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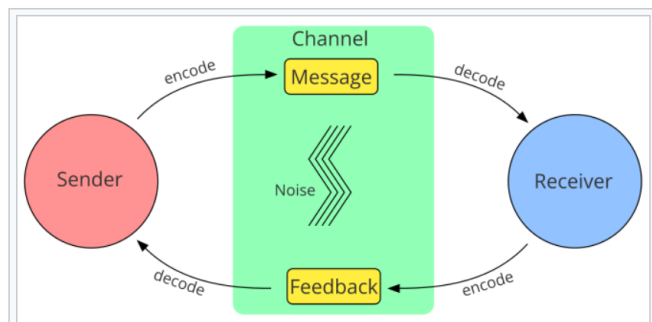
## ARE YOU REALLY COMMUNICATING

By Randy Unterseher, Vice President

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Long ago I took a college class called Persuasive Speaking. My college professor **still remembers** my final persuasive speech, and he's in his 90's. My speech was about shampoo, and I argued the expensive shampoos were no different in pH than cheap shampoos, so why pay more money for the same results? My professor tells me he still buys the cheap brand of shampoo, because of my **ability to persuade** him with **what I communicated** in his classroom over 45 years ago. One of the only takeaways from the class was a basic model of communication, not unlike the one illustrated below. All elements of the model needed for communication to happen.

My intent for taking this class was to become a lawyer, just like Perry Mason. I can hear **the theme song** for the hour long show in my head as I write this story. In most of the TV episodes, Mason would **find a small detail, hear a remark** inside or outside the courtroom that would lead to new evidence, which would allow him to reveal the real murderer. He used his **communication and questioning**



Many models of communication include the idea that a sender encodes a message and uses a channel to transmit it to a receiver. Noise may distort the message along the way. The receiver then decodes the message and gives some form of feedback.

**skills** to have the most unsuspected person in the courtroom confess to their crime **on the witness stand.**

I'm not alone in admiring Perry Mason's **communication and acting skills.** In her Supreme Court nomination before the United States Senate Committee on the



Judiciary in July 2009, Supreme Court nominee Sonia Sotomayor prefaced her remarks on the role of the prosecutor by saying that **she was inspired** by watching Perry Mason as a child. "I was **influenced so greatly** by a television show in **igniting the passion** that I had as being a prosecutor, and it was Perry Mason", Sotomayor said.

The bold highlights in the above paragraphs of this story are clues to answer the question of this story's title – **Are you really communicating?**

When you send a request to your donors do they still remember what your organization does and who you are? Was the request you communicated persuasive enough for your donor to act? Did the theme you have been communicating resonate in their head, without you having to replay it for them? Are you carefully listening to those you communicate or have contact with? Was there a small detail at your recent gala commented on? Did you overhear a remark that would lead you to discover a whole new line of communication and questioning skills, leading your employees, donors, vendors, partner agencies or others to confess on-the-spot what they really are hearing or feeling about your organization?

Oh, to be Perry Mason and have you on the witness stand right now to answer these basic questions on communication and hear your answers would thrill me! Are you really communicating? I'll let you answer the question and remind you that you're under the oath you've taken for your organization. I rest my case!



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## **“THERE SHE IS, MISS AMERICA”**

**By Cliff Walters, MD**

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I grew up in a time when there were only three black and white TV channels to watch! One of the biggest shows of that time was the Miss America Pageant. Some would say it is similar to today's Oscars or even the Super Bowl. I remember that Bert Parks hosted the show for years, crowned many Miss America contestants, and of course, sang the song that would bring a lump to my throat, “There She Is, Miss America. There She Is, Your Ideal!” I recently saw a YouTube recording of Bert singing, and the lump returned again!

This event conjures up not only emotion, but a sense of patriotism, the best of us, and the most beautiful and talented women in the world.

What makes such woman special? Is it really her beauty? Is it her talent? Is it her ability to come up with answers to tough questions on a moment's notice? Well, I suppose it surely has to be all of that. But wait . . . there's more!

I had the honor of meeting Miss Oregon 2022, Sophia Takla, who was a participant in the last Miss America Pageant. She came in 10<sup>th</sup> of all the entries! Miss



*Miss Oregon &  
Laura Queen*



*Sophia Takla,  
Miss Oregon*

Takla and her mentor, Miss Laura Queen, spoke to the Board of the Walters Family Foundation on February 28. Both had compelling messages. Ms. Takla is a special assistant to the Laura Queen. The common theme they spoke of wasn't about them! It was about how they were helping others – specifically kids in public high schools – exposing them to compassion, teaching them to love other kids, especially kids with medical conditions. At the end of a school year, everyone is crying when they may not see their special child again. Even the tough guys on the football team shed tears.

At the young age of 22, Miss Oregon can do an opening of a high school and introduce their child in medical need to them. She can meet with anyone in any business, a private party, or many people in their gala. She is not afraid to be up front. She has a strong work ethic. She can say, "Yes," to any task given her. Why can she do that? Most kids in the last generations don't want to be bothered with work, long hours, low salaries, or starting at the bottom. Why is this Miss Oregon different? According to her mentor, she was raised differently. She sees the world as an opportunity to do something positive for others especially young kids. Her parents instilled a strong work ethic in her. Some might say she has to no problems, but they would be wrong. Her family is very supportive. Sophia puts on a smile and goes out into the world to raise monies, influence high school kids, plan a big Gala, or do humble little tasks to further the mission of those she for whom she works. And then she goes home to her parent's house to support them. What a positive influence!



