

# 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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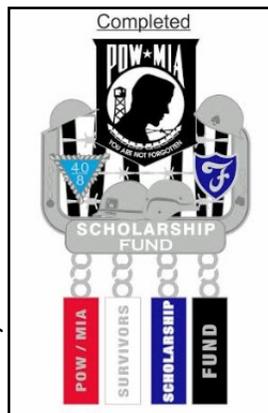
Vol. 35 No. 11 **Supporting and Encouraging La Societe Public Relations for 35 Years** July 2020

It goes without saying that all of us on the PR Committee hope you are well and safe. These are trying times for Locales and Grands to keep in touch with their membership—that's why newsletters and communication right now is so important.

The 2021 cards are hitting the Locales right about now—but lets not give up on 2020 just yet—we've got until the end of the month.

When is the last time you looked at the Forty and Eight's Public Relations Manual? There is a (Ctrl-Click) link on the back page. It is time to review and perhaps update—so if you see something we should add or have a suggestion—let myself or Bob know.

God Bless America—always stand beside her!



### In this issue!!

- PR Directeur Letter
- Message from Bob
- PR Clipboard—PR Headlines from the Web
- The Stars & Stripes—Newspaper of WWI
- PR Editorial—"I Can't Believe It's Not Butter"
- Great Military Speeches—Napoleon Bonaparte
- Newsletter Filler, Trivia or Just for Fun
- Spotlight on PR—Google vs. Bing
- Poster of the Month
- Back Motivation Page—Americanism
- 12th Page—"Fearless on the 4th of July"

**The fears that we don't face  
become our limits.**

[https://twitter.com/The\\_40and8](https://twitter.com/The_40and8)



(Ctrl-click)

## 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" Windward, 408voiture622@gmail.com

Advisor—Pat Beamer, gpatbeamer@bellsouth.net





Robert "OB1" Cearlock  
National Public Relations Directeur  
La Societe 40 et 8  
P.O. Box 1782  
Mt. Vernon, Illinois 62864



## THE HONOR SOCIETY OF AMERICAN VETERANS

We are the "Honor Society of American Veterans" and as such we are comprised of Honorably Discharged Veteran and Active Duty Military Personnel who all swore to protect the Constitution States against all enemies both Foreign and Domestic! The first Amendment is sacrosanct, and we support of the United every citizen's right to peacefully protest.



**The 1<sup>st</sup> Amendment states;** "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people **peaceably** to assemble, and to petition the Government for a redress of grievances".

La Société's Constitution Preamble makes no mention of any "political" purpose and this is as it should be as we represent all Veterans regardless of Race, Religion or Political positions. However, as stated before, we all swore to protect the Constitution States against all enemies both Foreign and Domestic!

**Destruction of property, assault on citizens and Law Enforcement Officers, defacing of private and public property and houses of worship, is not protected by the 1<sup>st</sup> Amendment!**

I receive emails and texts constantly decrying our silence on the events that have saturated the news for the last several months. We are all Citizens and Patriots and we have the same right under the 1<sup>st</sup> Amendment as every other Citizen. However, we are also bound by our oath to La Société and it's constitution. We have a process for amending our constitution and should you feel we need to amend it you should submit a resolution for consideration by the National Promenade.

Yours in service to la Société,

*Bob "OB1" Cearlock*

**National Directeur, Public Relations  
La Societe 40 et 8**

## More from the Directeur Public Relations...



Robert "OB1" Cearlock  
National Public Relations Directeur  
La Societe 40 et 8  
P.O. Box 1782  
Mt. Vernon, Illinois 62864



### THE HONOR SOCIETY OF AMERICAN VETERANS

AREA 1  
Renslar Keagle  
renslarkeagle@yahoo.com

AREA 2  
Paul Yager  
pcyager@gmail.com

AREA 3  
Michael G. Paul  
nykmykey@comcast.net

AREA 4  
Thomas "Woody" Woodward  
408voiture622@gmail.com

Committee Advisor – Chef de Chemin de Fer Passe, Patrick Beamer [gpatbeamer@bellsouth.net](mailto:gpatbeamer@bellsouth.net)

June 29, 2020

Greetings Voyageurs,

I know you have heard this before. Obviously, you have heard but not listened! Yes, it takes an investment of both time and money to launch a web site. But it is important to realize that today 90% of all information reaching the public is a product of the WEB!

