

The Bulletin

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Well, lot's going on. Right off the bat, I encourage you one and all to continue or start getting copies of newsletter, photos, flyers of events, press releases, any and all material related to public relations to your Area Sous Directeur or send directly to Bob, but please "cc" your Directeur.

Please consider just about everything you do is in some form or fashion—public relations. If it is documented in some manner, send it in please.

You might start seeing little changes in the Bulletin. I dropped the monthly Special Observances page—been doing that for several years and I now feel is repetitive. I'm going to start picking a "theme" for each month and focus many pages on just that one area.

Hope you find something of value here this month—keep your powder dry! Safe travels! - L'Editeur Renny

Happy Valentines Day to all of our military heroes, wherever you are serving. If your Valentine wears combat boots—God Bless him or her.

In this issue!!

- Letter from the Prez
- PR Stuff from Around the Web
- PR Editorial—"Mind over Matter"
- History—the Great Seal of the U.S.
- Revitalization through Public Relations
- Great Speeches—Thomas Jefferson
- Newsletter Filler, Trivia or Just for Fun
- Spotlight on PR—Storytelling
- Poster of the Month
- Back Page Motivation
- Digital Version—War Memorials

https://twitter.com/The_40and8



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January 23, 2020

I find the importance of history paramount in our understanding of American values and their evolution. La Société is an amazing connection to our history and the values of our heroes. Many people take pleasure in denigrating the true heroes of our Republic as racist, anti-immigration and/or bigots. They make the case that our diversity is our greatest strength without acknowledging the necessity of common goals and allegiance.

President Theodore Roosevelt, "Teddy Roosevelt", 26th president of the United States (1901–09) and a writer, naturalist, and soldier. He expanded the powers of the presidency and of the federal government in support of the public interest in conflicts between big business and labor and steered the nation toward an active role in world politics, particularly in Europe and Asia.

He won the Nobel Prize for Peace in 1906 for mediating an end to the Russo-Japanese War (1904–05), and he secured the route and began construction of the Panama Canal (1904–14).

Although he died a year before La Société was formed, there is a great connection to this American Hero.

Theodore Roosevelt's ideas on Immigrants and being an AMERICAN in 1907;

"In the first place, we should insist that if the immigrant who comes here in good faith becomes an American and assimilates himself to us, he shall be treated on an exact equality with everyone else, for it is an outrage to discriminate against any such man because of creed, or birthplace, or origin. But this is predicated upon the person's becoming in every facet an American, and nothing but an American ... **There can be no divided allegiance here.** Any man who says he is an American, but something else also, isn't an American at all. **We have room for but one flag, the American flag ... We have room for but one language here, and that is the English language ... and we have room for but one sole loyalty and that is a loyalty to the American people.**"

Theodore Roosevelt 1907

La Société Catechism, a crucial part of our Ritual and commitment, is as follows;

'I FAITHFULLY PROMISE TO OBEY THE RULES AND REGULATIONS OF LA SOCIETE, TO REMEMBER MY OBLIGATIONS, AND TO CARRY OUT THE LEGAL ORDERS OF THE CHEF DE GARE.

I BELIEVE, FOR THE GOOD OF MY COUNTRY, THAT I SHOULD AND WILL ALWAYS HOLD THE ORGANIZATION OF LA SOCIETE IN HIGHEST ESTEEM, AND WILL CONDUCT MYSELF IN SUCH A MANNER AS TO REFLECT CREDIT UPON IT.

IT IS MY SINCERE DESIRE, THAT THE UNITED STATES OF AMERICA, BE ONE COUNTRY, - WITH ONE LANGUAGE, - AND ONE FLAG, AND, IF NECESSARY, - I WILL FIGHT FOR THAT PRINCIPLE.'

Very proud to be a Voyageur Militaire!

Bob "OB1" Cearlock

National Directeur, Public Relations

La Societe 40 et 8



THE CLIPBOARD



To promote gender equality and honor the many achievements of women throughout history, Johnnie Walker launched a female version of its whisky on International Women's Day called Jane Walker. The limited-edition bottle featured a woman on their iconic logo, instead of a man, which connected the brand to individuals who also support their commitment to social progress. Johnnie Walker released 250,000 bottles of Jane Walker, and for every bottle sold, they donated \$1 to organizations that empower women.

