

The Bulletin

L'Editeur, Renslar "Renny" Keagle, rennykeagle@gmail.com

President, P.A.L.S., Robert Cearlock, cearlock@aol.com



THE PRESS ASSOCIATION OF LA SOCIETE

MAIL P.A.L.S. DUES TO:

Renslar R. Keagle

8714 Marble Dr., El Paso, TX 79904-1710

Ph: (915) 346-6099 rennykeagle@gmail.com

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This month we did our best to focus on the Americanism Program. We touch a bit on proclamations, actually something new for us in the Bulletin—but a neat way to use this public relations tool bring attention to La Societe and all of the great things we do under the Americanism umbrella.

You will start seeing a bit more each month on social media—an area we just cannot ignore any longer. Social media is just more than posting to Facebook—we need to learn about its uses and perils.

Following this going out, I'll be sending out my monthly Directeur email to all Grands and Correspondants—thinking about creating a little one page newsletter for that purpose.

Hope everyone celebrated Veteran's Day and of course we wish everyone a **Happy Thanksgiving** from the PR Committee!!!

L'Editeur and Directeur—Renny Keagle

**"To speak gratitude is courteous and pleasant,
to enact gratitude is generous and noble,
but to live gratitude is to touch heaven."**

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P.A.L.S. since 1984—Past L'Editeurs

George Hartley

Don Collins

Paul Chevalier



NATIONAL PUBLIC RELATIONS COMMITTEE—2023

Directeur—Renslar "Renny" Keagle, rennykeagle@gmail.com, 915.346.6099

Area 1—Renslar "Renny" Keagle

Sous/Directeur Area 2—Terry Stanberry, terrync57@gmail.com 919.520.3861

Sous/Directeur Area 3—Andrea Miller, xaylan@msn.com

Sous/Directeur Area 4—Bradley Heck, bheck@ionet.net 480.987.4210

Advisor—Mark Moots, moots@charter.net 256.582.5782



P.A.L.S. Page— Understanding the real social media

In most Veterans Service Organizations, we are reluctant to admit it, however Public Relations usually ends up being reactive instead of proactive. With that thought in mind, we will be bringing articles to your attention each month to help you get in front of the social media frenzy. Think of your Voiture Locale and Grand Voiture as a business. You have a lot to offer. With the right tools, you can make a greater difference in a short amount of time.

With social media being in the hands of so many users, along with the fact that it is free and “easy to use”, it is the single most cost-effective way of advertising and getting your message out to the greatest number of users.

It is estimated that 1.62 billion people per day log into Facebook. Eighty percent of the total United States population and over four million of them being veterans and active service members makes social media an area we need to embrace.



The big question is, “how do we do that safely in an organization that limits the release of what we do”. This article will briefly highlight the different ways Facebook can help you continue to operate your Voiture in an appropriate way.

Everyone who signs up for Facebook is issued a user profile. The side of Facebook relating to a business is similar but nowhere near the same. The business side of Facebook is separated into Pages and Groups.

A **business “page”** is a method you can use to advertise your business much like a website. You decide what information is displayed, and anyone on Facebook can come to the page and see what you post. If they “like” your page, they will get notifications in the future when you post something to your page. Be aware this page is not the same as posting to your personal profile. Individuals who do not have Facebook can also come to the page and see what is posted using a web browser. Without a Facebook account they will not be able to interact with your page, but by making your page available to those outside of Facebook, this makes a business page a leading replacement for a webpage. In our organization, think of this as a way to advertise our programs out to the public, as well as our events, etc. This would not be a place to post things that are sensitive in nature.

A **“group”** “can be separated into a public group or a private group. Private groups are a perfect place for you to host conversations that should take place between members. Membership into a private group must be approved by an admin, so as long as your admin is insuring these people are members, you should not have to worry about your information getting into the wrong hands. In these groups, the posts will also not have a share button, so you don’t have to worry about someone accidentally sharing a post to their personal page or outside of the group. You can pair your group up to your page, that way when people come to your page, they see you have a group, and find you easier that way. This platform is ideal for discussion that you would like to keep between members.