In the 21<sup>st</sup> century we are all remiss if we fail to see the value of this type of public communication and the natural Public Relations that result.

OK, you Grey Beards are quick to tell me that you don't know anything about computers, and you don't want to. Fine! Get out there and invite new young Veterans to join La Société and lend their skills to your Locale or Grand. They are not going to come to you if they don't even know who you are and what you stand for. **Your Locale Newsletter or even your Grand publication does nothing to promote new members. It is not distributed to the public, so you are "preaching to the Choir".**

It is far past time that we drag ourselves, kicking and screaming, if necessary, into the 21<sup>st</sup> Century! Take a look at the attached report. Are you represented? Is the entry in the public domain [website, Facebook page, newspaper article, media interview or report]? If not you have not reached the PUBLIC and you have not advanced our cause.

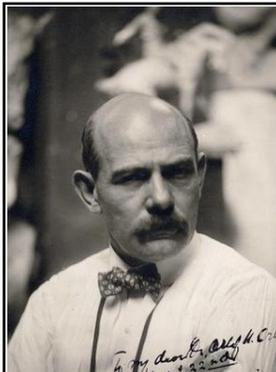


Yours in service to la Société,

**Bob "OB1" Cearlock**

**National Directeur, Public Relations**

**La Societe 40 et 8**



Hence, let us place there, carved high, as close to heaven as we can, the words of our leaders, their faces, to show posterity what manner of men they were. Then breathe a prayer that these records will endure until the wind and rain alone shall wear them away.

— Gutzon Borglum —

AZ QUOTES

## THE CLIPBOARD



AP Stylebook has updated its race-related coverage guidance to include capitalizing “Black” when using it in a “racial, ethnic or cultural sense.” Communicators should also capitalize “Indigenous”.

The AP Stylebook said it will decide whether “white” will remain lowercase within the month.



### PR Headlines from around the Web...

NPC International, which owns more than 400 Wendy’s locations and 1,200 Pizza Hut restaurants, has declared Chapter 11 bankruptcy.

Following criticism over third-party sellers’ “All Lives Matter” and “Irish Lives Matter” t-shirts, Walmart announced that it’s stopping all sales of the former: “We will continue to sell other variations, including ‘Blue Lives Matter,’” a Walmart spokesperson told CBS MoneyWatch in an email. “We fundamentally believe all lives do matter and every individual deserves respect,” the Walmart spokesperson stated. “However, as we listened, we came to understand that some, but not all, people using the phrase ‘All Lives Matter’ in the current environment intentionally minimized the focus on the painful reality of racial inequity.”

Starbucks, Coca-Cola and Unilever pause social media ads, Microsoft closes retail stores, and cosmetics brands drop ‘whitening’ terms. Coca-Cola announced its own ban, saying it would pull advertising from all social media sites for 30 days. “We will take this time to reassess our advertising standards and policies to determine whether revisions are needed internally, and what more we should expect of our social media partners to rid the platforms of hate, violence and inappropriate content,” the company said in a statement.

L’Oreal recently announced that it will stop putting the terms “fair,” “fairness,” “white” and “whitening” on its skin-care products. The move comes after increasing consumer pressure on brands to take a stand against racism as Black Lives Matter protests continue. L’Oreal joins two other companies that will cut the terms from its packaging as well as its PR and marketing campaigns.

