

## Communication, Communication, Communication

In the real estate industry, the success of an investment is often determined by three key factors: *location, location, location*.

I believe that the success of any organization—regardless of size—is determined by *communication, communication, communication*. Whether it's two people in a relationship or thousands of members in a nationwide organization, the ability to communicate effectively is paramount. Strong communication fosters unity ensures that goals are met and enables an organization to achieve its mission successfully.

### Detachment-Level Communication

At the Detachment level, our primary goal is to foster camaraderie, providing an environment similar to what we experienced in the Marine Corps. To accomplish this, we must ensure all members are aware of meetings, social gatherings, and events. Keeping members informed and engaged is essential to strengthening our Detachments.

We also have a responsibility to watch out for one another. We never know what challenges a fellow Marine may be facing, and as Marines, we live by *Semper Fidelis*—Always Faithful. By maintaining strong communication, we ensure no Marine is left behind.

Today, we have multiple communication methods, and we must adapt to best reach our members. Some prefer a phone call, while others rely on text messages, emails, or social media. A well-rounded communication strategy should include:

- **Phone Calls** – Direct outreach for members less active online.
- **Text Messages** – Quick and effective event reminders.
- **Email** – Regular updates, newsletters, and official announcements.
- **Social Media & Websites** – Engaging platforms for information sharing.
- **Printed Newsletters** – For those who prefer traditional communication.

By incorporating multiple methods, we ensure no one is left out.

### Department-Level Communication

At the Department level, the goal is to ensure all Detachments work together to improve the Marine Corps League's impact. Departments should:

- Provide timely updates on initiatives and events.
- Offer platforms for Detachments to share best practices.
- Utilize digital and in-person meetings to foster collaboration.

### Division-Level Communication

As your Division Vice Commandant, my goal is to represent you and your Detachments at the National level. I am here to listen, support, and advocate for your concerns and ideas.

If you have questions, concerns, or suggestions that should be brought to the Board of Trustees, please do not hesitate to reach out to me. Together, through *effective communication*, we will continue to strengthen the Marine Corps League and uphold the values of our beloved Corps.

**Semper Fidelis,**

Jim Maevers

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