

# 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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**MAKE CHECKS OUT TO P.A.L.S.**



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Vol. 36 No. 10 **Supporting and Encouraging La Societe Public Relations for 36 Years** June 2021



Flag Day and Fathers Day this month—proudly fly your flag on the 14th and of course honor Fathers on their special day.

A tough time of year—focusing on membership, elections, reports, tying it all together while starting

to think about the upcoming year.

Please take a look at the Public Relations Report—easy to do—we're not asking a lot. Decisions on awards will soon be made—hopefully your newsletters have been reaching the Directeur and Sous.

I would like to recognize V-605, El Paso, Grand du Texas whose newsletter *The Train* will be celebrating 75 years with their next issue—wonder who their L'Editeur is?

*"You're the emblem of The land I love. The home of the free and the brave." "We take the stars from heaven, the red from our mother country, separating it by white stripes, thus showing that we have separated from her, and the white stripes shall go down to posterity, representing our liberty."*

### In this issue!!

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George Hartley

Don Collins

Paul Chevalier



## NATIONAL PUBLIC RELATIONS COMMITTEE

Directeur—Robert Cearlock, POB 1782, Mt. Vernon, IL 62864, 618-244-5761 cearlock@aol.com

Sous/Directeur Area 1—Renslar "Renny" Keagle, rennykeagle@gmail.com

Sous/Directeur Area 2—Paul Yager, pcyager@gmail.com

Sous/Directeur Area 3—Michael G. Paul, nykmykey@comcast.net

Sous/Directeur Area 4—Thomas "Woody" Woodward, 408voiture622@gmail.com

Advisor—Pat Beamer, gpatbeamer@bellsouth.net



So when was the last time you looked at the Public Relations Manual or remember what it includes? Here is a reminder and a direct link... [The Forty and Eight - Public Relations](#) (Ctrl-click)

## **The Forty and Eight Public Relations Manual**

### **Part A. Introduction**

### **Part B.**

Strategizing and prioritizing public relations from the Forty and Eight perspective – Overview  
Goals and objectives of manual  
Strategies – Methods to achieve public relations goals and objectives  
Target media – Whom must the 40 & 8 reach or influence to make the PR program work

### **Part C.**

#### Tasks and Tools

- Social Media
- Press Releases
- Publicity Campaigns
- Media Lists
- Public Speaking
- “PR Toolbox”
- Press Kits

#### Do’s and Don’ts

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**Part E.** Additional ideas and things to do – helping and improving your existing PR program

### **Part F. Internal Public Relations**

- Using PR to recruit and retain membership
- Leadership in public relations

### **Summary**

### **Appendix A – Newsletter Awards**

### **Appendix B – Sample Press Release**

### **Appendix C – Press Association of La Societe – P.A.L.S.**

“La Societe has many proud traditions and programs and every Voyageur Militaire should be proud that their Comrades felt them worthy to be invited to join the ranks of “The Fun and Honor Society of American Veterans”. That pride needs to be communicated to our communities and that is the goal of Public Relations. This manual is meant to give you some tips and guidelines to help you reach that goal. It is those Voitures that experience a good relationship with their communities and the local press that have the most vibrant and growing Locales and Grands.”

*The above is a quote from our PR Directeur Robert Cearlock*

## THE CLIPBOARD



### Starbucks brings back reusable cups as pandemic fears subside...

Efforts to reduce reliance on single-plastics and containers was abandoned by many organizations during the pandemic. Grocery shoppers once again hauled their produce in plastic bags and Starbucks halted programs where customers could bring in reusable cups to cut down on consumer waste—all in the name of sanitation and virus prevention. Now the coffee company is bringing the program back. Last month, Starbucks and many other businesses stopped requiring fully vaccinated customers to wear masks in stores. Costco is starting to bring back in-store samples, while Target has reopened its fitting rooms.

### Concern for stakeholders is reason companies say they pay ransomware bounties

As cyberattacks force organizations to make tough decisions, many in recent months have made the decision to pay the ransom to criminal gangs that have hijacked their computer systems. When asked about the expenditure of millions in Bitcoin, leaders again and again cite concerns for stakeholders, from consumers to employees and partners, as reasons to pay up.