**SOCIAL BUZZ**—The UPS Dogs Facebook page, with more than 1.8 million followers, and the UPS Dogs Instagram account, with more than 650,000 followers, are great examples of the power that comes with passionate brand advocates (especially if pets are involved). Neither social media account are an official company profile, but rather were created by an employee to showcase the relationships between UPS drivers and consumers’ four-legged family members. The group, started by 17-year UPS veteran Sean McCarren, features adorable photos of dogs (and sometimes cats) that he and other drivers encounter on their routes. McCarren got the idea for the page when he realized he had between 50 to 60 photos of dogs on his phone. “I posted on my regular wall, and everyone was all crazy about it,” he told Insider. “So I decided to just go ahead and make a page.” • *All above from www.prdaily*

*Note: Whether you agree or disagree, reading above, you can see the impact the virus and recent racial unrest has had on public relations, social media and just about any and all organizations.*



## The Stars and Stripes - World War I Newspapers

This eight-page weekly featured news from home, sports news, poetry, and cartoons, with a staff that included journalists Alexander Woollcott, Harold Ross, and Grantland Rice. The Stars and Stripes was published during World War I in France by the American Expeditionary Force (AEF) of the United States Army from February 8, 1918, to June 13, 1919. General John J. Pershing wanted a newspaper written by servicemen for the soldiers on the battlefield of the Great War...

The newspaper's mission was to strengthen the morale of the troops and to promote unity within the American forces serving during World War I, then widely scattered and fulfilling many apparently unrelated functions. The venture was immediately popular with the soldiers, quickly selling out its first issue of one thousand copies. Although designated as the "official newspaper of the AEF," its independent editorial voice earned the confidence and affection of common soldiers. The Stars and Stripes grew to a high-circulation newspaper, reaching well over half a million readers by its one-year anniversary.

The Stars and Stripes, published exclusively in France during its seventeen-month run, used a layout typical of American newspapers of the day, with wide columns, "all-cap" headlines, and lots of illustrations. The editorial staff assigned to the newspaper was composed mostly of enlisted men, including several career journalists. Second Lieutenant Guy T. Viskniskki from the Wheeler Newspaper Syndicate, New York Times drama critic Alexander Woollcott, bibliophile John Winterich, and cartoonist Abian "Wally" Wallgren of the Washington Post were among those who contributed their experience and skill.

The Stars and Stripes carried the same type of material as the hometown newspaper typical of the time, including illustrations, sports news, letters to the editor, helpful hints, and advertisements. Its layout and content reflected a staff that had already acquired newspaper experience in civilian life. The newspaper's content contributed to its success, as did its distribution system.



Throughout the seventeen months of its publication, The Stars and Stripes dedicated a significant amount of space to soldier-authored material. The newspaper's editors appreciated the poetry and sentimental ballads typical of the period. Poetry appeared in every issue of The Stars and Stripes. Although the newspaper occasionally published reprints of the poetry of famous poets, the soldiers themselves wrote most of the poems. "The Army's Poets" column was inaugurated May 3, 1918 (p. 5, col. 1) and swiftly became the most widely read column in the newspaper.

Soldiers submitted more than seventy-five thousand poems for possible printing in The Stars and Stripes. Through their poetry, soldiers commented on life in the trenches, homesickness, patriotism, and the comradery essential for war-time success. The humor of the AEF doughboys tended to be a product of everyday experience, and their poetry reflects the hardships the men endured during World War I, so far from home. •

## PR Editorial— “I Can’t Believe It’s Not Butter”

We are talking about a common butter substitute made of vegetable oils and frequently used as a spread. Sometimes its name is used as a humorous/sarcastic reference to a sub-par substitute to something. Also a popular phrase to say when you are currently in denial of something.

How about the phrase “I can’t believe it’s not public relations.” So what are some common misconceptions about what is public relations. Public relations is NOT:

Marketing or advertising—we’ve discussed this many times. Marketing and advertising, sometime paid, is a means to simply sell something—which could be an idea or even La Societe—but its not public relations. Public relations is about relationships. Isn’t advertising and marketing really just one-way communication?