Each of these methods is achieved free of charge but require that you have a personal Facebook account. You can make as many people an admin as you need so that there is continuity. There are lower lever permissions offered as well that let you do less things than an admin, so you can share the workload with people within your Voiture.

Here is an example of how one Grand has their Facebook laid out.

1. The Grand has a public page where the public can find events, fliers about programs, and information about the 40/8.
2. The same Grand has a Private Group where only members are allowed access and discussion ranges from things like newsletters, membership reports, communications about programs, Grand Promenade/Cheminot information, etc.

If you are interested in establishing something similar for your Voiture Locale or Grand Voiture please contact Frank at 40and8.987@gmail.com or cell: 505-227-4882. •

Note: A special thanks to VM Frank Hirrill, Sous Directeur POW/MIA Scholarship Fund, Voiture Nationaux, a friend of the Public Relations Committee, a member of P.A.L.S. and this month a guest contributor.

THE CLIPBOARD



The importance of being a headline...

The presentation of headlines may have changed over time, but the form remains the same. The language is meant to be short, summative, and sharp. The words bring the crucial elements of the story to the forefront, and the grammar and syntax drum up intensity, if needed. The verbal economy of headlines is tight and it must work quickly and efficiently. It is meant to capture the attention of the reader without, ideally, compromising the essence of the story. Because headlines not only lure, they also direct the attention of the reader. And in doing so, they frame a story. They offer a lens through which to understand it. **Essentially... headlines play a crucial role in turning news into a story.**

YouTube announces new design and features



YouTube has launched a new redesign for mobile devices, smart TVs and the web.

The changes announced in a YouTube blog post include adding ambient mode lighting and a new look for like, dislike, share, download and subscribe buttons under the video.

Links in the description will now appear as buttons, making them easier to click.

Other new features include pinch to zoom, which will let users magnify videos as they watch, and precise scrolling, which will let users more easily find specific moments in videos.

Here's why Twitter is chirping at you



Twitter has announced that it has added audible chirps when users refresh their home timeline or request to speak in a Twitter Space.

“As we work to improve the accessibility of our service, we’re updating Twitter’s sounds to help make them pleasing to more people, including those with sensory sensitivities,” Twitter said in a blog post.

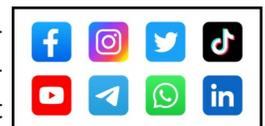
Designers are also working on sounds for when users send a tweet or get a notification. Twitter says sounds can be turned off by following these steps:

On iOS: Settings and Privacy > Accessibility, display, and languages > Display and Sound. Toggle Sound Effects off.

On Android: Settings and Privacy > Accessibility, display and languages > Display. Toggle Sound effects off.

Storytelling evokes emotion

From TikTok, YouTube, Twitter, BeReal, Instagram, Facebook and LinkedIn, there’s space for stories, but how you deliver the content is what’s important. It doesn’t have to make you cry. Sometimes it’ll make you laugh, sometimes it’ll make you feel heard and all those things are important and those are important emotions.



Each platform has a different reason for being and tailoring your content to apply to that is so critical. For instance, TikTok is where all the relevant things are happening right now and for the most part has the best organic reach.

Note: All stories this page from a variety of public relations web sources

Special Observances—December 2022

December 1st—Civil Air Patrol (USAF Auxiliary) Birthday. December 1st is the United States Civil Air Patrol's birthday, formed during World War II in 1936. The agency served as the official volunteer civilian auxiliary of the Air Force. It consists of cadets, ages 12 to 20 years old, and senior members who are 18 and older.

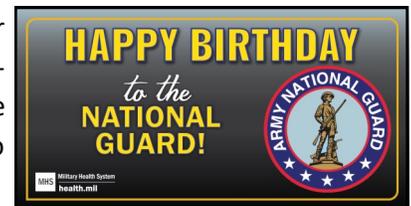


December 7th – Pearl Harbor Remembrance Day – The anniversary of the day Japan attacked Pearl Harbor, Hawaii, signaling the United States' entrance into World War II. Each year on Dec. 7, Pearl Harbor Survivors, veterans, and visitors from all over the world come together to honor and remember the 2,403 service members and civilians who were killed during the Japanese attack on Pearl Harbor on December 7, 1941.

