

Unit Development & Revitalization

December 2023

Frist I would like to start with I hope everyone had an amazing Thanksgiving. I know with the upcoming Holidays this month each and every one of you will be burning the candles at both ends. With trying to make this season magical for our families and friends while still trying to accomplish our mission of serving veterans. At this time, we will have to exercise more patience and a lot more understanding.

I have been so humbled by the events, fundraising, and the way our units and districts have been serving our veterans, it makes me feel like I should be doing more.

We have had a couple of things that have come up this past month so this might be a review but here we go.

- 1. Facebook, Instagram, snapchat and all other social media. If this is someone's personal account, there is not much we can do as an organization. Of course, if it is a Unit, District or even Department accounts those are closely monitored (I Hope so) but we can step in and fix those situations. I know it can be frustrating, upsetting, discouraging and just make us mad. If you experience this, please just call the person, and try to have those hard discussions or just take them off of your friends list. I know that is harsh, but I really do not like those calls when someone has had their feelings hurt.
- 2. When you are sending emails, please put your name of the person sending and receiving. Then BCC (Blind Carbon Copy) everyone on your list, this way we are not putting everyone's emails out there. We have so many hackers and scammers we just need to protect everyone. Also, when you want to respond please just respond to the person who sent the emails. When you respond all, everyone sees what you have sent and sometimes what your respond back is private, and this could cause hard feelings.
- 3. This one I call email and text bullying. We should always reread our emails and text messages before we send them and let's take one step further, please do not respond or send an email or a text message when you are angry or upset because it will not have a good outcome for anyone. Just take a minute, step back and look at it from a different perspective. I know there are times when we really want to tell someone just what we are thinking or feeling but this is not who we are as an organization. We must keep things professional and set our emotions aside.

The last thing is that we must build each other up. Please let people know they are doing a great job and that we understand that the positions that they hold are not easy. Just giving someone a hug, a card or just acknowledging them in a meeting goes a long way.

Once Again please remember we are all here for the same purpose to serve our Veterans, this is why we joined such an amazing organization.

If you have any questions or concerns, I'm only an email or phone call away.



Be Kind and Let's have a great year. United As One.

Tracy Varnell Fercho
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