and much more.

In the Magic Kingdom Park, Delta Air Lines presents Dreamflight a new ride-through look at aviation history. In Epcot Center, the new Wonders of Life pavilion offers an extraordinary exploration of the human body. Pleasure Island brings more night time entertainment to the Walt Disney World resort and Typhoon Lagoon sets a new standard for water entertainment.

On top of all these thrills, Walt Disney World offers golf, tennis, swimming, horseback riding, boating, and a unique array of shopping and dining



experiences.

The trip dates are from September 4-9, 1990. For \$864 per person (based on double occupancy), this vacation is available. The plan includes round-trip air fare between Los Angeles and Orlando,

Florida, deluxe accommodations at Disney's Village Resort for five nights, admission to the Magic Kingdom Park, Epcot Center, and the Disney-MGM Studios Theme Park, and a variety of meal and recreation coupons.

For more information about this group trip to the Walt Disney World Resort, contact Adrienne Rogers in the Employee Activities Department at extension 4738.

... Axel's Green Thumb

... continued from page 40

often used on hillsides for erosion control because it becomes deep rooted, is "drought tolerant," and accepts shade well.

As you can see, there are so many different types of turf that are available. There are several different varieties that I haven't mentioned but these few are the most common that are used by the homeowner.

Next month we will cover the proper way to maintain that lush green lawn.

April showers bring May flowers. THINK RAIN!

Axel Heller has a Bachelor of Science degree in Park Administration / Ornamental Horticulture from Cal Poly, Pomona.



RTD MOVIES GOES TO THE MOVIES

Our Rating System

- ***** - Excellent; everything works perfectly
- **** - Notable; well worth seeing
- *** - Average; does what it sets out to do and no more
- ** - Mediocre; they tried, but...
- * - Pathetic; a waste of time

BOMB - *Lobstermen from Mars* — Presented in Lobsterama!

Driving Miss Daisy is a gentle story of a well-to-do Jewish widow and her black chauffeur of many years. There's a little friction at first because she resents the fact that she isn't allowed to drive herself anymore, and she doesn't want another of "those people" in her house. Oh, her cook's alright, but she doesn't want that man to drive her. Her son — and the insurance company — have other ideas, though, and she is forced to reluctantly accept him into her house. Through the years, she comes to accept and trust him, and something like a friendship is formed.

Don't be fooled by the term gentle; there is a good deal of biting wit, and a strong statement against the way Negroes were treated in the South from the forties to the

seventies. It's just not thrown in your face. As Miss Daisy and Hoke, Jessica Tandy and Morgan Freeman form a wonderful team. She has no hesitation about airing her opinions, and you get the feeling Hoke would too, except for the long habit of being expected to defer to his white employers. There's a wonderful twitching around his mouth as he meekly answers, "Yes'm" as he's supposed to do. As trust begins to grow between them, he often answers a little less meekly. When Miss Daisy berates him for making a wrong turn, he chides her, "Now, Miss Daisy, you took that wrong turn with me. And you had the map!"

It's a pleasure to watch them together, a pleasure which suffuses the film with a warm glow. This is why the message of the film comes across so well. You like these people, so when they are hurt by the prejudice prevailing at the time, you hurt with them. And it shows, oh so gently, how people who don't consider themselves prejudiced can believe things without really thinking about it. While I wouldn't lightly take children to see this as they might get restless, there's nothing to find offensive. There's no sex, nudity, violence, and

only one or two cuss words in the entire film. The emphasis is on the story and the performances. Writing this before the Oscars, I can only hope that Jessica Tandy will receive the Oscar she's been nominated for. She's a talented actress whose screen career has enjoyed a recent renaissance. Morgan Freeman deserves the Oscar for this role (and for *Glory*), but he will probably lose out to Tom Cruise. Don't get me wrong — Cruise is good in *Born on the Fourth of July*, but it's comparing apples and oranges to put the two together. My choice is made by the fact that I think Hoke will stay with me longer than Cruise's Kovick. Rating: ****-1/2
Comments: A delightful movie that will make you laugh and cry at the same time, and leave the theatre with a warm feeling inside. It's a good film to go to with a friend.

Video Corner — If you're looking for a good film to watch, a light comedy that you don't have to shoo the kids off the bed before you put in, there are two good ones hitting the market.

The Ghost and Mrs. Muir — for those of you who remember the series, this is the movie that started it all. Rex Harrison is the ghostly sea captain and Gene Tierney the young widow who comes to live in Gull Cottage. There are moments when it slips into melodrama, but it's a nice film to curl up with on a lazy afternoon.

Desk Set — Katherine Hepburn and Spencer Tracy made a wonderful series of

comedies that portray the battle of the sexes. *Adam's Rib*, *Pat & Mike*, and *Woman of the Year* have been out on video for some time. This is one of the later, and less well-known, comedies. Hepburn is a research librarian for a television network, and Tracy is the man who's supposed to computerize the office. Hilarity ensues.