The world's largest meat supplier JBS paid \$11 million in ransom over a recent cyberattack that mirrored Colonial Pipeline's attack where execs also paid millions to recover computer access.

"Payment was made as an attempt to cushion the impact the attack placed on business procedures and JBS partners, including restaurants, grocery stores and farmers, according to Andre Nogueira, CEO of JBS SA's U.S. division. It was very painful to pay the criminals, but we did the right thing for our customers," said Nogueira. The company head also admitted the ransom was paid after most of the JBS plants were functioning and operational.

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### WRITING & EDITING

What's the danger of mixing a metaphor, you might ask? It's a harmless mistake, and understandable when speaking off the cuff. Yet, White House Press Secretary Jen Psaki has found the grammar police in the form of CNN's Jake Tapper:



The reference to making sausage on a train also brought up unpalatable images from the hit dystopian film "Snowpiercer" about an endlessly circling train where passengers are turned into sausage to feed other passengers.

Probably not the visual Psaki was hoping for, and a reminder to professional communicators that those pesky language rules learned in grade school still matter—at least for the Twitterati.

Use Apple? Apple has unveiled a handful of updates to its operating systems as part of its annual Worldwide Developer Conference including increased privacy controls, the ability to share music and streaming video over FaceTime and more. •

## PR Editorial —“Here Today, Gone Tomorrow”

If you cruise the web, you'll find many interpretations of the above quote. For the most part it seems like “here today, gone tomorrow” is about something that is short-lived or only exists for a short time.

When I came across the phrase I immediately thought of July 31st—the last day or chance to make goal. So on that fateful day, you'll have made either made goal or not and very likely feel “here today, gone tomorrow”.

If you made it, then that is actually short lived—because now the task of membership goes into a new year and the process starts all over again. If you didn't, I'm assuming the phrase has true meaning.

Many Locales are now or soon to be holding elections. Many VM have received their 2022 PUFL card. Our vision and thinking are now starting to focus on the next year. Altogether that is not a bad thing. What is a bad thing is to forsake our current membership year with several weeks still to go. We still need to focus on new members for the current year—not hold over a new member until later—that's not fair to your Grand or Nationale or even the new Voyageur Militaire—sacrificing a year of membership.

I would suspect that by now you have pretty well exhausted (or should have) any and all means to get those last few renewals. My locale has gone over our roster multiple times strategizing how to get those last few renewals in—but many of those are no longer in the area—live far away or no longer respond to emails, calls, or mail-outs. Willing to bet we are not the only locale with those experiences.

So, do we throw up our hands and wait for elections and on July 31st say “here today, gone tomorrow”? A perfect answer to that question is a favorite quote of mine by H. Jackson Brown, Jr.

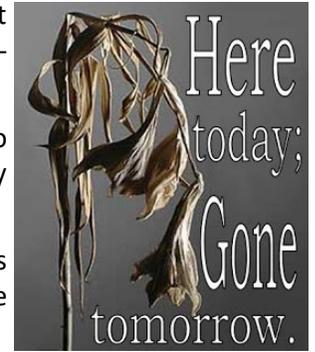
“The best preparation for tomorrow is doing your best today.”

That means for most of us at this point—recruitment.

I recently had a talk with a Locale Chef who had two new members ready but had the thought of holding on to them until the 2022 membership year. That Chef has a 2022 mindset already—so we had a talk about it and I made some suggestions like instead of charging whole dues this late in the membership year—just ask for the transmittal fee only. They get credit for a whole year and have until December 31st to renew at the full rate. I'll follow-up with that Chef de Gare soon!

So July 31st, that day will be short-lived, soon over and forgotten as we quickly move into a new year. New cards, new pins, new officers, etc., etc. So August 1st you may be saying “Let's begin”! Well, let's begin today to see what we can accomplish in these last remaining few weeks.