A further 1,178 people were injured in the attack, which permanently sank two U.S. Navy battleships (the USS Arizona and the USS Utah) and destroyed 188 aircraft.

On Aug. 23, 1994, the United States Congress designated Dec. 7 as National Pearl Harbor Remembrance Day. Every year, remembrance events are held at the Pearl Harbor National Memorial, culminating in a commemoration ceremony on Dec. 7.

December 13th – National Guard Birthday. 386 years old! We recognize December 13th as the birthday of the National Guard. On this date in 1636, the first militia regiments in North America were organized in Massachusetts. Based upon an order of the Massachusetts Bay Colony's General Court, the colony's militia was organized into three permanent regiments to better defend the colony.



Today, the descendants of these first regiments - the 181st Infantry, the 182nd Infantry, the 101st Field Artillery, and the 101st Engineer Battalion of the Massachusetts Army National Guard – share the distinction of being the oldest units in the U.S. military. December 13, 1636, thus marks the beginning of the organized militia, and the birth of the National Guard's oldest organized units is symbolic of the founding of all the state, territory, and District of Columbia militias that collectively make up today's National Guard.

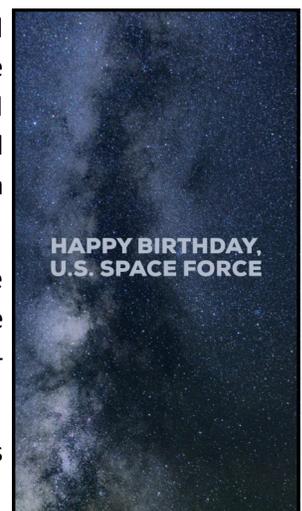


December 17th – National Wreaths Across America Day. Each December on National Wreaths Across America Day, their mission is to Remember, Honor and Teach is carried out by coordinating wreath-laying ceremonies at Arlington National Cemetery, as well as at more than 3,400 additional locations in all 50 U.S. states, at sea and abroad.

December 20th- Space Force birthday. The U.S. Space Force was established Dec. 20, 2019 when the National Defense Authorization Act was signed into law, creating the first new branch of the armed services in 73 years. The establishment of the USSF resulted from widespread recognition that Space was a national security imperative. When combined with the growing threat posed by near-peer competitors in space, it became clear there was a need for a military service focused solely on pursuing superiority in the space domain.

Space Force initially consisted of former Air Force Space Command personnel, then over the next year, units from other parts of the Air Force transferred in. As of September 2021, there were 6,490 active-duty Guardians, including 86 Air Force Academy graduates who commissioned directly into Space Force.

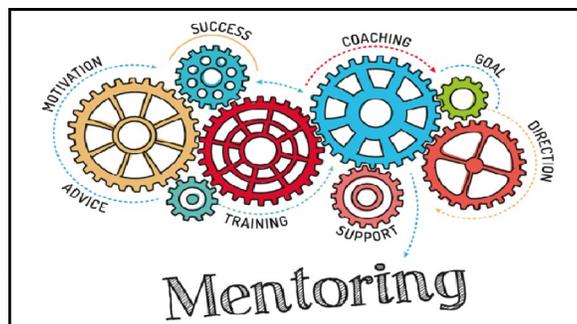
Today, the Guardians of the USSF have been called to protect and defend American interests and to ensure our forces, our allies, and the world never experience a day without space. •



PR Editorial — “Quiet Quitters”

Last month we began talking about “PR” as it relates to us —what we’ve always called “internal public relations.” We stated that it is how we “recruit, mentor, recognize and retain” our membership. This month we focus on *mentorship*.

Let’s reflect a bit, public relations is a huge area with many facets and avenues of approach—a broad area many find hard to understand. We use internal public relations to start in-house taking care of our members. How can we have an active PR Program within La Societe if we are not focusing at some point on our own? We can’t.



An interesting title... I came across it while doing my monthly research and it fits this month. It is a term that arose out of the pandemic when so many were working from home. These were employees, who away from their social atmosphere at work and fellow workers, with less supervision, essential quit and lost their company spirit. The result was less and less work motivation and doing just the basics and essential things to keep their jobs.

