



## Winter cat nap

Turkey day is over, and you just finished up the last of the turkey soup. WOW! Now you are ready to get the turkey for the Holidays. Right now buying presents and decorating is utmost in mind. In other words, you are ready for a break then snuggle down into your goose down feather mattress and take a long winter PA nap.

OK. Even as "Gung ho" as I am, I take a break too. But there are things to do, so it will have to be a "Cat Nap."

I know you like lists. You can just check them off as you finish them. So, here is your December list. Check it twice. Then we'll find out who's naughty and nice.

### STAYING ON AS A PAO:

1. Write a short article for your flotilla newsletter thanking those who helped with your flotillas' PA efforts during the past year. Thank them by name. Folks like to see their name in print even if it is only the flotilla publication. If the newsletter idea won't work, thank them during your next flotilla meeting. Make a show of it. If you like, present them with some tangible item: A letter, a trinket, whatever. The item is not important. The recognition is.
2. Get all your ducks in a row for next year. Bundle up those copies of ANSC 7031s and the copies of



7030s with category 10. Stash them away so you can see how you are doing next year in comparison to this past year.

3. Go through your files. Make sure your articles are up to date. Get rid of that one that explains how ATONS will change colors from red and black to red and green. Update the rest.
4. Check your AUX address book. Are all your numbers and names up to date? This is a good time to do that. Make sure your media contacts are still there and haven't changed jobs. The first of January is when that usually happens. You don't have to bother them, just call the office and talk to the receptionist. You should know her rather well by now anyway.
5. Make a best guesstimate of a PA schedule for next year. Include the events of last year. Eliminate those that were not satisfactory and replace them with better events. Don't forget to add the ones that you had to bypass. This year will be better.
6. Set some goals for your flotilla. If you just submit two articles per month, you will have 24 for the year. If you already have 24, increase that goal by looking for other publishers

you can approach. Do the same with every activity. Then work for that goal. I bet if you do that you will find an improvement next year; even if you fall short.

OH! One thing about setting goals. Make sure they are realistic.

The best way to do that is to set short range, medium range, and long range goals. That way adjustment and contingency plans can be implemented.

### NOT CONTINUING AS PAO:

1. Make sure your successor has all of the files, folders, manuals, guides, address books and contacts you have been working with. If possible, take the new person around and introduce them to your media contacts.
2. Give your replacement a copy of this UPDATE, so they can use the check list.

**FROM ALL OF US AT "N" HAVE A VERY HAPPY HOLIDAY.** Believe me. Your efforts are very much appreciated.

This publication is as good as your ideas. Let me know what you think. I invite positive and negative comments. Contact Nick at and unload.

# Goals and people

Welcome to the end of the calendar year 2001. I hope that each of you has had a good, productive year and that you are working with your elected officers to finish planning next year's activities.

A number of years back the Walt Disney Company dedicated Epcot Center in Florida. One of the speakers (Eric Severeid) talked about the three different types of people in the world. The well poisoners, the grass cutters and the dream builders. That talk has some significance to us in the Auxiliary, and especially to Publications Officers.

We always seem to run into folks whose focus is to mess things up and/or cause problems for everyone. These folks are more interested in seeing what kind of trouble that they can cause. When they write, they do the same. These are the "Well Poisoners" – they poison the well that we all drink from (our flotilla, division and district).

Next come those that are the "grass cutters." Someone is a grass cutter when just lukewarm – they are not really interested in doing anything, they just want

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things to remain the same. These folks are not interested in change (except to complain) and are not interested in supporting any of the various programs or actions within the organization. They have a tendency to ignore most things, and cut down those that are moving – hence the name – "Grass Cutters".

The last group is the "Dream Builders". These are the folks that plan and develop themselves so that the organization moves forward. In other words, they set goals, develop the plans to meet those goals and then move forward. These are the folks that say, "IT'S TIME – LET'S GO!"

Which group of people are we? Not just you – but you and me, together. We need folks – to do – not just talk but move forward.

It is time that we stretch ourselves. We as Publications Officers need to set some long

range goals – such as being the best in the division, district or nation wide by simply having the most informative newsletter we can develop. This type of goal toward we can work toward two or more years away. Next, what major goals should we set – these should be one or more years away.

These are the major stepping stones to meeting our long-range goal(s). Finally, set some minor goals (three to nine months away) – again, these are the small stepping stones and measurement points we need to determine if we are going forward or backward.

It seems that many of us are not interested in moving forward – we seem to be content to wait. But I am not – I am interested in moving forward and as such, I try to help those in my flotilla, division and district to all become "Dream Builders." I do this by selecting the new, unusual and exciting things in which we can become involved. That kind of positive information is what I am interested in publishing in my newsletter. What about you?

It is time that we all stopped sitting around and started moving. Let's go!