The Oscars—The Academy of Motion Picture Arts and Sciences made history Sunday when it awarded Kwak Sin Ae, Bong Joon Ho and their colleagues the “Best Picture” award for “Parasite.” It’s the first film not in the English language to receive the honor. The Academy, which has been battling criticism over its lack of diversity among nominees and winners in recent years, was lauded for the decision, though several complained the Academy cut short the teams’ acceptance speeches.



Chipotle dishes up guacamole to loyal customers! To celebrate the first anniversary of its loyalty program, the restaurant chain has launched “Guac Mode,” which gives Chipotle Rewards members a free topping or side of guacamole with the purchase of an entrée. Chipotle’s effort can teach you a few best practices for loyalty programs: Make it easy, entice users with something they want, and tie it to your brand portfolio. The restaurant chain’s rewards club members are automatically enrolled in the promotion, but anyone wanting free guacamole just has to text “Guac Mode” to 888-222 (which is displayed prominently on Chipotle’s social media feeds). The topping is a customer favorite and an integral part of Chipotle’s menu, which means its marketing team can have fun instead of extolling the virtues of a new item with messages that hungry consumers will only tune out.



Instagram introduces features to better tailor users’ feeds.—The social media app is now showing users a list of accounts they interact with the least—along with those accounts whose content pops up in their feeds the most. The features offer individual users a better experience personalized to the content they want to see most often. By increasing the density of high-quality posts in your feed and Stories by getting you to unfollow irrelevant accounts, Instagram could boost ad views. You’ll come across fewer lame posts that might make you close the app so you instead keep scrolling and fast-forwarding while racking up ad impressions. Instagram reportedly hit \$20 billion in 2019 revenue.

Starbucks apologizes for rancor with law enforcement.—Another Starbucks location has made national news for refusing to offer service to law enforcement officers after sheriff’s deputies in Riverside, California, said they were ignored and derided. It was third time in several months that such an incident has occurred. “We are deeply sorry and reached out to apologize directly to them,” the spokesman said. “We take full responsibility for any intentional or unintentional disrespect shown to law enforcement on whom we depend every day to keep our stores and communities safe.”

“No customer, in or out of uniform, should ever have that experience at a Starbucks,” the spokesman also said. Starbucks has become a political cauldron amid the cultural strife deriving from lack of trust in public institutions, including police.



From www.prdaily/morning coffee

PR Editorial— Mind over matter...

“Mind over matter” - a phrase we’ve heard probably all our lives. In a modern context it could have several meanings... for me it means that more often than not, your mind is what is really stopping you from doing anything, accomplishing a goal, etc. The follow up to the statement is, of course, “ If you don’t mind, then it doesn’t matter.”

MIND
MATTER

The other way of saying it is, “if there is a will, there is a way.”

First of all let’s “transcend” beyond the meditation aspect of mind over matter—we don’t need a yoga master. Mind over matter to me is very simply “motivation”. Mind over matter is simply the use of willpower to overcome obstacles. Sometimes the one thing stopping us from achieving our goals or pushing past struggles could be our mind. When we truly put our mind to something it can be amazing what we can achieve. You need to persevere, you need to work harder than anyone else has even thought possible to achieve success—whether it is in your personal life, your ambitions or your work for La Societe.

Let’s talk about membership—but this also applies to Public Relations and our many programs. For many, not all, to make goal there will be obstacles that seem to be preventing any progress. There will be doubters that your Locale or Grand will make goal. There may even be mistakes made while trying to move forward in this or any other program. But with hard work, a little “mind over matter”, there could be no limits.

“If you continue to believe as you have always believed, you will continue to act as you have always acted, you will continue to get what you always seem to get. If you want different results in your life or work then all you have to do is change your mind” - awesome stuff!

Look at something this way—you cannot control what others do or not do—attend proms, pay their dues, etc. But you can control how you let this kind of obstacle affect you and how you react to it. And how you plan to overcome these obstacles and achieve success. In other words—By focusing on your goals and putting all your attention to achieving them, you are much more likely to overcome any obstacles that are in your way.

You must not only give your membership what they want but also make them feel like an important part of the Locale. Never let new or old members lose sight of what their membership means. We need to bring value back to our membership. If your membership is sitting around 75%, attendance at promenades and volunteerism is decreasing—these are clear warning signs. Time for a little mind over matter.