This lost spirit meant that employees were no longer going “above and beyond” in any way—many ultimately leaving their associated companies or organizations. So the question we need to ask is does La Societe have “quiet quitters? And how do we prevent them?

At the heart of the matter we should consider “mentorship”. We’ve done our job at recruitment, our PG has taken their oath of obligation and are wrecked. The job is not finished—it has only begun.

By definition, a mentor or sponsor is someone who acts as an advisor to a less experienced individual. The mentor helps a new Voyageur Militaire grow and develop with the locale and La Societe— often offering advice and sharing their knowledge and experience. Mentors remember how they felt when they were in that position as a new member and therefore, able to guide another person through the journey.

Mentors or sponsors should maintain consistent contact with their new Voyageur—this helps create motivation in the former PG to participate and creates an ally for the VM. As an ally, mentors provide inspiration, support, knowledge and know-how for our rituals and customs.

The job of the mentor is to help a mentee learn their individual role—not to meet the mentors expectations but their own. Mentors set a good example.

Let’s take a leap and step this up a bit... Directeurs should mentor their Sous’. Grand and Locale Chef de Gares mentor their officers and Directeurs. Mentorship should be at all levels, especially with those who have a gavel.

I say that a good newsletter can be a good part of mentorship for *everyone* in your Locale or Grand. If not a newsletter, some form of consistent communication where information and motivation is shared.

With mentorship, we see a side benefit—For those who are mentoring, the relationship can provide an empowering opportunity to give back to La Societe at all levels. Without mentorship, we see the possibility of new members failing to attend promenades. We see a decline in overall membership and difficulty in attaining goals. We find it difficult to fill leadership positions and get good Directeurs. Without mentorship we set up many to become “quiet quitters”.

With mentorship our quiet quitters have a better chance of succeeding because that attitude has been replaced with ambition—an ambition to participate and grow with all that La Societe has to offer. •

“Mentoring is a brain to pick, an ear to listen, and a push in the right direction.” - John C. Crosby

“A mentor is not someone who walks ahead of you to show you how they did it. A mentor walks alongside you to show you what you can do.”

“When one teaches, two learn.”

“The mediocre mentor tells. The good mentor explains. The superior mentor demonstrates. The greatest mentors inspire!”

“The key to being a good mentor is to help people become more of who they already are — not to make them more like you.”

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Public Relations and Americanism

The Americanism Program of La Societe is literally a gold mine from the perspective of public relations.

Now is the time to grab a copy of the Americanism Consolidated Report and review it—not wait until May or June. I go down the report and see category after category that is prime for press and media releases. Americanism pin sales is greatly important but only a small part of this important program. It doesn't take a detailed assessment to clearly see that Americanism is community based.

So, public relations must be used to promote a positive image for La Societe—and Americanism is the perfect platform to do so. We need to publicly state who we are, what we do and why we matter—and Americanism is at the heart of it.

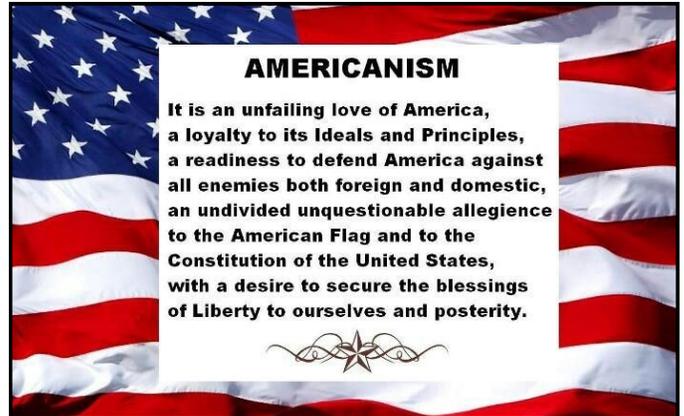
The majority of us are also members of other fraternal and veterans organizations. Those things that we accomplish or participate with them obviously overlap.