What will be your 2021 legacy? As it's been said, “it's not what's left tomorrow, it's what you contribute, give, create and impact today” that matters! • L'Editeur



“Today is a tomorrow that we thought about yesterday. Don't worry about tomorrow. Take care of today because if you take care of today tomorrow will take care of itself. “ - Unknown

“Don't think about tomorrow, because what you do today can improve your tomorrow. “ - Unknown

“Don't tell people 'Tomorrow belongs to those who prepare for it today' today. Prepare today and then tell them tomorrow.” - John A. King

“Yesterday is gone. Today is here, beckoning us to greatness. Believe in the possibilities of Tomorrow. “ - Author: Genevieve Sarpong

“There are only *two days* in the year that nothing can be done. One is called *yesterday* and the other is called *tomorrow*, so *today* is the right day to love, believe, do and mostly live.”

- Dalai Lama

## From my new AP Stylebook

*It took 3 1/2 months to get, the pandemic affected editing, printing and mailing but it finally got here after ordering in February...From time to time, I'll share what I find interesting.*



**The ampersand (&)** - Use the ampersand when it's part of an organization's formal name or composition title: *House & Garden, Proctor & Gamble, etc.* The ampersand should not otherwise be used in place of *and*, except for some accepted abbreviations: *B&B, R&B.*

**Capitalization**— In general, avoid unnecessary capitals.

**Proper nouns**—Capitalize nouns that constitute the unique identification for a specific person, place or thing: *John, Mary, America, Boston, England.*

**Proper Names**—Capitalize common names such as *party, river, street* and *west* when they are an integral part of the full name for a person, place or thing: *Democratic Party, Mississippi River, Fleet Street, West Virginia.* Lowercase these common nouns when they stand alone in subsequent references: *the party, the river, the street.*

**Derivatives**—Capitalize words that are derived from a proper noun and still depend on it for their meaning: *American, Christian, Christianity, English, French, Marxism, Shakespearean.*

**Days of the week**—Capitalize them. Do not abbreviate, except when needed in a tabular format: *Sun, Mon, Tue, Wed, Thu, Fri, Sat* (three letters, without periods, to facilitate tabular composition).

**Dollars**—Always lowercase. Use figures and the \$ sign in all except casual references or amounts without a figure: *The book cost \$4. Dad, please give me a dollar. Dollars are flowing overseas.* For specified amounts, the word takes a singular verb: *He said \$500,000 is what they want.* For amounts of more than \$1 million, use up to two decimal places—no hyphen: *He is worth \$4.35 million. He proposed a \$300 billion budget.* The form for amounts less than \$1 million: *\$4, \$25, \$500, \$1,000, \$650,000.*

**Titles**—Lowercase and spell out titles when they are not used with an individual's name: *The president issued a statement. The pope gave his blessing.* Formal titles—Capitalize formal titles when they are used immediately before one or more names: *Pope Francis, President Donald J. Trump*

**States**—Lowercase in all *state of* constructions: *the state of Maine, the states of Maine and Vermont.* Four states—Kentucky, Massachusetts, Pennsylvania and Virginia—are legally commonwealths instead of states. The distinction is necessary only in formal uses: *The commonwealth of Kentucky filed a suit.* For simple geographic reference: *Tobacco is grown in the state of Kentucky.* Do not capitalize *state* when used simply as an adjective to specify a jurisdiction: *state Rep. William Smith. The state Transportation Department, state funds.* Apply the same principle to phrases such as *the city of Chicago, the town of Auburn, etc.*

**Hashtag**—A term starting with a number or a hash sign (#) in a social network post. It conveys the subject of the post so that it can be easily found by users interested in that subject. A hashtag needs to be an uninterrupted string of characters, with no spaces. The use of hashtags has evolved to also reflect a post's tone. For example, a user may add #sarcasm or #feelingstupid to help describe the nature of the post.