Strategies in keeping members engaged rely solely on the content we send to members; content must be useful and unique to the personal needs of all members. Our members have busy lives so we only have a short window to catch the attention of our members, so we have to be sure we take full advantage of all the resources available to us in this increasingly technologically-run world. Internal Public Relations and communication with newsletters, email, social media and personal contact is a good starting point for a revived mindset.

If you let yourself think about the next few weeks or months in a negative way, try focusing on the next few days or one week and what you can do to be closer to where you want to be. If you think that in the next 5 months or so you will probably not make goal then you probably won’t.

Mind over matter is best explained by Henry Ford... “Whether you think you can, or can’t—either way you’re right,”

- L’Editeur

“The brick walls are there for a reason. The brick walls are not there to keep us out. The brick walls are there to give us a chance to show how badly we want something. Because the brick walls are there to stop the people who don't want it badly enough. They're there to stop the other people.” -- Randy Pausch

“Now if you are going to win any battle you have to do one thing. You have to make the mind run the body. Never let the body tell the mind what to do. The body will always give up. It is always tired morning, noon, and night. But the body is never tired if the mind is not tired. When you were younger the mind could make you dance all night, and the body was never tired... You've always got to make the mind take over and keep going.” -- George S. Patton

History—Great Seal of the United States.

On July 4, 1776, the same day that independence from Great Britain was declared by the thirteen colonies, the Continental Congress named the first committee to design a Great Seal, or national emblem, for the country. Similar to other nations, the United States needed an official symbol of sovereignty to formalize and seal (or sign) international treaties and transactions. It took six years, three committees, and the contributions of fourteen men before the Congress finally accepted a design (which included elements proposed by each of the three committees) in 1782.



The first committee consisted of Benjamin Franklin, Thomas Jefferson, and John Adams. While they were three of the five primary authors of the Declaration of Independence, they had little experience in heraldry and sought the help of Pierre Eugene du Simitiere, an artist living in Philadelphia who would later also design the state seals of Delaware and New Jersey and start a museum of the Revolutionary War. Each of these men proposed a design for the seal.

Franklin chose an allegorical scene from Exodus, described in his notes as "Moses standing on the Shore, and extending his Hand over the Sea, thereby causing the same to overwhelm Pharaoh who is sitting in an open Chariot, a Crown on his Head and a Sword in his Hand. Rays from a Pillar of Fire in the Clouds reaching to Moses, to express that he acts by Command of the Deity." Motto, "Rebellion to Tyrants is Obedience to God." Jefferson suggested a depiction of the Children of Israel in the wilderness, led by a cloud by day and a pillar of fire by night for the front of the seal; and Hengest and Horsa, the two brothers who were the legendary leaders of the first Anglo-Saxon settlers in Britain, for the reverse side of the seal. Adams chose a painting known as the "Judgment of Hercules" where the young Hercules must choose to travel either on the flowery path of self-indulgence or the rugged, more difficult, uphill path of duty to others and honor to himself.

Congress was however not impressed, and on the same day ordered that the report "lie on the table", ending the work of the committee.

On March 25, 1780, a second committee to design a great seal was formed, which consisted of James Lovell, John Morin Scott, and William Churchill Houston. Like the first committee, they sought the help of someone more experienced in heraldry, Francis Hopkinson.

Hopkinson, a signer of the Declaration of Independence, *designed the American flag*, and also helped design state and other government seals. He made two similar proposals, each having an obverse and reverse side, with themes of war and peace.



Their final blazon, printed in Congress journals on May 17, was: "The Shield charged on the Field Azure with 13 diagonal stripes alternate rouge and argent. Supporters; dexter, a Warriour holding a Sword; sinister, a Figure representing Peace bearing an Olive Branch. The Crest; a radiant Constellation of 13 Stars. The motto, *Bella vel Paci.*" Once again, *Congress did not find the result acceptable*. They referred the matter back to the committee, which did no further work on the matter.

After two more years, Congress formed a third committee on May 4, 1782. As with the previous two committees, most of the work was delegated to a heraldic expert, this time 28-year-old William Barton. Congress again took no action on the submitted design.



