

COMMUNICATION

Information was the topic of my previous Windshield Rambling (Issue 2). Information is not a stand alone entity. By itself, information benefits only the individual who has it. My mom once said to me, "Information is good but until you have communicated there is little benefit".

Bismarck (Missouri River) inhabitants have experienced, are experiencing a flood of record. Since June 1, we have all learned more about hydrology than we cared to know. Ground water levels, river flows of cubic feet per second (cfs) and scouring. We know of these things because of communication

From city to county to state to federal, each level of the hierarchy involved with flood associated activities created, updated, advertised and presented information. They communicated with the interested parties (Missouri River inhabitants). Turn on the radio or TV, visit any of several websites and information was available. I feel it was a JOB WELL DONE !!!

The **NDSRT** needs to put efforts into doing this same activity, **COMMUNICATION!!** I propose 2 means of accomplishing this task. They both require member participation.

First off, you have to get the horse to water, so to speak. You, our membership, need to visit our main means of communication – Our website (www.NDSRT.org) It doesn't take long to determine if some new or updated information is available. I hope your employer would consider this use of internet allowable during your work hours.

Secondly, we need you to provide us with contact information. Preferably, we would like an email address. We also want a more permanent mailing address. Email is free to send however, occasionally a paper mailing is a chosen means of communication.

The Board has begun the activity of providing information. We are revamping our website to improve our ability to inform and communicate about activities regarding your

Windshield Ramblings...

August 2011 Issue 3

profession. We are assigning responsibilities to Board members to accomplish this task.

What is it you want? What is relevant information? How about Annual Conference Dates? Surprise!!! The **62nd NDSRT Annual Conference** dates and location are posted on the home page of our website. It is a start. As more information becomes available, it will be added

What else? Board activities? Current Medical Imaging happenings? Membership application?

Communication begins with us, but we can't do it without you. It is kind of like -If a tree falls in the forest and no one is around, does it make a noise?

There is a means to contact us on the web page.

Now go out and **communicate** with a fellow professional and plan a trip to Bismarck/Mandan in April 2012.

I encourage you to contact us.

Regards,

Warren Freier, President Elect

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