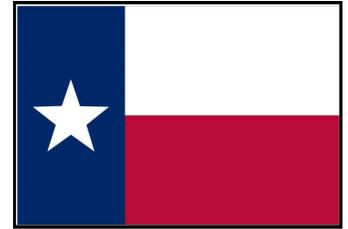
**Ensure, insure, assure**—Use *ensure* to mean guarantee. Use *insure* for references to insurance. Use *assure* to mean to make sure or give confidence. •

## Flags and Their Importance

Flags are used by countries for a few reasons beyond just having something fly in the air. A country will spend many hours and a lot of money on their flag design because a flag is a country's way of portraying itself to the rest of the world. Flags can be portraits of a country's historical past, like the American flag. The American flag still has 13 red and white stripes, signifying the original 13 colonies. Some flags of the world follow this historical pattern, as well. Many countries have their flags split into quadrants that contain parts of other countries' flags, particularly if the now-independent country was once a colony. For instance, the Australian flag has its own design, but a corner is reserved for the British flag. Flags have been raised in times of battle, but sometimes countries will use a different flag for battle than they do in peacetime. Some countries will take their coat of arms off the flag design in peacetime, because a coat of arms usually stands for a strong military presence. Actually, flags were most likely developed long ago as something army men could recognize as their own during a war. During war, when the air is clouded with dust, soldiers had trouble staying with their group. Looking up in the sky, a soldier could see his country's flag waving through the air, then get back with his fellow soldiers.

Flags can be unifying to a country, and many times are. A country that can look to its flag flown high above the landscape in times of trouble and remember that the country will go on. People that have never met before can feel unity towards one another knowing that they're part of the same country and fly the same flag. In a country as large as the United States of America, having a unifying flag really brings the country together. When you've seen how different places like Maine and Arizona are, seeing the American flag makes you realize they're both part of the same country. The flag makes all American citizens feel like part of a team.

Each flag has its own story, including the Oklahoma State Flag, which pays homage to the state's rich Native American heritage. There are two symbols of peace on it, including a Native American peace pipe and an olive



branch. There are also brown crosses on the flag, which are Native American symbols for stars.

Many residents of individual states enjoy having their state flag displayed on their car or outside their home. The Texas state flag is a popular choice nationwide because of the pride and solidarity of the Texan spirit. After 9/11, it was said that all of America considered itself New Yorkers, so New York State and city flags became a sign of American unity. Just as the American flag is a symbol of this nation's pride and values, flags from countries all over the World use their banners to display their country's pride to other nations. Each country has a different flag and sometimes cities have flags, too. For instance, New York, Chicago, Cleveland, Dallas, Boston, Pittsburgh, and San Francisco all have city flags that represent what each city stands for.

A flag is not just a symbol, but a way for a country to portray itself to the rest of the world. These flags are then made into national icons for each country. In America, you'll see the US flag on items from pins to stickers to hard hats.

The flag has been used to display our nationalism, as well as our rebellion, and everything else in between. The flag is so important that its history tells the story of America itself. It represents the freedom, dignity, and true meaning of being an American. •

From: <https://www.united-states-flag.com/flags-and-their-importance.html>



## Speeches— President Ronald Reagan

On July 4, 1986, aboard the USS John F. Kennedy, President Ronald Reagan delivered this speech in New York Harbor for Liberty Weekend. The celebration was the 100th anniversary of France giving the Statue of Liberty to the United States, which had just been restored and revealed that week.

My remarks tonight will be brief, but it's worth remembering that all the celebration of this day is rooted in history. It's recorded that, shortly after the Declaration of independence was signed in Philadelphia, celebrations took place throughout the land, and many of the former colonists, they were just starting to call themselves Americans, set off cannons and marched in fife and drum parades.

56 men came forward to sign the parchment. It was noted at the time that they pledged their lives, their fortunes, and their sacred honors. And that was more than rhetoric. Each of those men knew the penalty for high treason to the crown. "We must all hang together," Benjamin Franklin said, "Or assuredly, we will all hang separately."

And John Hancock, it is said, wrote his signature in large script, so King George could see it without his spectacles. They were brave. They stayed brave through all the bloodshed of the coming years. Their courage created a nation built on a universal claim to human dignity. On the proposition that every man, woman, and child had a right to a future of freedom...

...All through our history, our presidents and leaders have spoken of national unity, and warned us that the real obstacle to moving forward, the boundaries of freedom, the only permanent danger to the hope that is America, comes from within.