Third committee's proposal, drawn by William Barton

On June 13, 1782, the Congress turned to its Secretary Charles Thomson, and provided all material submitted by the first three committees. Thomson took elements from all three previous committees, coming up with a new design which provided the basis for the final seal.

The design was submitted to Congress on June 20, 1782 and was accepted the same day. Thomson included a page of explanatory notes, but no drawing was submitted. This remains the official definition of the Great Seal today.

On September 15, 1789, the United States Congress ordered "that the seal heretofore used by the United States in Congress assembled, shall be, and hereby is declared to be, the seal of the United States. •

From a variety of web sources

Revitalization through Public Relations...

We are well past the first of the year, hopefully your New Years resolutions are holding fast. I made a couple, not seriously, and have moved on until time to make next years. We are also well into our 2020 membership year. If you started the year with plans, goal setting, strategizing on your programs and membership—how is that going? I look at the membership totals and skim each Grands totals and for some things are falling into place—others not. Not here to judge, my Grand's also struggling.



So with about 5 months to go, I'm proposing that perhaps Public Relations can be used to revitalize your Locale—let's see how but start with why...

Public relations can be a powerful tool. Yet not everyone understands the value it brings to your Locale and Grand. So why PR at all? It boils down to recognition, visibility, growth, community education or more simply said public relations is a strategy for letting others know about you.

Let's discuss "image" a little bit. We all know La Societe is special, actually quite different from any other veterans organization I belong to—and I think that our ritual is a great part of that. A ritual steeped in tradition, history and in the footsteps of those who have gone before us. Why are we still hearing "What is the Forty and Eight"? - I'm no longer amazed when I hear it. That's why I wear my 40 & 8 jacket, carry pamphlets with me at all times. When I'm sitting next to a veteran waiting for this or that, I ask—Have you every heard of the Forty and Eight? That is Public Relations at it's most basic form—up close and personal. So consider that step number one—get up close and personal with who and what we are!

How many have just given up or quit doing press releases or not doing them at all? *Consistency is the answer.* If you do 6 Flags for First Graders, you need to do six press releases. It might even be the tenth one that gets a response. You give out a nursing scholarship, you need to do a press release. A nurse graduates—a press release. Our PR manual on the Nationale website covers press releases very well. So step number two—a press release!

Ever drive through one of those little towns or maybe one not so small and there is a billboard or community posting with all the logos of local groups—like Eagles, Elks, Rotary, Kiwanis, Legion, VFW? That is a form of Public Relations for them isn't it. Who and what they are is fairly common knowledge. I'm suggesting if you want to revitalize and what you are doing is not working—reach out to these groups and ask them when their next meeting is and if you can have 5 to 10 minutes to talk about La Societe—focus on our history and connection to WWI, our 100 year anniversary. Quickly discuss your programs and community involvement. They may thank you and you have done your job—don't be surprised if they ask if they can donate and help you. So step- number three—Community interaction.

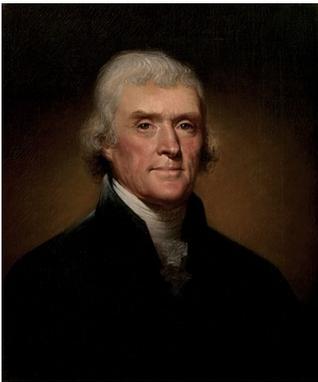
By 2014, the Girls Scout cookie program was in disarray. Sales down despite introducing new flavors. So they decided to educate their girls in on-line marketing for sales and social media to get the word out and by 2016 their sales for cookies rose 800%. So consider tying your fundraising and PR tactics into your programs by selling yourself and these programs via social media. In other words, step number four is leverage social media to revitalize!



