

CITY OF LOS ANGELES



RESOLUTION

Renee Greif

Police Commission Distinguished Service Medal  
Specialist Reserve Officer

WHEREAS, Specialist Reserve Officer Renee Greif has distinguishing herself as a leader, public servant, and innovator, as demonstrated by her outstanding performance and exceptional service in the pioneering of the SAR and IWATCH programs; and

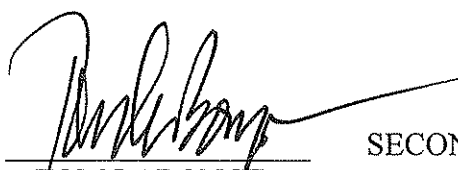
WHEREAS, in 2007, the Department's goals involved not only the development of new policies and systems that would engage personnel as never before, but it would also actively involve the community as true partners in the fight against terrorism. Renee Greif was an indispensable part of both these goals; and


WHEREAS, understanding the importance of this concept, Renee assembled a committed group of individuals who shared her vision and unwavering enthusiasm to assist in disseminating the Department's message of terrorism prevention to the community. Her imagination and creativity provided the motivation and leadership needed to keep the group on track to attain their goals; and

WHEREAS, the SAR program has since gained national attention and has been adopted as a best practices model by the Major Cities Chiefs Association and the International Association of Chiefs of Police, as the standardized and mandated reporting mechanism for suspicious activities potentially related to terrorism; and

WHEREAS, Renee Greif was also instrumental in facilitating the development and production of a series of public service announcements through IWATCH a campaign used by the Department to educate the community about the SAR program:

NOW THEREFORE, BE IT RESOLVED that on this October 25<sup>th</sup>, 2011 the Los Angeles City Council along with the Mayor hereby commend and congratulates Renee Greif for her outstanding commitment to public service and in assisting the Department with its goals. It is with great pleasure that Specialist Reserve Officer Renee Greif is awarded the Police Commission Distinguished Service Medal.

PRESENTED BY:   
TOM LABONGE  
Councilmember, 4th District

SECONDED BY:   
ALL MEMBERS

**ADOPTED**

NOV 18 2011

LOS ANGELES CITY COUNCIL

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ORIGINAL

# CITY OF LOS ANGELES



## RESOLUTION

### Simmons Bedding Company

WHEREAS, AOT Bedding Super Holdings, LLC owns and manages two of the world's largest bedding manufacturers, Simmons Bedding Company and National Bedding Company, LLC. Under AOT Bedding's direction and leadership, the two companies work together where joint activities can achieve efficiencies, enhance results or provide better products and services to customers. In the marketplace, Simmons is responsible for maximizing the success of the Beautyrest®, ComforPedic®, Natural Care® and BeautySleep® brands, while National Bedding is responsible for its competing brands of Serta®, iComfort® and Perfect Sleeper®; and

WHEREAS, Atlanta-based Simmons Bedding Company is one of the world's largest mattress manufacturers, manufacturing and marketing a broad range of products including Beautyrest®, Beautyrest Black®, Beautyrest NxG®, ComforPedic by Simmons™, ComforPedic Loft™, Natural Care® and BeautySleep®; and

WHEREAS, Simmons Bedding operates 19 conventional bedding manufacturing facilities across the United States, Canada and Puerto Rico. Simmons Bedding also serves as a key supplier of beds to many of the world's leading hotel groups and resort properties. Simmons Bedding is committed to developing superior mattresses and promoting a higher quality sleep for consumers around the world; and

WHEREAS, Simmons Bedding Company and Sit 'n Sleep, one of the country's largest mattress retailers, will help Los Angeles firefighters who "work hot" to "sleep cool" by replacing the station's 23 beds, which were last replaced in 1977. The new mattresses and foundations are from the Simmons® ComforPedic Loft™ memory foam mattress collection. Featuring Simmons® NxG® Memory Foam, the new line introduces a revolutionary AirCool™ Sleep System designed to provide a cool, comfortable and supportive sleep experience; and

WHEREAS, Simmons Bedding Company will surprise firefighters at Station 27 in Hollywood with a bunk room makeover in honor of their ongoing dedication to the local community. The makeover coincides with the Hollywood Chamber of Commerce's 17th annual Police & Fire Department Appreciation Day, held November 30<sup>th</sup>, 2011 at the Los Angeles Fire Department Museum and Memorial, adjacent to Station 27 in Hollywood, where local celebrities help cook and serve food to firefighters and law enforcement officers to thank them for their service; and

WHEREAS, firefighters and law enforcement officers are also invited to visit the ComforPedic tent during the November 30<sup>th</sup> event, where the Simmons Bedding Company will raffle off two mattress sets, one to a local firefighter and one to a local police officer. Simmons will also give away ComforPedic® Free Spirit™ pillows to the first 100 officers and firefighters that visit the Simmons tent. Visitors will also be eligible for a \$300 coupon at local retailer Sit 'n Sleep to purchase additional ComforPedic® products; and

WHEREAS, the Los Angeles fire station makeover is part of a nationwide initiative from Simmons in connection with the company's 20-week ComforPedic Loft™ road show tour, a mobile showroom traveling more than 10,000 miles to visit retailers in 35 cities across the country; and

WHEREAS, Fire Station 27 is the third of five six stations around the U.S. to receive a mattress makeover from Simmons and a local retail partner. This makeover is also the first year of a continued effort between Simmons Bedding Company and the Hollywood Chamber of Commerce to makeover a fire station each year in Los Angeles:

NOW THEREFORE, BE IT RESOLVED, that the City Council of Los Angeles by adoption of this Resolution congratulates Simmons Bedding Company for their donation of 23 mattresses for Fire Station 27 and their company wide initiative to makeover fire stations across the nation. Thank you for providing the fire fighters a cool, refreshing night's sleep they deserve on the Simmons® ComforPedic Loft™ mattresses. Simmons Bedding Company you are truly an angel in the City of Angels!

PRESENTED BY:   
TOM LABONGE  
Councilmember, 4th District

SECONDED BY:   
ALL MEMBERS

NOV 18 2011

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ORIGINAL