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HHS photo Chris Smith

Letter from the CEO

ROY SNELL

Smokin' Joe Hellraiser

If ideas were hand grenades, Al Josephs, HCCA 2004 President, would have leveled the HCCA office by now. Being President of an association is a difficult job. It is relatively easy if there is a proper environment for the President to operate in. Plants require water, sunlight, fertilizer, and proper soil. If one element is missing growth is stunted.

The environment an association President needs to thrive depends on the Executive Committee, the Board, the membership, the staff, and partners of the association. HCCA has created an excellent environment for its leadership to operate within. A President's success requires:

- An understanding of the industry
- Enthusiasm
- Trust
- Risk-taking
- Innovation
- Change
- Communication

And many more variables that are not easily described.

Trust and risk-taking are the key building blocks. Without trust and risk-taking ideas and innovation is stymied. From day one, risk taking has been a high priority for HCCA. Fortunately those who supported risk-taking also provided trust. Al Josephs is trusted by the Executive Committee and the Board. His enthusiasm is legionary, and his term just started. He has innovative ideas that are supplemented with risk orientated behavior. He is one of the most well read individuals in the business. His understanding of the industry has reduced the risk to near zero.



Alan Yuspeh, HCCA 2003 President, has encouraged Al to get a head start on his Presidency. Al started with a strategic planning session for 2004 in July of 2003. His priorities are listed on the page opposite this article with the photos of the volunteer leadership and staff that are accountable for accomplishing them. Al has already made progress to achieve these goals.

You should all know Al the way we know Al. I think it is best summed up with his new nick name 'Smokin' Joe Hellraiser'. Al enjoys a cigar at the end of a long day. The image he projects is that of an average Joe. From a leadership perspective he is action oriented and a 'charming hell-raiser.' Two thousand and four is going to be a great year. ■

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