We could go to step number 25—but this month we covered what I feel are basic but important PR steps you should take to get your Locale jump started while there is still time in the 2020 membership year. • L'Editeur

Great Speeches—Thomas Jefferson 1st Inaugural Speech—March 4th, 1801

The election of 1800 was not fully decided until February of the next year. Two challengers, Aaron Burr and Vice President Thomas Jefferson, were tied at 73 electoral votes while the incumbent, President John Adams, had lost his bid for a second term. The decision went to the House of Representatives where Jefferson's ally and Burr's chief rival, Alexander Hamilton, pushed the election in favor of his old friend. On March 4, 1801, Thomas Jefferson's inauguration as the third President of the United States was held in the new federal capital of Washington, DC. Jefferson would be the first president inaugurated in the Capitol building in what is now known as the Old Supreme Court Chamber. His main theme—is overcoming differences of opinion and uniting for the common good for the preservation of the principles of Democratic government, such as equal rights, and the reinforcement of peaceful civil relations through the rule of law. Excerpt below—full text at: <https://jeffersonpapers.princeton.edu/selected-documents/first-inaugural-address-0>



“Let us then, with courage and confidence, pursue our own federal and republican principles; our attachment to union and representative government. Kindly separated by nature and a wide ocean from the exterminating havoc of one quarter of the globe; too high minded to endure the degrada-

tions of the others, possessing a chosen country, with room enough for our descendants to the thousandth and thousandth generation, entertaining a due sense of our equal right to the use of our own faculties, to the acquisitions of our own industry, to honor and confidence from our fellow citizens, resulting not from birth, but from our actions and their sense of them, enlightened by a benign religion, professed indeed and practiced in various forms, yet all of them inculcating honesty, truth, temperance, gratitude and the love of man, acknowledging and adoring an overruling providence, which by all its dispensations proves that it delights in the happiness of man here, and his greater happiness hereafter; with all these blessings, what more is necessary to make us a happy and a prosperous people? Still one thing more, fellow citizens, a wise and frugal government, which shall restrain men from injuring one another, shall leave them otherwise free to regulate their own pursuits of industry and improvement, and shall not take from the mouth of labor the bread it has earned. This is the sum of good government; and this is necessary to close the circle of our felicities.”

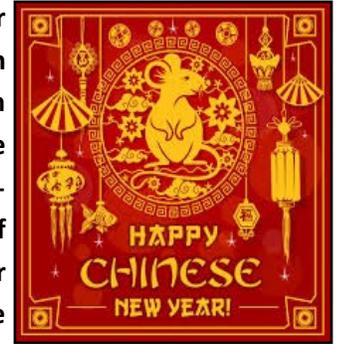
“All too will bear in mind this sacred principle, that though the will of the majority is in all cases to prevail, that will, to be rightful, must be reasonable; that the minority possess

their equal rights, which equal laws must protect, and to violate would be oppression. Let us then, fellow citizens, unite with one heart and one mind, let us restore to social intercourse that harmony and affection without which liberty, and even life itself, are but dreary things. And let us reflect that having banished from our land that religious intolerance under which mankind so long bled and suffered, we have yet gained little if we countenance a political intolerance, as despotic, as wicked, and capable of as bitter and bloody persecutions. . . Every difference of opinion is not a difference of principle. We have called by different names brethren of the same principle. We are all republicans: we are all federalists. If there be any among us who would wish to dissolve this Union, or to change its republican form, let them stand undisturbed as monuments of the safety with which error of opinion may be tolerated, where reason is left free to combat it.” •

It was a mild day in Washington, D.C. That morning an artillery company on Capitol Hill had shots fired to welcome the daybreak, and in a first for a newspaper, Jefferson gave a copy of his speech to the National Intelligencer for it to be published and available right after delivery. The theme of his address was reconciliation after his bitterly partisan election.

Jefferson, dressed according to a reporter as “a plain citizen without any distinctive badge of office,” became the first president to walk rather than ride a carriage to the ceremony, setting off around noon with some congressmen, District marshals, and military officers from Alexandria, Virginia. He delivered a 1,721-word speech in the United States Capitol's Senate chamber, and then took the oath of office, administered by Chief Justice John Marshall.

Chinese New Year begins on the date (in China) of the second new Moon after the winter solstice. This can occur between January 21 and February 20. In 2020, the new Moon occurs on Saturday, January 25. The Chinese Calendar is a lunisolar calendar, which means that it's based on astronomical observations of the Sun's longitude and the Moon's phases. This ancient calendar dates back to 14th century BCE (whereas the Gregorian calendar was introduced in 1582). In 2020, we ring in the Year of the Rat, one of 12 animals in the Chinese zodiac. The animal designations of the zodiac follow a 12-year cycle and are always used in the same sequence. Those born in the Year of the Rat are said to be ambitious and sincere, and to be generous with money.