Advertising and marketing is really nothing more than exposure, while public relations is all about building trust and reputation within your veteran community. Advertising is “buy this”, public relations is “buy this because”. Special events, raffles, etc. are important and have their purpose but are not public relations—but rather short term promotions. Public relations is long term.

Lets talk about publicity. Publicity and public relations are often wrongfully considered one and the same. In fact, publicity is just one aspect of public relations. Publicity concerns your presence in the media... It differs from PR in the sense that public relations focuses on more than just public attention. So flyers, fact sheets, brochures, even press releases—all good and necessary—are more publicity than PR.

*The goal of public relations is to shine a favorable and accurate light on your Locale or Grand — what you are about, how you are different and why you are needed in your community.*

Public relations is really nothing more than persuasion. Here’s what the Public Relations Society of America PRSA agreed upon after a few thousand submissions: “Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.” I’ve said here in the Bulletin many times we need to become storytellers.

Public relations does need tools, tools that do stand alone in helping getting out your message to the community and your membership. What kind of tools are we talking about...

Writing and distributing press releases.

Speech writing and getting out in the community and talking about La Societe. You would be surprised at how many community organizations will jump at having you as a guest speaker. I’ve spoken at Rotary, Kiwanis, Sons and Daughters of the American Revolution, schools, military and veteran social groups on many subjects—but always begin about who and what we are as an organization.

Create and execute special events designed for public outreach and media relations . Ever set up a table at the PX/ Commissary or even Lowes or Wal-Mart? Ever tied in poppy sales to the Forty and Eight and our ties to WWI?

Using the heck out of social media—but it is not the final answer. Social media can only work to augment public relations.

There’s an old saying: “Advertising is what you pay for, publicity is what you pray for.” Take into consideration all of the above and “Public Relations is what you get.” • L’Editeur



I like to use 'I Can't Believe it's Not Butter' on my toast in the morning, because sometimes when I eat breakfast, I like to be incredulous. How was breakfast? Unbelievable.—Demetri Martin

*I had to read this about three times to get it!*

## Great Military Speeches— NAPOLEON'S ADIEUX TO THE OLD GUARD AT FONTAINEBLEAU, 20 APRIL, 1814

On April 20, 1814, Napoleon Bonaparte (1769–1821), also called Napoleon I of France, spoke to the members of an elite military squadron known as the Old Guard. The speech was brief but significant. It was a sign Napoleon had finally accepted defeat. Napoleon had begun his career as a soldier and worked his way up through the ranks of the French military to become the emperor of France. His reign was characterized by continual warfare with the rest of Europe.

In 1812 Napoleon met defeat in a campaign against Russia in which hundreds of thousands of troops died. After another crushing defeat at the Battle of Leipzig in 1813, Napoleon was disgraced and out of favor with the French people. He abdicated the throne in April 1814. Facing exile, Napoleon attempted suicide. After recovering, he stood before his most loyal soldiers and bid them and France an emotional farewell.

In fact, Napoleon would not be out of power for long. He returned to power in March 1815 but was exiled again after France's defeat at the Battle of Waterloo in June of that year.



Do not lament my fate; the only reason I have allowed myself to survive was so that I could further serve our glory. I want to write down the great deeds which we have done together. Adieu, my children! Would that I could press you all to my heart. Let me at least embrace your standard....!'

*At these words, General Petit, seized the aigle and stepped forward. Napoleon took the general in his arms and kissed the standard. The silence which this great scene imposed was broken only by the sobs of the soldiers. Napoleon, visibly moved, pulled himself together and began again with a stronger voice:*

'Once again, adieu, my old companions! May this last kiss pass to your hearts!'