Ever heard of “No taxation without representation”? The founding fathers had quite a few slogans and key phrases that they promoted for their cause. In PR, it is important to always remember your core Americanism message when pitching reporters, writing press releases, facilitating interviews, and in almost any other task.

Organizing and promoting Americanism events in the community is one way PR can attract media attention to promote your locales interests. Events can be a great way for Voyageurs Militaire to interact with many members of the media at once, as well as provide an opportunity to showcase your locale and mission. Events also provide a forum to discuss with the media who you are and what you do and spark ideas for future media opportunities. But, the media has to be informed and invited and followed up with—you've got to consider [press releases](#).

Perseverance is just as important in PR. Just because a pitch doesn't land a positive response on the first try doesn't mean you should give up. Following up with reporters and thinking of new ways to position previously unsuccessful opportunities is some of the most difficult PR work we do. Creativity is a major part of this process, and having an open mind to forging new paths can make working in PR much easier.

This is November and February is still a bit off—but not that far that we should not be considering taking



advantage of February being “Americanism” month nationally.

February is of course a busy month with a Presidential holiday and Valentines Day—but as Americanism Month it should be a time to “foster and perpetuate” our nations cherished American traditions. And La Societe has a lot of them.

Every Locale is part of a city and county—consider a [government proclamation](#) declaring February as Americanism Month and honoring the Forty and Eight including your locale for its Americanism role in your community. Include such areas as Flags for First Graders, flag retirements, school award presentations, law enforcement recognition, support of youth activities, Americanism activities in your communities (be specific), VAVS activities—could all be part of the proclamation. We will provide a sample proclamation in the Spotlight page.

Key ways to promote Americanism...

Americanism pin sales—not just for your chapeau or jacket—but to hand out to others demonstrating support for the program and promoting La Societe.

Educating our children on flag history and etiquette through the Flags for First Graders Program. We must teach and encourage children to love and respect their flag and country in order to grow their national pride.

Consistent and accurate Americanism reporting from the locale and Grand—a big area that needs improvement.

We must follow La Societes rituals, customs and support our programs—all programs are part of our Americanism spirit. •

Great Speeches—Senator Warren G. Harding on Americanism

Address Delivered before the Ohio Society of New York, Waldorf Hotel, New York City. The debate over whether the Senate should agree to the Treaty of Versailles with its provision for entry into the League of Nations continued through the fall of 1919 and early months of 1920. He cautioned that American should hesitate before surrendering its hard won nationality to the dream of the internationalists—The League of Nations—and to think of “America First”.

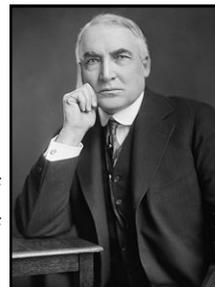
“My countrymen, the first flaming torch of Americanism was lighted in framing the Federal Constitution in 1787. The pilgrims signed their simple and majestic covenant a full century and a half before, and set aflame their beacon of liberty on the coast of Massachusetts. Other pioneers of New World's freedom were rearing their new standards of liberty from Jamestown to Plymouth for five generations before Lexington and Concord heralded the new era. It is all American in the destined result, yet all of it lacked the soul of nationality.

In simple truth, there was no thought of nationality in the revolution for American independence. The colonists were resisting a wrong, and freedom was their solace. Once it was achieved, nationality was the only agency suited to its preservation. Americanism really began when robed in nationality. The American Republic began the blazed trail of representative popular government. Representative democracy was proclaimed the safe agency of highest human freedom. America headed the forward procession of civil, human, and religious liberty, which ultimately will affect the liberation of all mankind. The Federal Constitution is the very base of all Americanism, the “Ark of the Covenant” of American liberty, the very temple of equal rights. The Constitution does abide and ever will, so long as the Republic survives.

Let us hesitate before we surrender the nationality which is the very soul of highest Americanism.

This republic has never failed humanity, or endangered civilization. We have been tardy sometimes—like when we were proclaiming democracy and neutrality, and yet ignored our national rights—but the ultimate and helpful part we played in the Great War will be the pride of Americans so long as the world recites the story. We do not mean to hold aloof, we choose no isolation, we shun no duty. I like to rejoice in an American conscience; and in a big conception of our obligation to liberty, justice, and civilization—aye, and more.

