



## President's Message – February 2015

Bernard Jordaan

Well here we are in the second month of a New Year. I trust all our members had a most enjoyable festive season. Again we wish you all a happy and wonderful 2015.

Communication with our members is very important, hence we print *The Voice* ten times a year. Unfortunately many clubs do not ensure that *The Voice* is made available for all club members to read.

To further and improve our communication, we are looking at "social media". In this regard we now have a USCO "Facebook account"



<https://www.facebook.com/uscont>

Please share this with all your club members and if they are not on Facebook, most children and grandchildren are. Get them to look at our Facebook as we need to get the younger generation informed as to what our organization is all about and the issues facing seniors, that our organization is striving to remedy.

As a further move into social media, our next step is to use YouTube, as another means of communication. Discussions will ensue this year regarding a 3 year strategy of issues that we have to deal with.

Our Board of Directors consists of members living all over the Province. Hence we need staff to assist with the administration. Two paid staff members do a terrific job on our behalf. But like everything else, nothing comes down, costs increase from year to year and we have to find ways to cover increasing costs to keep our "head above water".

Hence the need to increase the annual membership dues, for which, in some cases, there has been a backlash, to a point unfortunately, of clubs withdrawing from the USCO with the inevitable question what do I get for my \$3.00 or "what have you achieved". This has been addressed, but we will republish the answers to that often posed question.

I hope our members understand that there are costs involved when "pushing" for change. I will talk about our major annual fund raiser in the next edition.

Keep warm and watch out for those icy conditions. If travelling out of the country please ensure you have adequate insurance coverage with Johnson Insurance.

A quote from Confucius:

***IT DOES NOT MATTER HOW SLOWLY YOU GO  
AS LONG AS YOU DO NOT STOP.***

Happy  
Valentines Day