*Thus he spoke, and bursting out of the group which had formed around him, he threw himself into his carriage...*"

*"On the 20 April at noon ... Napoleon left his rooms... He descended the flight of steps [above the Cour du Cheval-Blanc, at Fontainebleau Palace] and, passing the row of carriages, he advanced towards the Guard. He made a sign that he wished to speak. Everyone fell silent, and in a most devoted quiet, they listened to his last words...*

'Soldiers of my Old Guard, I bid you farewell. For twenty years you have been my constant companions on the road to honour and glory. In these latter times, as in the days of our prosperity, you have never ceased to be models of courage and fidelity. With men such as you our cause would not have been lost; but the war would have been interminable; it would have been a civil war, and France would only have become unhappier still.

I have therefore sacrificed all of our interests to those of la patrie; I shall depart. But you, my friends, continue to serve France. Her happiness was my only thought; it shall continue to be the object of my desires.



**Wild West Stuff...** A popular drink of choice was “whiskey” made up of burnt sugar, alcohol, and chewing tobacco. This drink was incredibly powerful and given the nickname “firewater” as cowboys would light it on fire. Another favorite drink was cactus wine, made with a combination of tequila and peyote tea. Both of these drinks packed a punch - and caused many cowboys to throw a punch too. It wasn’t uncommon for bar fights to break out and sometimes even lead to death.



The stereotypical cowboy is rugged, white, and male. But what many people don’t realize is that there were plenty of African American cowboys. One in every four cowboys were African American, and they were no different from their white counterparts. All cowboys did the same job - herd cattle, work on the ranch, tame horses, and feature in rodeos. The Wild West was so named for the lawlessness of the untamed territories west of the Mississippi River - the western United States during its frontier period. The period of the Wild West was from 1865 - 1895, a period of thirty years.

**A June 1, 1943, tornado stripped the feathers off of 30 chickens. The chickens survived.**

In A.D. 1281, a hurricane killed 100,000 Mongols who were attacking Japan. The Japanese thanked their storm gods for the kamikaze, which means divine wind from the gods.

**Military stuff... 30 of the 43 Presidents served in the Army, 24 during time of war, two earned the rank of 5-star General (Washington and Eisenhower) and one earned the Medal of Honor (T. Roosevelt). Only one President (James Buchanan) served as an enlisted man in the military and did not go on to become an officer. Less than 28 percent of Americans between the ages of 17-23 are qualified for military service, that’s only about 1-in-4. The Air Force's F-117 fighter uses aerodynamics discovered during research into how bumblebees fly.**

The United States Space Force is the space warfare service branch of the U.S. Armed Forces, and is one of the eight U.S. uniformed services. The sixth and youngest branch of the U.S. Armed Forces, it was the first branch of the military established since the formation of the independent U.S. Air Force in 1947. The National Defense Authorization Act for 2020 re-designated Air Force Space Command as the U.S. Space Force, and established it as an independent branch of the U.S. Armed Forces on 20 December 2019. *It would have been cooler to name it “Starfleet Command”.*



**In 1978, President Jimmy Carter signed HR 1337, which legalized home-brewing beer at the federal level.**

Fort Hood near Killeen, Texas, is named for Confederate General John Bell Hood, considered by many as overaggressive, careless, and emotionally troubled. The base opened in 1942 at a time when the U.S. was segregated and still dealing with post-Civil War emotions.

**Mount Rushmore is named for Charles E. Rushmore, a New York attorney who was visiting South Dakota to check on the legal titles of properties. He never lived to see the completion of Gutzon Borglum's sculpture on the mountain, but he did donate \$5,000 toward its completion. Workers hourly pay was good for the tail end of the Depression: 50 cents, rising to a heady \$1.25 for a skilled sculptor. Work stopped in winter. No one got overtime.**





## *Spotlight on Public Relations*



### **Search Engine Showdown: Google vs. Bing**

*L'Editeurs like myself do a lot of searching...for pictures, art, reference material, fact checking and more. Basically there are two search engines, Bing and Google. Both sites look and feel remarkably similar when it comes to basic search results. In fact, except for the font and the logo at the top of the page, it'd be easy to confuse one for the other.*

**Google:** By far the most used search engine in the world, Google Search has been around since 1997 and is constantly improving with new smart results, advanced features, and integration with other Google products. As of February of this year, Google currently has 64.5% of the US's search market share.