*WFF Board with Miss Oregon & Ms. Queen*

We saw this in her presentation at the Board Meeting. Thinking back to the unforgettable Bert Parks with a lump in my throat, I can now sing in my heart, "There She Is, Miss Oregon. There She Is, Your Ideal!" Thank you Laura for being her mentor! These two women are gems in Portland! Is there anyone who can't see that?

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## BRINGING JOY TO OUR COMMUNITY

By Tamberly Couch

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The Walters Family Foundation has been partnering with our community for the past 20+ years. As many organizations, we have made changes in the way we run our nonprofit with innovation, adjustments, and growth through the years.

We have realized the value of human interaction from the partners that we have worked with. All humans benefit from a smile, handshake, laughter, and a warm hug. We asked ourselves, “how do we display true connection to those we have chosen to be recipients of our grants?”

The Walters Family foundation has integrated Site Visits in our process. We go to our community and tour facilities, meet directors and participants of programs. We attend Gala’s and events to support the fundraising.

But the ONE BIG Difference is that we have incorporated is, hand delivery of our Grants and checks. There is so much joy from both the recipients and the donor. To see the elation on the faces of those who work so hard to make an impact in the organizations that they serve. All the hard work they do to prepare grant requests and waiting to hear if they are fortunate enough to be a recipient. It is hard to describe the utter joy that we get to share in adding this into our process.



Michelle Meyer & Tamberly Couch

Below is a note from one recent non-profit organization’s assistants, Sophia Takla:

*"What started as an impromptu lunch turned into so much more! Laughter and joy filled our conversation about our recent assembly. We thought we were just catching up with a friend. But Tamberly surprised us, in person, with an envelope. Much to our surprise it contained an unbelievably generous donation, a gift we can only hope to repay in our nonprofit community impact. But it's difficult to relay and encapsulate the depth of our gratitude. With the Foundation, it's not just a check - it's the person handing it to you. It's about us being believed in - enough to create, even reinvent, positive change.*

Thanks a million!"

Sophia Takla, Miss Oregon

The Walters Family foundation wants to thank our community partners for the honor to bring **Joy to our Communities**.

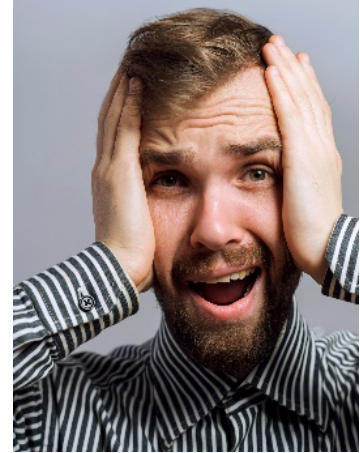
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## STRENGTHS OF AN EXECUTIVE DIRECTOR

By Cliff Walters, MD

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As you flip through the pages of the Internet, you will find many people who bear the title of Executive Director. These are the people who are supposed to be leaders of their organization. You may know the good ones as well as those that are not so good – by your own definition.



Some of the positive traits of great executive directors might be:

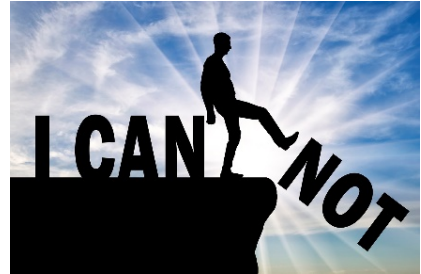
- Great Listeners.
- Inspires their Direct Reports.
- Looks how they can improve the organization.
- See what has been, and knows what needs to be changed.
- Not afraid of ideas other than their own.
- Sees the best needs of their organization.
- Understands the mission.
- Promotes their employees.
- Praises their employees.
- Finds the strengths of their employees.
- Doesn't demand respect, but earns it.

Greater Strengths of an Executive Director may be:

- Does not seek attention for themselves.
- Focuses on others, rather than themselves.
- Sees themselves as the "Leader," not the "Boss."
- Seeks what's best for the organization.
- Has a secure sense of self.
- Grows out of the status quo.
- In lieu of commands, asks questions.
- Willing to make positive changes within the organization.
- Finds unique ways to strengthen the employees.



- Emotional Intelligence is enhanced.
- Asks for opinions, rather issuing commands.
- Has enhanced self-reflection.
- Has a solid sense to set boundaries.
- Can learn from every situation.
- Takes constructive criticism.



The Big Question: "Where do you fall on this continuum?"

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## ANNOUNCEMENTS

The Walters Family Foundation is pleased to announce a new mailing address:

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Walters Family Foundation  
1123 Chapala Street, 3<sup>rd</sup> Floor  
Santa Barbara, California 93101



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# 2023 WALTERS FAMILY FOUNDATION BOARD

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Paul Emerson, Tamberly Couch, Randy Unterseher, Wendy Olson, Sue Neal, Cliff Walters



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