

PRESIDENT'S MESSAGE

2014 is the year that the last of the Baby Boomers turn 50, and in 2011, the first of the Baby Boomers turned 65. We are very different from our parents' generation. They were responsible for rebuilding the country after World War II and the Great Depression. The economy grew, suburbs emerged and their children became the generation of dreamers. We were formed by the Camelot years, the Vietnam War and the protests against it, the Civil Rights Movement, the first walk on the moon, the Kent State shootings and let's not forget, sex, drugs and rock and roll.

New Generation

We connect with people in groups, had face-to-face meetings, rallies. The generations following us are different. They didn't have to wait for the mail to bring a message or wait for a fax to come in. They communicate differently. They have outgrown mail and faxes, they have grown up with email and instant answers. The internet has replaced going to the library and looking through the card catalogue to find a book that might just have the answer to your question. They communicate using 140 characters or less on Twitter and find their friends on Facebook and let us know what they are having for dinner on Instagram. Yes, they are different and there are days that I feel like a dinosaur.

I have learned a lot of things from people younger than myself. I have been asking myself if the current CSI model is going to work in the future. How are we going to address the needs of the new leaders and members coming into the organization and how do we attract them into the organization in the first place? I have made great friends in my time with CSI and value those relationships. The current look and feel of CSI might be changing but I don't think that the connections you make can ever be replaced.

The Portland Chapter is making strides in attracting new, younger members and, thanks to Cherise Schacter tweeting during Chapter meetings, catching the attention of people around the country. We need to do more to attract and engage young people working in our industry. Be a mentor, make yourself available to have a cup of coffee with someone just starting out in the industry, invite someone to a meeting, encourage someone in your office to study for their CSI Certification. Learn how to use Twitter and participate in discussions. Learn what is available on the Institute website and use what is there. Engage on the various Facebook pages and leave a post. If you have ideas on what we can do to engage younger members, please drop me an email, I would love to hear your ideas. christineirwin@comcast.net

Crazy For You

Georgia Spencer, Northwest Region President-Elect, is appearing in "Crazy for You" at the Spokane Civic Theater January 17 through February 9. I always knew that she was multi-talented in addition to being a lot of fun to be around. If you find yourself in Spokane on one of performance dates, stop in and see the lovely Georgia in the role of "Mother". Break a leg, Georgia. I know I have my ticket ordered and I'm looking forward to the show.

It's Almost Election Time

CSI elections are about a month away. Bob Simmons from the Puget Sound Chapter will be moving from President-Elect to Institute President, Rick Heiserman is running for Institute Treasurer and Dennet Latham is running for Region President-Elect. Don't forget to vote.

In the Portland Chapter, we will have two board openings for the 2014-2015 fiscal year. Have you ever considered serving on your Chapter Board? We have a dedicated group of volunteers who help make the Chapter run smoothly, and this is your chance to join them. The Board meets monthly on the first Tuesday of each month from Noon to 1pm. These meetings are open to anyone who wishes to attend. If you would like to consider joining the Board or would just like to see how the Chapter works, join us one of these meetings. The next one will be held on January 7 at 111 Columbia, 8th Floor Conference Room, Portland, OR. Email me if you would like to attend or if you are considering a Board position. christineirwin@comcast.net