**Bing:** Bing is the latest name for Microsoft's search engine, previously called Windows Live Search and MSN Search. Bing brands itself as a "decision engine", aiming to present results with more real-world context than just finding text on a page. Bing also powers Yahoo's search, which, coupled with Bing, serves 32.6% of US internet searchers.

Bing's video search is significantly better than Google's. This is the biggest difference between the two (and why Bing has a bit of a reputation as "the porn search engine"). Instead of giving you a vertical list of videos with small thumbnails, it gives you a grid of large thumbnails that you can click on to play without leaving Bing. For some videos, it'll even give you a preview if you hover over.

Bing gives more autocomplete suggestions than Google does in most cases. Google only gives four, while Bing gives eight. This is particularly useful if you're using autocomplete to find alternative products or to get wildcard suggestions.

Google's shopping suggestions show up more often than Bing's do, and they're generally much better. So if you're trying to find out which stores carry a certain product, or where to find the best price online, Google will be better than Bing.

Google's Image Search interface feels a bit smoother when you use it, though Bing has one or two more advanced options like "Layout" (which lets you search for portrait or landscape images). Bing's image search also lets you remove certain parts of your search term with one click, which is kind of cool (I wish it did this for all searches).

Bing puts related searches and related image searches to the right of your search results, while google puts them near the bottom. This isn't really a good or a bad thing; it's just a difference.

Who else is out there...

**Yahoo:** Yahoo & Bing compete more with each other than with Google. A recent report on netmarketshare.com tells us that Yahoo have a market share of 7.68 percent. Although a leader as a free email provider, this is declining significantly though with their recent acknowledgement that User Details & Passwords were hacked last year.

**Duckduckgo:** (<https://duckduckgo.com/>) is the place to go to do searches and not be tracked. Go check it out...

# POSTER OF THE MONTH



**“Even the darkest night will end  
and the sun will rise.”**

— Victor Hugo, *Les Misérables*



Getting this issue out early for a variety of reasons, for one I am busy working early voting as a Judge here in Texas, got the 4th off—and I feel this issue has a special message I wanted to get out on this special of days. I'm proud to say I'm seeing a lot of flags on my street for a change.

As always, notify me of any address or email change. Hopin' and prayin' we still get to meet in Ohio for the 101st! Be safe!



**PRESS CREDENTIALS—P.A.L.S.**  
PRESS ASSOCIATION OF LA SOCIETE

**2022**

Name: \_\_\_\_\_

I certify, above is a member in good standing of the Press Association of La Societe and actively publicizes the activities of the Forty and Eight.  
*Robert Cearlock, President, P.A.L.S.*

Voiture \_\_\_\_\_

Grande \_\_\_\_\_ *Renslar R. Keagle, Secretary/Treasurer*

**PRESS**



## Motivation Page—Americanism!!!

"Do not let anyone claim tribute of American patriotism if they even attempt to remove religion from politics."

– George Washington's Farewell Address to Nation

"Sure I wave the American flag. Do you know a better flag to wave? Sure I love my country with all her faults. I'm not ashamed of that, never have been, never will be." – John Wayne

General Omar Bradley said, "America today is running on the momentum of a godly ancestry, and when that momentum runs down, God help America." Bradley also said, "We have grasped the mystery of the atom and rejected the Sermon on the Mount... The world has achieved brilliance without conscience. Ours is a world of nuclear giants and ethical infants."

