

## CEO to CEO



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There is a big difference between transparency and visibility. Our organization strives to ensure that its decisions, processes, and activities are known to all members and not just the few who are most vocal and/or involved. Most often, a number of members have little time or interest in the intricate processes that lead to decisions, but also do not want to feel left out or uninformed. Consistency and making sure that there is a level playing field of involvement and leadership and substantive participation is what our members are looking for. Is that transparency? If so, then every organization should strive to achieve it and then maintain it.