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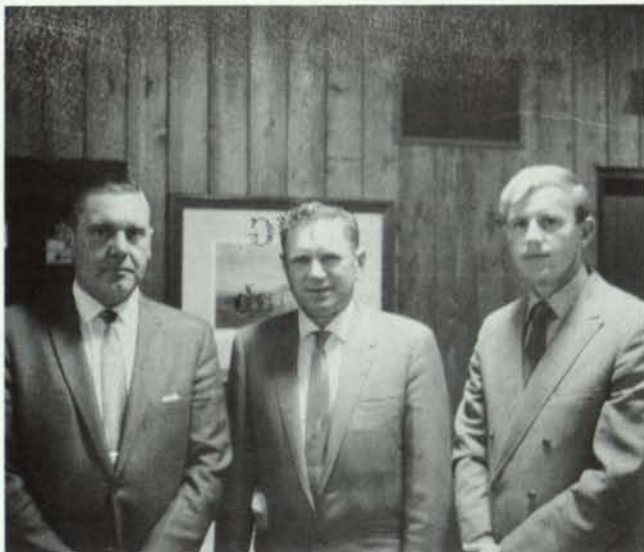
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Annual Golf Tournament Winners

Champion — Tom Miles (right) from Joliet Country Club.

Seniors Champion — Bill Krafft (center) from Valparaiso Golf Club.

Net Champion — Ed Stewart (left) from River Forest Golf Club.

HOW TO: Communicate

Communication is the exchange — **with understanding** — of ideas. People communicate when they alternately send and receive messages which are **mutually** meaningful. Communication, therefore, involves a two-way function:

SENDING

Define clearly what you wish to communicate. State it in language that the person you are talking with **understands**. Master the knack of communicating **with** rather than to — people.

RECEIVING

Make sure **you** understand what your communicator is saying. When in doubt, ask for a repetition. To enhance your understanding, repeat back what you think his message to be.

RESPONSE

An exchange which does not include mutual questions is usually deficient. Look for meanings between the lines and **weigh** these before responding. If understanding by either party is faulty, blame the **transmission** rather than the individual!

Twenty Directions

- Few values are greater than the ability to communicate.
- When communicating pure facts, keep adjectives to a **minimum**.
- When persuasion is involved, **use** adjectives to help illuminate the facts.
- Trouble arises when one chooses adjectives which are **too** grand because these raise questions about the **truth** of the facts.
- Most people **state** the facts adequately, but they color, erode or distort them by poor choice of adjectives.
- Observe how often the person who complains the most about "poor communications" is himself the prime cause of them.
- Good communications—like a river—start at the top and flow downward.
- Prince Philip, Consort to the Queen of England, will talk to **anybody**. Do you?
- Good communications is the ability to give and, to get, meaningful facts.
- Act calmly. Good news or bad.
- To pinpoint poor communications, talk to people at the bottom and work your way up.
- Gossip is not the same as communication. Neither is hearsay.
- When **giving** communication, the first rule is to put the person at ease.
- When getting communication, anticipate the natural fear of your authority.
- Those who instill fear in others by poor use of position or authority **may** get the facts but will **rarely** have communication.
- Tact — graciousness — consideration — courtesy; these are the hallmarks of the master of communication.
- An irritable communicator may have the **situation** well in hand but seldom **himself**.
- Command of language is the key to power.
- Ask your librarian for the six best books on communications. Then, read them.
- Communication insight? Ask your wife!