

Director's Notebook

"It Never Get's Any Easier"

At a very memorable and nostalgic time in football history, Alabama football coach Paul "Bear" Bryant was the most famous college football coach of all time. Prior to his last game, at the Liberty Bowl, Coach Bryant drew a complex play on the board, trying to explain his line of action to a non-understanding team. Frustrated, he stopped drawing, turned around, and said to no one in particular, "It never get's any easier."



CEO

Even for an icon like Coach Bryant, success must be earned every day. Likewise, we are very proud of Red Cross workers who give immediate, compassionate, and capable care to those experiencing emergencies; however, getting out of bed at 3 a.m., being sure to ask all the right questions and doing our best to provide quality care takes daily dedication and hard work.

It is also important to remember that being a disaster victim never gets any easier. Whether one's own resources are substantial or marginal, awakening to a life-changing emergency is a traumatic event; that is why we continuously work on improving Red Cross services to those in need. In the aftermath of emergencies, our neighbors deserve our best effort. I believe, that with your involvement, that level of commitment will continue.

Sincerely,

A handwritten signature in cursive script that reads "Billy Baxter".