How many miles on average do a pair of sneakers last? - We're not certain about miles, but the experts say that a good pair of athletic shoes used for strenuous activity such as aerobics or running will support your feet fully for only three to six months. The supportive features break down with age, and the shoes become less helpful in preventing injuries. With the price of these things, you'd think they'd last a lifetime!

Until the 16th century, wedding rings were worn on the thumb.

Small world, there are bacteria in your mouth than there are people on the planet.



Before he discovered spinach, Popeye got his strength by rubbing a magic chicken.

Carnauba wax is used in car wax and as a food additive, to give gummy candies their shine.

Magazines at the doctors office! Why would you touch something that's been handles by dozens of sick people over many weeks—people that are very likely sick—and that *never* get cleaned. Flu viruses, for example, can survive on that magazine for as long as 18 hours. That's about the same amount of time that *E.coli* can hang out.

Do you think brown eggs are more nutritious than white eggs? The brown ones tend to cost a little more than white ones, leading to the idea that the higher price tag has something to do with higher quality, or more vitamins, etc. The color of the shell actually tends to reflect the size of the chicken that laid the egg—bigger breeds make brown eggs, and since they are larger, they require more feed—hence the higher cost.\

High definition TV's have a higher frame rate than old TV's, which means that dogs can now tell what's happening on-screen now.

There was an old gal from El Paso, who had such a beautiful ass-o. It was not round and pink, as you probably think, but was gray, had long ears, and ate grass-o.

Before the Korean War, Korean giant Samsung sold dried fish and noodles.

A tornado hit the town of Codell, Kansas, on the same date, three years in a row: May 20, 1916; May 20, 1917; May 20, 1918. (May sounds like a good time to take vacation in Codell, Kansas)

As much as 10% of a can of asparagus may be comprised of asparagus beetles or their eggs sac. Fine with the FDA. (I knew there was a reason I never ate asparagus!) •



Spotlight on Public Relations



It's all about storytelling...

Telling great stories isn't always easy, but it's an important strategy within public relations allowing you to resonate with your chosen audience. The right storytelling strategy can give depth to your Locale or Grand that wouldn't normally grab anyone's attention in a cluttered marketplace of many veterans organizations.

So where's the emotion? Storytelling is a powerful PR strategy because it builds *around* emotion. Using personal stories that the community can resonate with makes it easier for you to create emotive narratives for your target audience. After all, people make decisions based on how they feel, so it's always worth taking emotion into account when building public relations strategies.

So where's the pictures? It's often easier for the media to understand the context or nature of a story when there are pictures to accompany the narrative. Integrating visuals like infographics, pictures, and videos into the mix can give you the edge when it comes to engaging the public or media. BTW, poor pictures will not help you—out of focus, photos with alcohol in them, you know what I mean. You don't waste film in this digital world, so take tons of pictures.

So are you telling the right stories in the right way? Give a nurse a scholarship? Why did you choose that particular nurse? An event supporting a specific program? Why is that particular program important to your Locale or Grand?

Example: You send out a press release, maybe even with a picture or two of a nurse receiving a scholarship. You include the usual who, what, when, etc. Consider adding why nursing is important to La Societe and the importance of nursing's contribution to veterans in all the great wars.

So where's the digital storytelling? Websites, Facebook, Instagram, Snapchat, etc., are ALL about storytelling. Flickr is all about storytelling using pictures. So assess your digital footprint in the technical world. You don't need something fancy, most of these platforms are easy to use and set-up.

Stories need to be about someone! Most stories are about some-thing. But people, great Voyageurs Militaire are involved in everything we do. Who are the people involved in this particular event. Who is the star? How are people in the community benefitting?

Facts are perhaps necessary but boring! Throwing data and numbers at people might be necessary but that alone will get your press or media release unread and in a circular file. Surround that information with the emotion it needs to get attention. If you can honestly pull at someone's heartstrings—do it.

