

November 25, 2014

**TO: REGIONAL VICE PRESIDENTS
BRANCHES & FACILITIES**

COMMUNICATIONS

As I travel across the country, members are telling me they would like to hear more of what CATCA is doing on a daily basis. As I discuss where I've been, what I've been doing and what CATCA is involved in, members are quick to say, "I wish we knew more of what you're doing on a daily basis."

Communicating with our 2000 members can be challenging. A few months ago, I started an experiment on my personal Facebook page, where I posted my comings and goings as I went about my CATCA duties. Members who know me personally and who are my friends on Facebook gave me very positive feedback. I've heard a lot of other members tell me, "you should tweet what's going on" or, "we want to see where you are on Facebook" and, "you should have a blog."

As of today, you can now follow me on CATCA's Facebook Page, [Canadian Air Traffic Control Association](#). If you are on [Twitter](#), you can follow me through [@CATCAPrez](#).

I've also started a blog. [As The Radar Turns](#) is a page I will use to keep members up to date on issues CATCA is dealing with and provide more information to our members on topics of importance to them.

Of course, major announcements and information that needs to be distributed will continue to be provided through B&Fs. These new social media sites are a simple attempt to show members what CATCA is up to on a daily basis and in real time, not a replacement for our already established communication practices.

In Solidarity,

Peter Duffey
President