

RETIREMENT ANNOUNCEMENT

George Tafelski



A Message from Emily Gustafson, VP, Digital Strategy

"I will miss everyone I used to see every day in the Chicago office. I will miss chatting on a regular basis with my manager. I will miss being a part of something bigger than me. The pandemic has clarified and sharpened my thinking about who and what the AHA is and our mission of service." – George Tafelski

In 1997, an actor was hired to do a phone survey for the AHA. His voice and approach were terrific, evidenced by the high percentage of returned surveys. He will tell you that he had a "peculiar" skill set: a degree in education, experience teaching third grade students, did comedy and directed a few plays. That wonderful collection of seemingly disparate abilities is what opened the door for him to direct colleagues for videos and podcasts, editing video and audio on a range of subjects.

We're going to miss George Tafelski, who is retiring on June 11. If you don't know George, you're part of a small group. The one thing this talented person can't put into words is what it has meant to him to work with all of you.

George will tell you that he felt particularly honored over the past several months to support the AHA as the association had a plan for Relief, Recovery and Rebuilding that showed a kind of leadership in which he found strength. He'll also tell you that he's immensely proud of everything he's worked on yet, given the challenges of the pandemic, the Wear a Mask video is near and dear to him, as were the Personal Protective Equipment (PPE) videos he worked on with AHE before the pandemic—because it was important to him to do something that helped keep hospitals germ free and that helped keep patients safe.

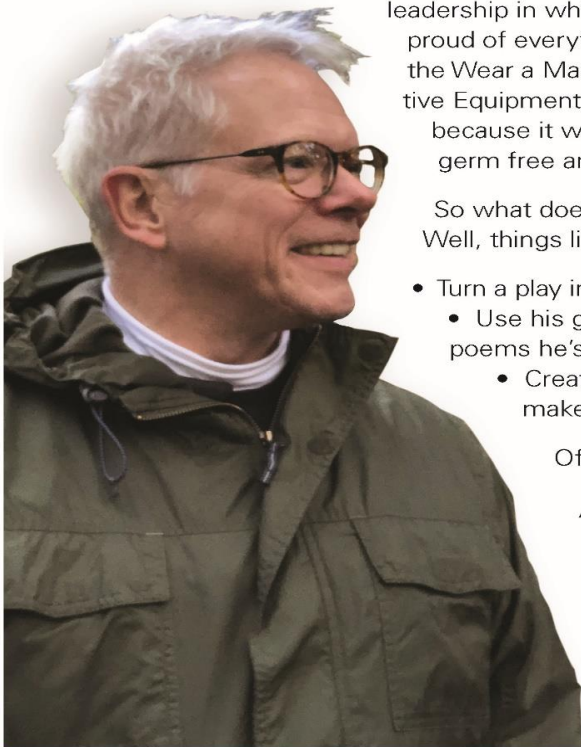
So what does someone with George's personality do when they retire? Well, things like:

- Turn a play into an independent film,
 - Use his guitar and singing abilities to do a Christmas music CD based on poems he's been performing, and
 - Create a children's book based on animal noises his grandson makes.

Of course.

"I hope everyone stays safe and healthy and maintains their sanity during the coming years, and my wish is that AHA takes our audio and video content to the next level."

George, we miss you already.



Best Wishes, George!