It's easy enough to dismiss this as a kind of familiar exhortation. Yet the truth is that even two of our greatest founding fathers, John Adams and Thomas Jefferson, once learned this lesson late in life. They'd worked so closely together in Philadelphia for independence, but once that was gained and a government was formed, something called partisan politics began to get in the way.

After a bitter and divisive campaign, Jefferson defeated Adams for the presidency in 1800. And the night before Jefferson's inauguration, Adams slipped away to Boston, disappointed, brokenhearted and bitter. For years their estrangement lasted. But then when both had retired, Jefferson at 68 to Monticello, and Adams at 76 to Quincy, they began through their letters to speak again to each other.

Letters that discussed almost every conceivable subject; gardening, horseback riding, even sneezing as a cure for hiccups, but other subjects as well. The loss of loved ones, the mystery of grief and sorrow, the importance of religion. And of course the last thoughts, final hopes of two old men, two great patriarchs for the country that they had helped to found, and loved so deeply.



"It carries me back," Jefferson wrote about correspondence with his co-signer of the Declaration of Independence, "To the times when, beset with difficulties and dangers, we were fellow laborers in the same cause, struggling for what is most valuable to man, his right to self-government. Laboring, always at the same oar, with some wave ever ahead threatening to overwhelm us and yet passing harmless, we rode through this storm with heart and hand."

It was their last gift to us, this lesson in brotherhood, in tolerance for each other, this insight into America's strength as a nation. And when both died on the same day, within hours of each other, that date was July 4th, fifty years exactly after that first gift to us, the Declaration of Independence.

My fellow Americans, it falls to us to keep faith with them, and all the great Americans of our past. We are one nation under God. That black and white, we are one nation indivisible. That Republican and Democrat, we are all Americans. Tonight, with heart and hand, through whatever trial and travail, we pledge ourselves to each other and to the cause of human freedom. The cause that has given light to this land, and hope to the world. •

*Ronald Reagan July 4th Speech Transcript 1986 - Rev*

**Do you ever wonder who first thought of Baseball Caps?**

The baseball cap is a classic American hat. But in the early days of the sport, baseball players did not wear standardized hats. Instead, baseball players simply wore whatever they could to keep the sun out of their eyes. Then, around the turn of the century, the baseball cap we know and love today began to take shape. The design was derived from brimmed hats that were popular in the late 19th century, including deerstalkers (which were popularized by the illustrations of Sherlock Holmes), jockey caps, military “pillbox” caps, fedoras, and straw boater hats.



The earliest baseball caps were made from wool and featured a leather bill. Air holes were added to the design in the 1890s. Then in 1901, the Detroit Tigers became the first team to put a logo on a baseball cap. Longer bills were introduced in the 1920s and 1930s along with a firmer visor. By the 1940s, the crown had become more vertical, allowing the front of the cap to bear a prominent logo and evolving the shape into the familiar baseball cap silhouette we are familiar with today.

The most significant change that baseball caps have undergone since the mid-1900s is the material; in 2007, the Major Baseball League (MLB) changed the standard material from wool to polyester, since the latter is more comfortable for players to wear. Today, it’s not just players who wear baseball caps – people from all walks of life wear these classic American caps to protect their eyes from the sun, show support for a team, or simply as a fashion statement.

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In 1934, Lou Gehrig not only won the Triple Crown batting title, but was the first baseball player to appear on a Wheaties cereal box. (He appeared on the back, not the front.)

On July 6th, 1944—Jackie Robinson was placed under arrest in quarters for refusing to move to the back of a military bus. He would be court-martialed but eventually acquitted in a trial on August 2 .

On September 7, 1974, in a game against the White Sox, California Angels pitcher Nolan Ryan became the first player to break the 100 mph barrier when one of his pitches was officially clocked at 100.8 miles per hour.

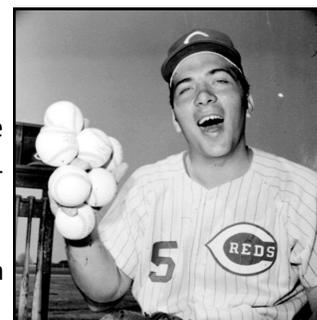
Jackie Mitchell, a 17-year-old female pitcher for the AA Chattanooga Lookouts, once played the New York Yankees in an exhibition game and struck out Babe Ruth and Lou Gehrig in succession.

