

Dear Sisters and Brothers,

Here is a warm hello from Silver City, NM, and my thoughts about “amazing.”

I hope each of you are well, but I do know that is not always the case. I want you to know that any of us in the Grand Line are here for you. Please call us. No matter how busy we are, we love to visit. Just hearing from you brings us sunshine and hopefully we can bring you some sunshine, too. If you need something, we can figure out how to help.

A lot of you ask what I have been doing since COVID-19 in my business world. I will say that even with all the tragedy and gloom associated with this pandemic, I find myself working with more and more diverse, unique, amazing individuals as we face the challenges of the coronavirus in our communities, state, and world.

When COVID-19 turned the world on a different axis starting mid-March, I began organizing meetings between healthcare providers in our region, which led to organizing community leader conversations, which led to strategic planning and then implementation in our area to address numerous challenges. It has been an interesting time getting all these individuals to the same table to decide on a combined communication approach and overall strategy to inform County residents on the situation. This moved into many endeavors from shooting informational videos, to numerous radio announcements, special local news casts, and so much more.

Then as time continued, I was asked to chair the Major’s Next Step Task force and as chairman of the Chamber and the manager of the radio stations, a group of amazing individuals began meeting in many sub-committees consisting of businesses from different sectors to determine what they needed for re-opening or addressing how to survive business hardships. As we created a recommended course of action for area businesses to reopen, with recommendations to the Governor, we were able to create a plan, address issues, find specific funding, find solutions to many issues, and so much more. This continues still today.

All of this going on while I continued to work with the healthcare providers on local messaging, which branched into two other counties participating. With collaboration for months now by more than 80 entities just in our area, it has been a process. Many different groups I have worked with to try to reduce silo effects of efforts and bring people together to find solutions to identified concerns. I applaud all the amazing people we have in our communities, each having such meaningful parts of the puzzle that they bring or make fit.



Communication has been key in all of this. I would imagine I have run well over 10,000 radio spots from local officials (making the news local and messages local) to our region since the start of this. We, as SkyWest, have made more than a dozen healthcare related videos, assisted with many websites to get information to people, numerous digital information campaigns, and so much more. This week we are releasing a video on “I Wear a Mask Because I Care,” which is a collaborative piece from the County, Town, SkyWest, and Chamber.

We also helped with creating a Virtual 4 th of July Parade that came out very well. Then provided special radio music accompaniment to the 4 th of July fireworks show. We have helped with special messaging across the airwaves to digital and print about senior meal distribution, special business chamber meetings helping businesses connect with funding, and so much more. This is all on the local front, but we have been working with clients across many states with their marketing through this trying time.

My list of endeavors is too extensive to explain, but what is more apparent than ever is that everyone has a meaningful way they can contribute to helping in their communities during this pandemic. I truly believe that not only do all our front-line workers deserve a continuous round of applause, but there are so many behind the scenes who are absolutely amazing individuals. I am proud of our communities. I am proud of those who are making a positive difference. Even when we see so much negative, there is so positive—there is so much amazing.

Everyone has “amazing” in them! I encourage you to step up to the tables and continue to bring your “amazing.” We need you.

On a slightly different thought when we reflect on some of the civil unrest in the country, a quote for Albert Einstein seems most fitting: **“Unthinking respect for authority is the greatest enemy of truth.”**

Star Love-Continue being Amazing as the world needs that right now.
Sabrina Pack-Grand Conductress