I like to think of Columbia's helping hand to new republics which are seeking the blessings portrayed in our example. But I have a confidence in our America that requires no council of foreign powers to point the way of American duty.



We wish to counsel, cooperate, and contribute, but we arrogate to ourselves the keeping of the American conscience, and every concept of our moral obligation.

It is time to idealize, but it's very practical to make sure our own house is in perfect order before we attempt the miracle of Old World stabilization. Call it selfishness of nationality if you will, I think it an inspiration to patriotic devotion-- to safeguard America first, to stabilize America first, to prosper America first, to think of America first, to exalt America first, to live for and revere America first.

Let the internationalist dream and the Bolshevik destroy. God pity him for whom no minstrel raptures swell. In the spirit of the Republic we proclaim Americanism and acclaim America.”

Note: Warren Gamaliel Harding was the 29th president of the United States, serving from 1921 until his death in 1923. A member of the Republican Party, he was one of the most popular sitting U.S. presidents.

Harding was sworn in on March 4, 1921, in the presence of his wife and father. In his inaugural address he declared, "Our most dangerous tendency is to expect too much from the government and at the same time do too little for it."

Upon his death after a heart attack, Harding was deeply mourned—not only in the United States, but around the world. He was called a man of peace in many European newspapers. American journalists praised him lavishly, with some describing him as having given his life for his country. •

Newsletter Filler, Trivia or Just for Fun

TRIVIA

Independence Day Didn't Happen on July 4th... July 2nd was the day that Congress voted to free us from British rule. However, the Fourth of July is when John Hancock wrote the first signature on the Declaration of Independence in order to spread the word of the vote. Fifty-six men signed the document that announced intended independence from British rule.

There's More than One Copy of the Original Declaration of Independence... After the adoption of the Declaration of Independence, the word obviously needed to be spread. The reproduction of this text was overseen by "the Committee of Five": Thomas Jefferson, John Adams, Benjamin Franklin, Roger Sherman, and Robert R. Livingston. While hundreds of copies were made, only 26 survive today. Most can be found in museums and libraries. However, three are privately owned.



The Statue Of Liberty Isn't In New York... The Statue of Liberty, which adorns pretty much every bit of tourist memorabilia you can purchase in the Big Apple, is actually not located in New York City at all. It's technically in Jersey City, New Jersey. Who knew?

The First Face Of The \$1 Bill Wasn't Washington... Nope! The first person to appear on this most common bill was Salmon P. Chase. The first \$1 bill was issued during the Civil War in 1862. Chase was the Secretary of Treasury at that time and was also the designer of the country's first bank notes.



Ohio Wasn't Formally a State Until 1953... Talk about a snub. It wasn't until 1953 that Ohio congressman George H. Bender brought a bill to the U.S. Congress asking them to retroactively admit his state into the United States of America. (That's why, despite the bill being passed in the '50s, Ohio's official founding date is 1803.) So what happened? Thomas Jefferson had approved the territory that would become Ohio more than a century before. However, due to an accidental oversight, Ohio had never been formally admitted. Oops!

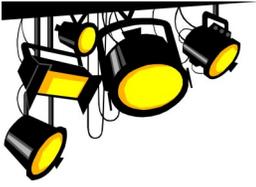
The Empire State Building Literally Has Its Own Zip Code... It happened in 1980, and the zip code is 10188. The building was declared a landmark on May 18th, 1981, by New York City's Landmarks Preservation Commission, and in 1982 The Empire State Building was listed on the State and National Register of Historic Places.

In Kentucky, There Are More Bourbon Barrels Than People... In Kentucky, the number of bourbon barrels outnumbers the state's population by more than two million. That's a lot of bourbon. Kentucky is the birthplace of the drink and crafts 95 percent of the world's bourbon supply. Bourbon is the only native spirit of the United States of America, which was declared by Congress in 1964.



In Alabama, Unclaimed Baggage from Airlines Gets Sold... In Scottsboro, Alabama, the Unclaimed Baggage Center attracts 800,000 shoppers annually to rifle through people's lost stuff and purchase unclaimed items. Kinda weird, but it works. Workers unpack an average of 7,000 items per day. What isn't suitable for retail is donated or thrown out.

