

A NOTE FROM MY B.U.D.\*

## WSESI COMMUNICATIONS COMMITTEE:

### Putting the Word Out

By Kevin Gerarden

At the 63<sup>rd</sup> Annual Meeting of the Wisconsin Society of Emergency Services Instructors (WSESI) this past February in Janesville, a motion was made and passed to institute a new committee for the Society; a

Communications Committee to address the needs of the officers, members, and constituents of our mission by sharing information through all means available.

This was the first motion made under new business in that meeting; consequently, the first motion under the gavel of newly-elected President David Yakowenko. Anyone who knows Dave would not be surprised when, as part of the discussion preceding the voice vote, he proactively solicited volunteers to get the proposed committee started off with five active members.

That being said, our new committee would continue to benefit from a cadre of talented members from all corners of the state, bringing ideas to get the word out about the Society through printed material, web content, email blasts, social media, even word-of-mouth.

Our motivation is simple – all too often, when describing a recent event or program sponsored or supported by WSESI, we hear the reply, “I would have liked to come, but I never heard about it.” We aim to make that excuse evaporate throughout our state, but particularly across our membership and our spheres of influence.

If you have a knack for posting content, riding the wave of social media, or just plain getting hold of your colleagues near or far – and are inclined to make those gifts available to our Communications Committee – give us a call or email and we can discuss it.

Thanks!

Kevin G.

\*A Note From My B.U.D. (Big Ugly Desk) threatens to be a quarterly feature for the newsletter of the Wisconsin Society of Emergency Services Instructors. All opinions expressed are those of the author, who will be grateful for any feedback and discussion.