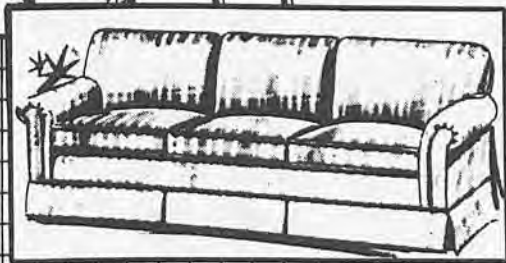
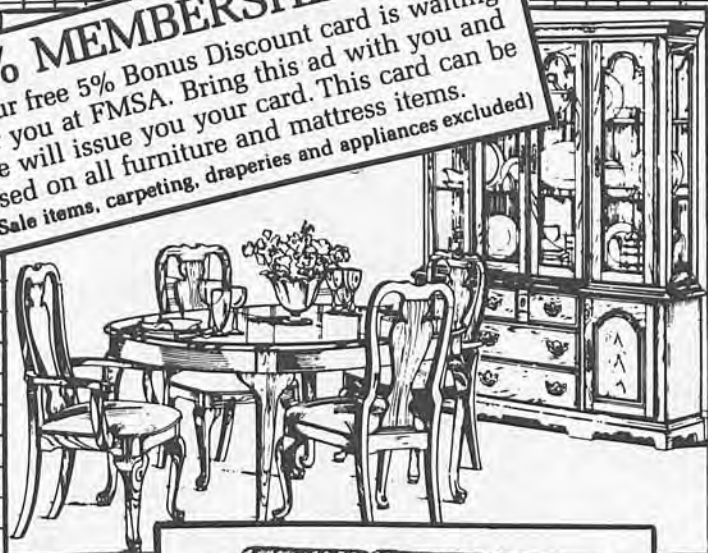
Department of Miscellany — I pull some of the information in this column from a variety of sources: *Entertainment Tonight*, the magazine *Premiere*, the newspaper, friends who work in the business. *People* is also an occasional source of information, and when it was announced that they would be doing a new magazine called *Entertainment Weekly*, I signed up for the four free issues offer.

If you're thinking about signing up, don't bother. The magazine tries to be *Premiere*, which is an entertaining, informative magazine about movies and television, and falls short. One of the features they imitate is *Premiere's* little sidebars that have purposely silly bits of trivia relating to the article at hand. *Entertainment Weekly* has silly bits of trivia that don't relate to anything. And they're not confined to a few select places, but on every page. The articles are short, shorter than in *People*, and they don't seem to say much. Things could improve, but the two issues I've seen (they never bothered to send me the first one, only the second and third), don't give much hope. - - Carolyn Kinkead

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Tues.-Fri.: 10 AM-6 PM Sat.: 9 AM-5 PM; Sun.: Noon-5 PM

Closed Mondays

RECREATION NEWS

March 24 through April 29 - Magic Mountain

Special save nearly 50%	\$11.50
29 Kings vs Winnipeg Forum	\$16.50
30 Clippers vs Atlanta	\$11.50
31 Dodgers vs Angeles - Freeway series - Baseball card night	\$7.50

April

1 Lakers vs Utah	\$11.50
2 Dodgers vs San Diego Opening Day 1:00 P.M.	\$7.50
3 Dodgers vs San Diego All Team Card Set #1	\$7.50
4 Dodgers vs San Diego Sports Bag Night	\$7.50
8 Dodgers vs San Francisco Pin Day	\$7.50
9 Lakers vs Dallas	\$11.50
9 Angels vs Seattle Neon Caps	\$8.50
14 Angels vs Minnesota Batting Glove	\$8.50

Phantom of the Opera - Still available

Tickets are \$50.50
 Sunday, June 24 2:30 P.M.
 Tuesday, July 3 8:00 P.M.
 Sunday, July 15 2:30 P.M.

The RTD Basketball League is the best free activity around. Games on Tuesday and Wednesday night at Crenshaw High School. Two games each night. 7:30 P.M. and 8:30 P.M.

See article inside regarding trip to Disney World in Florida.

Several new logo items available from pens to jackets. See these items on the mobile center or at the Employee Activities office.

For information on these events, please call 972-4740.

HEADWAY

Published monthly for the employees and retirees of the Southern California Rapid Transit District.

Editorial input and suggestions are welcome. Deadline for receipt of editorial copy is the first day of each month. Send black-and-white photographs only. Requests for photographic coverage of District events must be preceded by 72 hours notice.

Mailing address: Headway, 2nd Floor, 425 South Main Street, Los Angeles, CA 90013. (213) 972-7165

Mary E. Reyna, Editor
Carolyn Frazier, Business Manager

Staff Writers: **Paul Lonquich, M.D.**,
Carolyn Kinkead, and **Luanna Urie**.

Typesetting, design, and makeup: Scheduling and Operations Planning's Typesetting & Layout Section—Layout Supervisor **Susan Chapman**, Typesetting & Layout Operator **Michael Laichareonsup**, and Typesetting & Layout Operator **Jean Williams**.

Printed by: RTD Printing Services
Al Moore, Manager

Southern California
 Rapid Transit District
 425 So. Main St., 2nd Floor
 Los Angeles, CA 90013

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