

## February 2019 Message from President Howie Hirsch

Let it Snow

As I write this message, I am watching the snow fall down in northwest Jersey. It is a beautiful sight to behold. I love looking at the newly fallen snow and watching my grand daughter slide down the hill at my home. But I also know that it means when the snow stops falling, the snow must be moved. At times like this, I wish I had some ZOOM from Dr. Seuss' *Cat in the Hat*. A little pinch of ZOOM and everything is shoveled and clean and right with the world.

Don't you wish we had a little ZOOM like magic in our world? If we did, what powers would you wish it had? Would you wish that people would get along better? That we were nicer to each other? That transportation was faster? That cars and homes were more energy efficient? That all of the items that we put out for recycling were really recycled?

I think my wish would be that we all treated each other with respect. That we actually acted like we would like to act. That people would not misconstrue our words. As Horton the elephant said, "I meant what I said, and I said what I meant". I am concerned about how we communicate these days and when everything is typed into a machine, there is no inflection or tone to indicate levels of uncertainty, frustration and confusion. Emojis and emoticons can be helpful, but to me, there is nothing like talking face to face with people. You can read their facial expression and their body language and tell whether they are understanding you or not.

May all your communications in the coming year be clear to the person who said something and the one who heard it. If both parts don't flow, then there is no communication, only people talking without listening.

Time to make the donuts (or shovel the snow) in this case.

Love, Howie

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