The words "under God" were taken from Abraham Lincoln's famous Gettysburg Address, "...that this nation, under God, shall have a new birth..." and were added to the Pledge of Allegiance on June 14, 1954 by a joint resolution of Congress, 243 (Public Law 83-396). (The Pledge was initially adopted by the 79th Congress on December 28, 1945, as Public Law 287.) On June 14, 1954, President Eisenhower signed into law the pledge .



**Public Relations Manual—** <https://www.fortyandeight.org/public-relations/>

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

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Renslar R. Keagle

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El Paso, TX 79904-1710

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



## Fearless on the Fourth of July—

It might seem strange that a thing that brings so much joy to a 7-year-old would strike fear into the heart of a grown man—especially an ex-soldier. But I hadn't attended a Fourth of July celebration in six years. Not after what happened my first Independence Day back from active duty in Iraq. We were living in El Paso at the time, in army housing at Ft. Bliss.



April and I brought baby Angus with us to a friend's barbecue. We stood in the backyard chatting while Angus napped in the house. Then I heard it. Pop! Pop! Pop! Pop! Small ammunition—machine-gun fire.

"Incoming!" I yelled, and dove to the ground. I lay on my stomach, my hands covering my head, my heart pounding as I waited for the all clear. "Patrick, man, you all right?" I looked up to see my friend and April crouched beside me. What were they doing there? Then I started to get my bearings back. I wasn't with my battalion in Iraq. I was home. Across the street I could see the neighbors, lighting strings of firecrackers. Not gunfire. Just firecrackers.

I stood up, as embarrassed as I'd ever been. "Sorry," I muttered. I knew I wasn't in a combat zone, but my pulse raced like I was. My stomach was in knots, every hair on the back of my neck stood on end.

When the city fireworks started, I retreated inside the house and April followed, missing the show on my account. No more fireworks for me. Never again. My son Angus's disappointment really got to me. I revered my father—he was an Army veteran, the main reason I enlisted. My son looked up to me the same way, and now he was old enough to draw his own conclusions about why I hid out every Fourth. Would he learn that the best way to deal with fear is to shrink from it? Lord, is that what I'm teaching him?

I'd been through a lot of changes in the past year. Last summer, I'd lost my job at an oil company. Our family's finances got stretched to the limit. One Sunday at church was the first I'd been to in a long while. Everyone was welcoming. What the pastor said really moved me. "We often feel alone with the challenges we face," he said, "but God is always with you." My eyes filled with tears. Yes, my family faced challenges, but we weren't alone. I stood up, walked forward and accepted God into my life. April, Angus and I became regulars.

At our church's parenting class that week, I told everyone about the fireworks, about Iraq, about my terror. About how sometimes, wars are never over. They gathered close to me. April put me on the prayer chain and posted about my struggle on the church's Face-book page. I was stunned by the messages I received. "We're all praying for you." "You are loved and being looked after." "May God bless you and your family." It was like having a whole new band of brothers I could count on.

I called my dad, knowing he'd have good advice. "Position yourself so you can see the fireworks being lit," he told me. "That way, you won't be caught off guard. And, son, most important..." "Yes, Dad?" "Surround yourself with people you know and trust." Finally it was the Fourth of July. On the drive to the baseball field, Angus couldn't sit still in the backseat, pressing his face against the window. The field came into view, and then the parking lot, jammed with tents and booths.

The pyrotechnics team took their place in the outfield. I hoisted Angus onto the dugout and stood beside him. The team lit the fuses. Lord, I know you're here and you'll be with me. The first firework whistled into the air and popped. I took a deep breath, and kept watching. Then came another explosion and splash of color. Silver streaked the sky, pom-poms of red, white and blue. "Look, Dad!" Angus shouted, pointing skyward, his eyes lighting up. I wrapped my arms around him. "I'm looking," I whispered, gazing high into the Technicolor sky, celebrating, for the first time in years, my Independence Day. It was beautiful. • *by Patrick Coble From Guideposts- Jul 1, 2011*