People are constantly bombarding us with information—the same goes for the media. You can just image what a newsroom or journalists gets thrown at them daily. A little effort at storytelling might be the key to get your story rise above all the others! •

POSTER OF THE MONTH



**A goal without a plan,
is just a wish...**



I apologize if you sent in a renewal and a check. I've been sick a couple of weeks and finally got caught up. And we do bank by mail, so it takes a bit of time. Appreciate everyone's understanding. Tried a couple of times to get a local bank, but as a non-profit, they want minutes, by-laws, lists of officers, IRS statements and paperwork. So if you will hang with me, we'll try again after Nationale. - Renny



(Motivation of the Month) - Friendship

A story tells that two friends were walking through the desert. During some point of the journey they had an argument, and one friend slapped the other one in the face.

The one who got slapped was hurt, but without saying anything, wrote in the sand;

"Today my best friend slapped me in the face."

They kept on walking until they found an oasis, where they decided to take a bath. The one who had been slapped got stuck in the mire and started drowning, but the friend saved him. After he recovered from the near drowning, he wrote on a stone;

"Today my best friend saved my life."

The friend who had slapped and saved his best friend asked him; "After I hurt you, you wrote in the sand and now, you write on a stone, why?" The other friend replied;

"When someone hurts us we should write it down in sand where winds of forgiveness can erase it away. But, when someone does something good for us, we must engrave it in stone where no wind can ever erase it."

"In prosperity our friends know us; in adversity we know our friends." -John Churton Collins



DUES INCREASE effective January 1st—Mail increases to \$17.00/year

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 **eff Jan. 1st**

Mail and Digital \$17.00

Digital only \$10.00

PUFL down payment (minimum \$25)

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

Remit to:

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El Paso, TX 79904-1710

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American War Memorials Overseas

General Collins Grave—Major General Harry John Collins (December 7, 1895 – March 8, 1963) was a decorated senior United States Army officer who commanded the 42nd "Rainbow" Infantry Division during World War II.

In April 1943, he assumed command of the 42nd Infantry Division (the famed Rainbow Division) at Camp Gruber, Oklahoma, and was promoted to the two-star rank of major general. He trained the 42nd Division in the United States for 16 months before departure for overseas service. In December 1944, the division arrived on the Western Front in the European Theater of Operations. The 42nd Division, under Collins, played a major role in stopping the last German drive into Western Europe, known as the Battle of the Bulge. The division then went on to take part in the Western Allied invasion of Germany. The 42nd Division was credited with the liberation of the Dachau concentration camp.



He retired from the army after 37 years in 1954 and worked as a vice president for North American Van Lines and a consultant to the Human Research Organization at George Washington University.

Collins subsequently moved to Colorado, where he lived until retiring to Salzburg, where many Dachau survivors were initially transported after the liberation of the camp. In his later years he was in ill health and used a wheelchair as the result of injuries sustained in a car accident. He died on March 8, 1963, and was buried at the Saint Peter's churchyard cemetery in Salzburg

42nd Rainbow Division WWI Memorial—The memorial of the 42nd Division US commemorates the 162 soldiers from Alabama and their Iowa comrades who died on the battle field of the Croix Rouge Farm as well as all the soldiers of the Rainbow Division who gave their life for France during the Great War.

This memorial was erected by the Croix Rouge Farm Memorial Foundation, Montgomery, Alabama and is now being donated to the city of Fère-en-Tardenois so that this bronze soldier who carries the body of his dead comrade remains forever the witness of the sacrifice made by young Americans on July 26, 1918, that it remains for future generations a symbol of French-American friendship and a call for peace among nations. The city of Fère-en-Tardenois accepted this gift with gratitude in memory of those sacrifices and of the important role played by the 42nd Division in liberating the city.



July 26, 1918 "...the 167th Alabama assisted by the left flank of the 168th Iowa had stormed and captured the Croix Rouge Farm in a manner which for its gallantry I do not believe has been surpassed in military history. It was one of the few occasions on which the bayonet was decisively used."— Douglas MacArthur

Formation of the "Rainbow" division was authorized on August 1, 1917. That unit had been formed by the amalgamation of regular army units. Secretary of War Baker asked that the new unit have the best trained men possible and that it represent all parts of the country. Major Douglas MacArthur, who worked for Secretary Baker, suggested amalgamating elements of the National Guard as had been done with regular army soldiers. They came from 26 states and the District of Columbia. Assembly at Camp Mills, Long Island began on August 30, 1917 and was completed on September 13. Given the number 42, it was named the "Rainbow" Division when MacArthur described it as stretching like a rainbow across the United States. • *Special thanks to Bo Williams*