Seven to 10 dozen balls are used in an average game, says the MLB. That means, among the 30 teams, about 1,550 balls are used in just one day, or about 247,860 in a season. The life expectancy of a baseball during a game these days: Often just two pitches, says the MLB.

A famous photograph features Bench holding seven baseballs in his right hand.

On May 30, 1894, Bobby Lowe, of the Boston Beaneaters, became the first Major League player to hit four home runs in a single game. The unlucky opposing pitcher was Elton Chamberlain of the Cincinnati Reds.

During World War II, the U.S. military designed a grenade to be the size and weight of a baseball, reasoning that "any young American man should be able to properly throw it." •





# *Spotlight on Public Relations*



## **Leadership and PR Lessons Learned from the Pandemic**

In March 2020, the world came to a screeching halt. Many businesses, groups and organizations were forced to pivot and look for different ways to prosper and drive revenue. It was a wake-up call to create new ways of doing business.

We shifted from looking into our client's, employees, and members eyes and reading their body language to embracing screens and leading from our living rooms, home offices and perhaps even a garage.

Many organizations to include locales and Grands had to embrace creativity, resilience and courage as they embarked on a new ways of doing business and staying in contact with members.

So what are some of the lessons learned from this past year...

1. We are all human. 2020 was the great equalizer. We had to learn to honor and embrace the blurring of boundaries between work and life. Kids and dogs were joining Zooms and we were learning how to breathe and laugh at the interruptions. Meetings, proms and web connections in PJs, needing a shave or drinking coffee—we all had to laugh.
2. We can be productive from home. Years ago, we thought we all had to be in the offices every day to get anything done. What we realized is that there are many people and many professions that can work even more efficiently from home than ever before. Many locales and Grands were successful despite not being able to physically meet. The pandemic stressed and showed the importance of newsletters and public relations.
3. Leaders who paved the way with honesty and empathy were the ones who have created success for the future. Authentic leaders inspired confidence with their members and led the way this year more than ever—leadership, mentorship, delegation and communication fostered success.

Leadership sometimes had to admit they did not know all of the answers—it was a struggle for all of us—and it is still not over.

