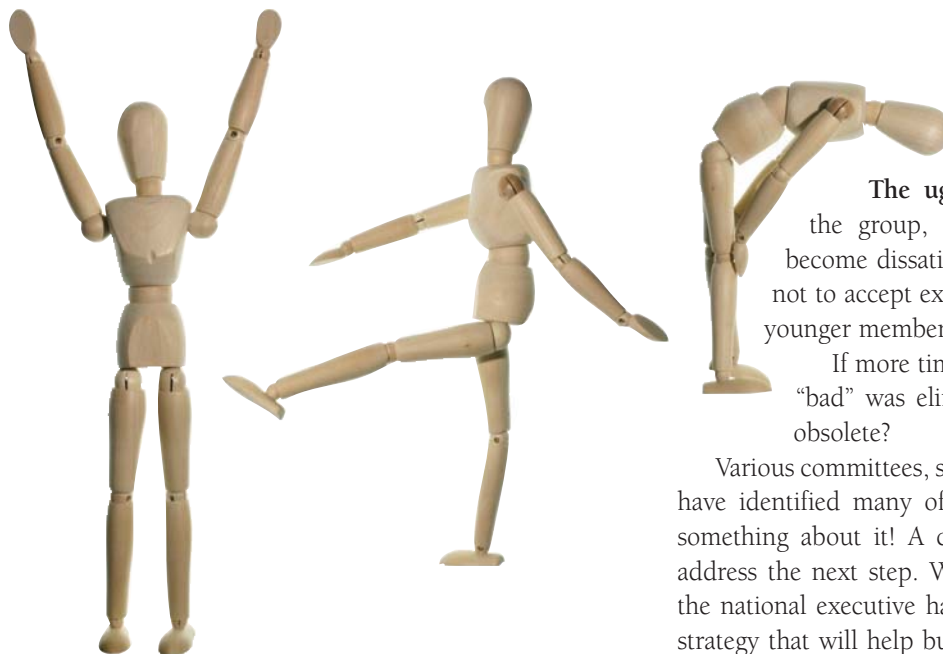


# THE GOOD, THE BAD AND THE UGLY WHEN WE COMMUNICATE

**Velma Harasen**  
National Chairperson of Communications



Remember the movie, *The Good, the Bad and the Ugly*, starring Clint Eastwood? He put so much character into the role that, no matter how bad he was, the audience always sympathized with him! The movie seemed to have the right amount of humour and humanity.

Members could take a lesson from this scenario. As members communicate with each other, it's important to be aware of "the good, the bad, and the ugly" that can happen!

**The good:** Members discuss, mentor, support each other, accept new ideas, welcome new members to the meetings, offer compassion, affirm elected and appointed leaders, reach out to all women, have fun, smile and pray together.

**The bad:** Members criticize, gossip, complain, spread rumours, make negative or disparaging remarks, are apathetic, ignore new members, don't contact members who have not renewed, or do nothing!

**The ugly:** Members don't feel a part of the group, do not renew their membership, become dissatisfied with the organization, choose not to accept executive positions, and fail to attract younger members. Membership thus declines.

If more time was spent on the "good" and the "bad" was eliminated, might the "ugly" become obsolete?

Various committees, surveys, interviews and focus groups have identified many of the "uglies". It's now time to do something about it! A committee has been established to address the next step. With the assistance of a consultant, the national executive has embarked on a social marketing strategy that will help build the League's profile and set the stage for short-term and long-term membership development. It's more important than ever for the League to revitalize its image in a way that's meaningful to today's Catholic women. There's a very powerful, values-based proposition rooted in the work the League does at home and abroad. It is vital that the League's public image reflects the full scope of its work and mission, and captures the hearts of new and existing members!

We are part of a great organization and aim to keep it that way, and then make it even better! Stay tuned for exciting times ahead! †

## National Council Regretfully Advises the Passing of Life Member

Kay Williams, late of Winnipeg, Manitoba.

## WELCOME

### TO NEW COUNCILS

Holy Spirit, Barrie, Ontario

St. Anthony of Padua, Vancouver, British Columbia

### WELCOME BACK TO REACTIVATED COUNCIL

St. Gabriel, Belledune, New Brunswick