

## SMART Communication



John Steinbauer, Past President 2017



As everyone knows, organizational communication is very important and volumes are written on the subject. The purpose of this article is to raise the awareness of all to the ways we try to reach our members and also receive feedback by letting everyone know it is a high priority for SMART. Our goal is for all members to do their part to make it work well.

It is understood good communication is a two way street and we strive to pass info in various ways: The Traveler, E-News, SMART website, Regional/Chapter websites, Musters, Chapter Newsletters, Facebook, personal e-mail, phone conversation, fax, personal face-to-face, and even the U.S. Postal Service. We also want to make sure our members have an effective way to voice their opinions, concerns, suggestions, and praise for the good things happening in SMART. In this electronic age of internet and smart phones, we also recognize not everyone is tuned into these methods and rely on more traditional ways to communicate. We have to know which member's rely on the traditional, and make an extra effort to ensure they are not left out. It is very important for all levels: EXCOM, Hq Staff,

BOD, Regional Directors, Chapter Presidents, and all members understand their role in the communication process. A key element for members who feel they are not receiving information is to let someone know. For example, the Traveler is published in Jan, Mar, May, July, Sept. and Nov. It is also posted on the SMART website and sent via e-mail to all members through Regional Directors and Chapter Presidents. If your e-mail address is not current, you don't belong to a chapter, or you don't check the SMART and Facebook websites, you could miss out. Another way to make sure you are getting e-mails is to add [smart@smartrving.org](mailto:smart@smartrving.org) to your e-mail address book so messages do not go to junk or spam folder.

The Jan Traveler is printed as an Annual and is mailed to all member households. The bi-monthly Traveler can also be mailed by contacting Hq SMART and paying the postage of about \$2 a copy. All Travelers are sent directly to all members with a valid e-mail address in your member profile in the member area of the SMART website and the Vertical Response e-mail program. The E-News is published every other month in Feb, April, June, August, Oct. and Dec. It is sent via chapter presidents to members and is also posted on the SMART and Facebook websites. So, every month members should be receiving SMART communications.

In addition, efforts are underway to implement the new automated website concept for Chapters, Regions, and the National website which will also enhance communication to prospective and current members.

Regarding questions, concerns, suggestions, or praise, any member may contact their Chapter President/Officers, Regional Director, Board of Directors (BOD) Executive Committee (EXCOM), or Hq staff directly by e-mail, phone, or whatever works best for you. A complete list is available on the SMART website and also in this edition of the annual Traveler. Hq SMART contact info is as follows:

**Office Hours:** Monday – Thursday 8 am - 4pm Central Time. You can contact Hq by **Phone:** (850) 478-1986 or toll free (800) 354-7681 or **Email:** [smart@smartrving.org](mailto:smart@smartrving.org) or via USPS at:

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We are proud of the many ways members can receive and have the opportunity to share their views, but, it does not stop there. Your EXCOM, BOD, Hq Staff, Regional Directors, and Chapter Presidents are committed to listening to what members have to say and working to make SMART the best organization it can be as we **“Travel the Country We Defend.”**