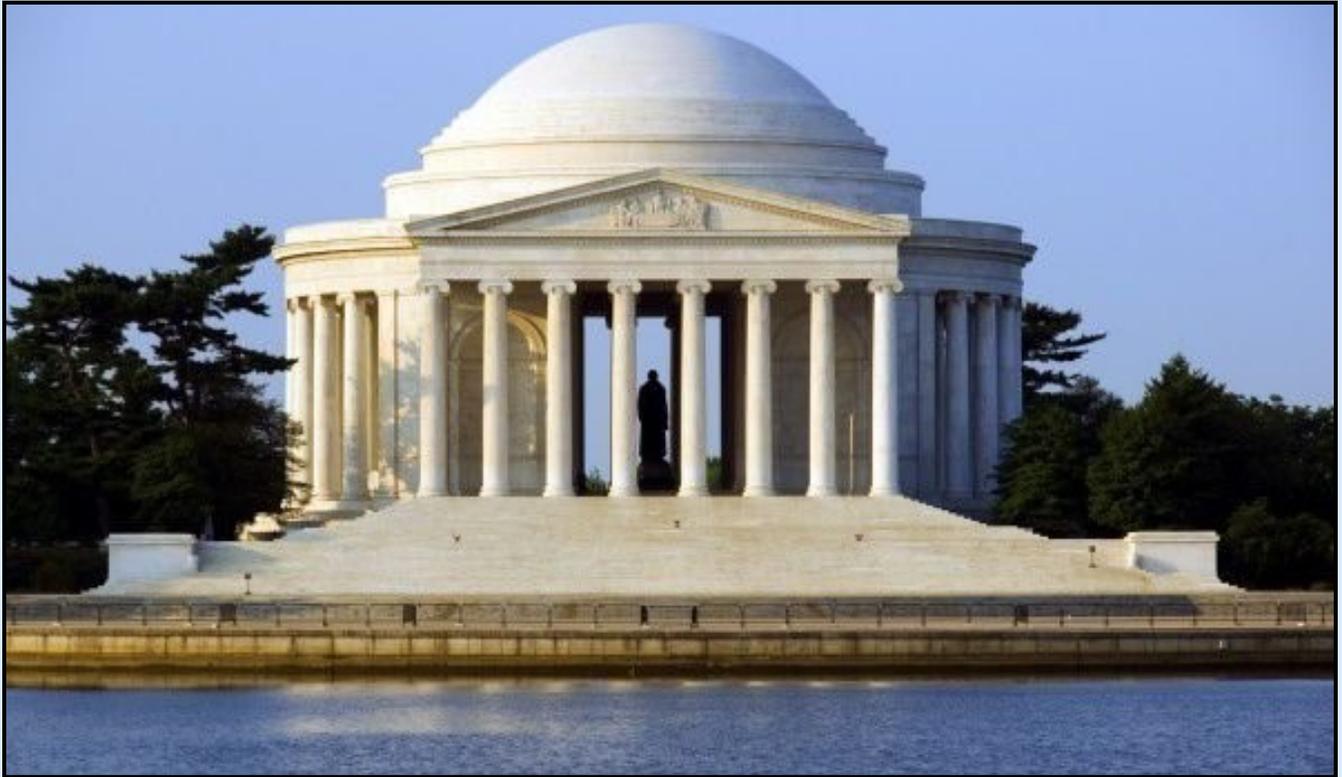
4. We learned the importance of digital and social media—the recent pandemic has encouraged the use of technology platforms like Skype, Zoom and others. The good news is this means you can do media interviews at any time, from any location. The bad news is if your technologically challenged, it's time to play catch-up and get with the times. It appears that even post-pandemic this trend won't be going anywhere as this has opened reporters and producers' eyes to the convenience and accessibility virtual interviews provide.

It should be noted, that on a daily basis, more and more people are turning to social media for their news and information. We learned not to overlook social media!

6. We learned that in public relations, we could not rely on the old tried and true techniques of press and media releases—yes they are important and work at times—but new strategies, ideas and plans had to be developed to stay one step ahead of the pandemic—but these strategies will remain with us. •

*From a variety of news and web sources and L'Editeur interpretation.*

# POSTER OF THE MONTH



“Our greatest happiness does not depend on the condition of life in which chance has placed us, but is always the result of a good conscience, good health, occupation, and freedom in all just pursuits.”

*Thomas Jefferson*

## Things to celebrate or remember in July

**July 4—Independence Day**—Our Nations 245th birthday

**July 21**—President Hoover signed the bill creating the VA on July 21, 1930.

**July 25—National Hire a Veteran Day**



**July 27—National Korean War Veterans Armistice Day**— National Korean War Veterans Armistice Day is observed each year on July 27th. It is a time to remember as many as 50,000 American troops who died in the conflict (official sources vary on the actual number), and over 100,000 wounded, and thousands of prisoners of war.

**July 28—National Buffalo Soldiers Day**—July 28th is National Buffalo Soldiers Day, the holiday celebrating the contributions of some of the earliest African-American troops in the United States military.



These troops served on the Western frontier after the Civil War. They served in a variety of ways including security, law enforcement, and other frontier-specific activities. In 1866, Congress passed legislation known as the Army Organization Act, which formalized the creation of six all-Black U.S. Cavalry and infantry units.

**July 29—Army Chaplain Corps Anniversary**—The U.S. Army Chaplain Corps celebrates its birthday each year on July 29th, the day it was authorized by the Continental Congress. There are commemorative gatherings across the globe held by Army Chaplains, Chaplain Assistants, and other support troops to observe the birthday of the Corps. These events reaffirm the Army Chaplain Corps' commitment to helping, mentoring, counseling, and teaching soldiers. July 29th is celebrated everywhere from Washington D.C. to the most forward deployed locations around the globe.