What was the deadliest battle in American history? Most would say D-Day. The Battle of Antietam. While there were at least 4,414 confirmed allied deaths on D-Day, that doesn't compare to the number of lives lost on September 17, 1862, during the Battle of Antietam. Right outside of Sharpsburg, Maryland, the brutal Civil War battle resulted in nearly 23,000 American casualties. •



Spotlight on Public Relations

There are a lot of examples if you do an Internet search for proclamations. Go to the Nationale Website under Forms and Petite Communique and also look at resolution formats.

Spotlight on Americanism—Proclamations

A proclamation is an official way for local government leaders to make an official announcement. Although there are a few steps involved, overall it's a very easy thing to accomplish – particularly if you draft the proclamation for your leader(s).

First, visit your governments (or Mayor-County Judge) webpage and look for anything to do with "proclamations." Some will actually spell out how to ask for a proclamation and even give you a template to follow. Otherwise, use the site's search feature and type in the word "proclamation." Another option is to look on the "Contact Us" tab. This page may allow you to write a brief message asking about how to proceed.

Title—Start with a basic title, which explains the proclamation. Write Reasoning Statements Identify the reasons behind your proclamation. Keep it straightforward and simple. Start each statement with "Whereas," followed by the reason.

Write The Proclamation Statement— Explain what you are proclaiming, based on the above-listed reasons. Start the sentence with "Now, therefore" and be sure to include the author's name, position, organization, location, and the date. This statement should be written in the first person.

Determine what date period is being covered – a specific day, a week, a month or a year. Proclamations can be for our suggested Americanism Month in February *or for one of many Americanism achievements.*

TITLE

WHEREAS (As many as necessary to get the point across, usually several)

NOW, THEREFORE

PERSONAL INVITATION (Underneath proclamation statement, personally invite readers to support and participate in your proclamation)

Sometimes the process of government is slow. Typically a request for a proclamation for a Governors signature—plan on two months. A Presidential Proclamation could take many months—give it three to six months. In addition to seeking the specific guidelines for requesting a proclamation, be sure to inquire about the preferred format. This information will allow you to begin to draft an effective proclamation. Examples...

WHEREAS The Forty & Eight was founded in 1920 by American veterans returning from France. The titles and symbols of The Forty and Eight are derived from the experiences of U.S. troops during World War I such a "boxcars" used to transport "40 men or 8" horses to the front.

WHEREAS The Forty and Eight is committed to charitable and patriotic aims. Our purpose is to uphold and defend the Constitution of the United States, to promote the well-being of veterans, their widows, widowers and orphans, and to actively participate in selected charitable endeavors.

NOW THEREFORE I (), Title of Official signing, do hereby proclaim (day, week or month) as a special (Day, week or month) to show our appreciation for... and to proclaim it as...

PERSONAL INVITATION I encourage all citizens of the (city/county) to support (EX: February as Americanism Month) and Voiture Locale () for its dedication and role and long history in support of Americanism in our community. •

POSTER OF THE MONTH



**“Americanism is a question of spirit,
of conviction and purpose,
not creed or birthplaces.**

**The test of our worth
is the service we render.”**

— Theodore Roosevelt

Motivation—Inspiration of the Month

A wise man once faced a group of people who were complaining about the same issues over and over again. One day, instead of listening to the complaints, he told them a joke and everyone cracked up laughing.

Then, the man repeated the joke. A few people smiled.

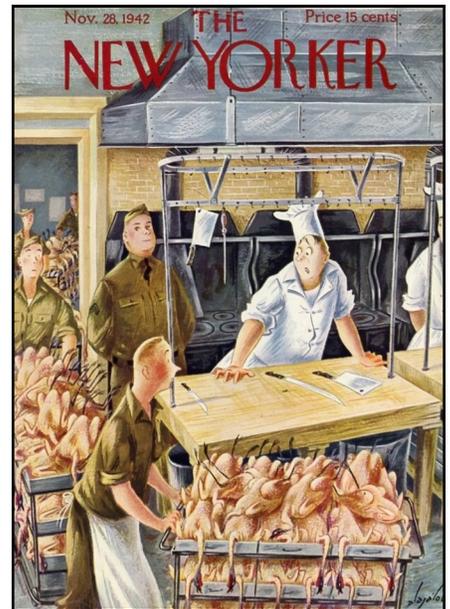
Finally, the man repeated the joke a third time—but no one reacted.

