

Last month I spoke about singing new songs and opening doors. I'm happy to say that since last month our choir has been growing in numbers and the new songs sound great. And doors are also opening.

Unfortunately, some are still stuck in a rut. You know that saying...you've heard it in church, you've heard it at work, yes you've heard it before; it's known as The Seven Last Words! "BUT WE HAVE NEVER DONE THAT BEFORE!"

The fear of singing a new song or opening a new door is uncertainty.

Let me tell you a story. On Wednesday, April 15, 1964, a 22-year-old schoolteacher named Gail Wise walked into a Ford dealership on Cicero Avenue in Chicago. She wanted a convertible. The dealership was out, except for one. A salesman opened a door for her and led her into a back room, where she saw a car under a tarp.

Wise was the very first person to purchase a Mustang! She paid \$3,447.50 for a Skylight Blue convertible. In the morning all her friends had to have one. By the end of the year, Ford would claim \$1 billion in Mustang sales, \$224 million contracted out in businesses just for parts for the car, not to mention 18,000 jobs added.

Even the new Mustang sunglasses were flying off the rack. (Roger, that's non dues revenue!)

What if Gail Wise was afraid to open the door and take a look?

Well I'm going to challenge you to get involved and open a door and take a look! You'll be surprised what you may find behind it! You'll be surprised what our Committees are doing today.

What's behind some of the new doors?

Door # 1: Beginning this month I am writing a personal newsletter called *Uplift*. This will be a monthly and sometime bi-monthly newsletter communicating what is happening within GVR. Membership has asked for better communication and this is my personal way to communicate to you. Members ask questions or have concerns, and I will respond to these in the *Uplift* so everyone will know the answer. The *Uplift* will also provide information about what our Committees are doing. And there will be more information in this newsletter that I will personally be writing. Members will soon receive the first *Uplift* edition via email. Hard copies will also be available at each rec center.

Door # 2: Members do have concerns and want answers. As President, I will do my best responding personally to each member whenever possible.

Last month a question about membership cards was raised. In the past some members used to get more than one membership card. Why has this stopped was asked? The answer is that years ago an employee gave out cards freely, too freely and disregarding our bylaws. This was not proper and when we became aware of this violation, it was corrected. We now issue membership cards in accordance to our bylaws obligations. Unfortunately, members got used to having more than one card. I apologize for this. But we have a duty and responsibility to adhere to our bylaws and treat all members equally. Members cannot ask us to follow one bylaw and ignore another. Members expect us to follow our bylaws.

Let me put this into perspective or in simpler terms. I own more than one vehicle. I do not go to the DMV and demand two driver's licenses; one for each vehicle.

Door # 3: A survey. Oh yes the survey that everyone has been asking for. Well later in the meeting I will be asking the Directors to approve a Blue Ribbon Committee to do just that! The purpose of the Blue Ribbon Committee is to conduct an impartial assessment of our membership. Yes, I could go door to door and interview a few people and report my findings as representing of our entire membership. GV News did something similar that is being quoted by a small interest group as a statistically sound survey. Even the editor of the paper states this was only an interest survey of about 100 people. Our membership is 23,000. 100 people canvased by GV News is not statistically representative of our 23,000 members. You have asked for a survey. The results of this assessment will be made available at the annual meeting in 2018.

In closing I'll remind you, if you are stuck in a rut it's a bad place to be. And soon you may be alone! Sing a new song. Open a new door.

I said last month I'm not going to dwell on the past. The past is ancient history. I want to focus on what to do next, devote energy moving forward.

I quote Dr. Norman Vincent Peale – *“When you expect the best, you release a magnetic force in your mind which by a law of attraction tends to bring the best to you.”* I expect the best for GVR.

Oh, by the way, the value of that \$3,400 Mustang today? \$5.5 M

Jim Nelson, President  
GVR Board of Directors