**Your P.A.L.S. card must say 2021 to be in good standing!**

### 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](mailto:rennykeagle@gmail.com)

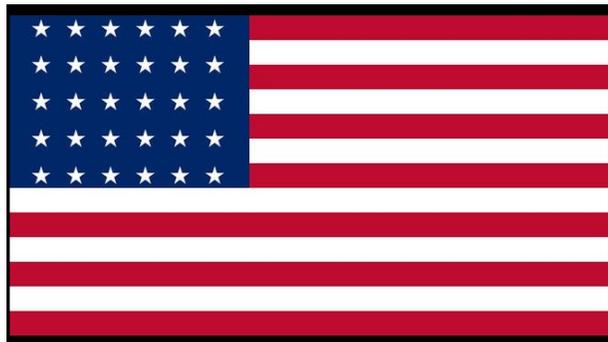


## The Stars and Stripes: Here are the 27 different US flags and their histories

### 12—Thirty-Star U.S. Flag

- Years flown: 1848 ~ 1851
- Who was president: James Polk (1845-1849), Zachary Taylor (1849-1850), and Millard Fillmore (1850-1853)

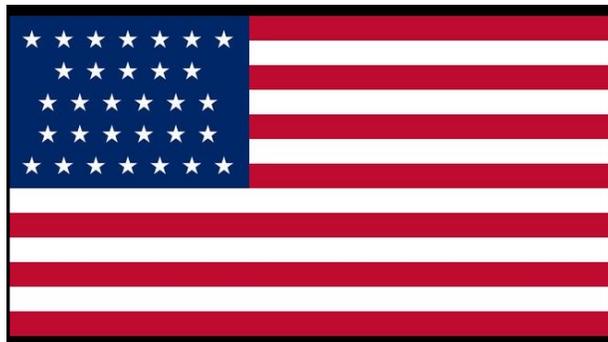
Wisconsin became a state on May 29, 1848, adding the 30th star to the U.S. flag less than two months later. Not all residents of Wisconsin were enthusiastic about statehood. They had rejected it four times previously because they were concerned statehood would mean higher taxes.



### 13—Thirty-one Star U.S. Flag

- Years flown: 1851 ~ 1858
- Who was president: Millard Fillmore (1850-1853), Franklin Pierce (1853-1857), and James Buchanan (1857-1861)

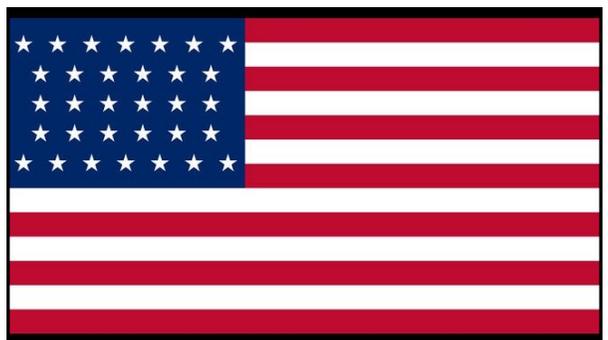
The Gold Rush that began with the discovery of the precious metal in 1848 helped fast-track California to statehood in 1850. California became the 31st star on the American flag the following July 4. The admission of California fulfilled America's manifest destiny of a nation extending from sea to sea.



### 14—Thirty-Two Star U.S. Flag

- Years flown: 1858 ~ 1859
- Who was president: James Buchanan (1857-1861)

On the eve of the Civil War, Minnesota was admitted to the Union on May 11, 1858, and represented as the 32nd state on the flag less than two months later. Minnesota was admitted as a free state.



### 15—Thirty-Three Star U.S. Flag

- Years flown: 1859 ~ 1861
- Who was president: James Buchanan (1857-1861) and Abraham Lincoln (1861-1865)

America's expansion surged to the Northwest with the admission of Oregon on Feb. 14, 1859, adding a 33rd star to the flag the following July. Oregon, which had become a U.S. territory in 1848, was admitted as a free state, though its first two senators, Joseph Lane and Delazon Smith, were proslavery Democrats.