The man smiled and said, “You won’t laugh at the same joke more than once. So what are you getting from continuing to complain about the same problem?”

The Moral:

You’re not going to get anywhere if you keep complaining about the same problem but do nothing to fix it.

Don’t waste your time complaining, expecting other people to continue to react to your complaints. Instead, take action to make a change. •



CHECKS MUST BE MADE PAYABLE TO THE “ 40/8 BLUE CHEVALIERS”

| | | | | |
|---|---------|--------------------|--------------|----------------------|
| APPLICATION FOR MEMBERSHIP TO THE BLUE CHEVALIERS | | INITIAL MEMBERSHIP | | |
| NAME: | | | 40ET8 MEMBER | LA FEMMES MEMBER |
| | | | | NON MEMBER SUPPORTER |
| ADDRESS: | STREET: | CITY: | ST: | ZIP: |
| PHONE: | EMAIL: | | | |

MAIL WITH CHECK MADE PAYABLE TO THE “ 40/8 BLUE CHEVALIERS” FOR \$15.00 TO:

| | | |
|-----------------------------|---|---|
| | 40/8 Blue Chevaliers c/o Robert Cearlock, 7 Lawnwood Dr. Jackson, TN, 38305 | PUFL—\$65.00 new members \$50.00 for members |
| 2023 renewals—\$2.00 | | |

P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER

Full Name _____

Address: _____

City _____ State _____ Zip _____ New Member Renewal

Email _____ **PUFL \$100.00**

Voiture Locale _____

Dues: Mail only \$17.00

Mail and Digital \$17.00

Digital only \$10.00

PUFL down payment (minimum \$25)

Checks made out to P.A.L.S.

Remit to:
 Renslar R. Keagle
 8714 Marble Drive
 El Paso, TX 79904-1710
 rennykeagle@gmail.com



The Unremembered—Heroes we don't hear about

Raymond Weeks (1863–1954) 'The Father of Veterans Day'

In 1945, after serving in the Navy in World War II, Raymond Weeks returned to his family in Birmingham, Alabama and envisioned a national holiday that would honor war veterans. He picked a day, November 11, a date traditionally designated as Armistice Day marking the end of World War I on the “the 11th hour of the 11th day of the 11th month of the year.”

Weeks felt the day should be set aside to honor all veterans of all wars.

So the next year he wrote a letter and personally delivered his petition for a “National Veterans Day 1947” to then Army Chief of Staff, General Dwight Eisenhower.

Because of Weeks' unrelenting commitment to honor those who bravely served the United States during times of war, the first “Veterans Day” event was held on November 11th 1947 in Birmingham.

In 1954, President Eisenhower officially changed the designation of Armistice Day when he signed a bill which made Veterans Day, November 11th, a federal holiday. The bill was proposed by U.S. Representative Edward Rees of Kansas.

For 38 years after that, Weeks, dubbed the “Father of Veterans Day,” served his hometown of Birmingham as Director of the National Veterans Day Celebration.

Then on November 11, 1982, President Ronald Reagan presented Weeks with the Presidential Citizens Medal.

The President described Weeks as a person who “...devoted his life to serving others, his community, the American veteran, and his nation.”

He added: “So let us go forth from here, having learned the lessons of history, confident in the strength of our system, and anxious to pursue every avenue toward peace. And on this Veterans Day, we will remember and be firm in our commitment to peace, and those who died in defense of our freedom will not have died in vain.”

Weeks died on May 6, 1985 at the age of 76. •



Historical Marker Inscription—A grateful nation remembers Raymond Weeks, founder and director of National Veterans Day.

(Lower plaque)

November 11, 2007, commemorating the 60th Anniversary of America's first National Veterans Day, Birmingham, Alabama.