

The Bulletin

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



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Vol. 37 No. 03 **Supporting and Encouraging La Societe Public Relations for 37 Years** November 2021



They say for Thanksgiving you should "Gobble til you Wobble". Most of us do, including a few days afterwards hitting the left overs. The Public Relations Committee wishes the best for all this Thanksgiving—with the gentle reminder to remember all those around the world serving us, unable to be home like we are.

This issue introduces the Blue Chevaliers—all details inside. Please consider being a charter member and joining soon.

Some housekeeping—Please keep me informed of all address and especially email address changes. Each month I am getting more and more digital copies returned due to bad or changed emails. New members are coming in—thanks to those out there promoting and pushing membership in our Press Association.

Our editorial this month is about how each of us can leave our own footprint on La Societe—please read. God's blessings! - L'Editeur

In this issue!!

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- Military Observances in December
- Digital Only—"The Great White Fleet"

Freedom is a precious gift. We honor our veterans sacrifices in helping to preserve that freedom, especially during Thanksgiving.

P.A.L.S. since 1984—Past L'Editeurs

George Hartley

Don Collins

Paul Chevalier



NATIONAL PUBLIC RELATIONS COMMITTEE—2022

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P.A.L.S. Page—Introducing The “Blue Chevaliers”



Project Mgr. Robert Cearlock.

Project advisors Mike Wood, Greg Hall & Frank Campo

PLEASE JOIN US "IN SUPPORT OF LAW ENFORCEMENT"

The National Public Relations Committee is proud to announce the launch of the “Blue Chevaliers” project as of November 1st 2021. The project was unanimously and enthusiastically approved by the Committee at the 2021 National Promenade in Springfield Missouri.

This is the culmination of over eighteen months of research and discussion and we are grateful for all of the input from Grands and Locales that have encouraged the launch.

This Project offers a great opportunity to gain exposure for the Forty and Eight and help fight the demoralizing attempt and in some cases, successful attempt by some to defund and demoralize law enforcement.

As we Voyageurs Militaire have shown great allegiance to the founding principles of America and taken an unexpired oath to defend her from all enemies, foreign or domestic, it is our hope that Locales and Grands will enthusiastically support this Project.

Perhaps we will be the pioneers of something great. This is nonpolitical, so that is not an issue, this is just the right thing to do.

MISSION STATEMENT

- **Support the goals of the Generals Club with additional funds when required to support the ‘Law Officer of the Year’ expense.**

The Forty and Eight General's Club was formed in 1973. Its original purpose was to honor and dignify the profession of law enforcement. Funds generated by the annual dues in this elite club, underwrite the expenses of the Outstanding Law Officer of the Year program. In so doing, the General's Club affords each annual Outstanding Law Officer of the Year award recipient, the opportunity to attend Promenade Nationale, as a guest of the Forty and Eight. In recent years, the Club has taken on additional fiscal responsibilities associated with the Americanism Award program. For nearly 40 years, the General's Club has been a very important and select element within the Forty and Eight.

- **Honor Locale, State & Federal Law Enforcement [including Military Police] Organizations and individuals for exceptional Community Relations activities and/or Projects**
- **Raise La Société’s profile in Local Communities to promote interest in our organization.**
- **IF YOU WISH TO JOIN THE BLUE CHEVALIERS, the initial membership includes the Blue Chevaliers lapel pin and your 2022 membership card. Subsequent years after initial year will be \$2.00 for the current year and will issue the new card only. SIMPLY FILL OUT THE FORM BELOW AND SEND YOUR CHECK OF \$15.00 TO THE ADDRESS ON THE FORM.**

CHECKS MUST BE MADE PAYABLE TO THE “ 40/8 BLUE CHEVALIERS”				
APPLICATION FOR MEMBERSHIP TO THE BLUE CHEVALIERS			INITIAL MEMBERSHIP	
NAME:			40ET8 MEMBER	LA FEMMES MEMBER
				NON MEMBER SUPPORTER
ADDRESS:	STREET:	CITY:	ST:	ZIP:
PHONE:		EMAIL:		
MAIL WITH CHECK MADE PAYABLE TO THE “ 40/8 BLUE CHEVALIERS”FOR \$15.00 TO: 40/8 Blue Chevaliers c/o Robert Cearlock, 7 Lawnwood Dr. Jackson, TN, 38305				

P.A.L.S. Page—2—Directeurs Letter

Robert "OB1" Cearlock
National Public Relations Directeur

La Societe 40 et 8
7 Lawnwood Drive
Jackson, Tennessee 38305

Wow! Already entering the Holiday season and it seems like we just had our Promenade Nationale. I guess time does fly when you are having fun!

Bev and I are finally settling in at our new location in Tennessee. We have moved many times in the last fifty-eight years, and this was the worst one in a lifetime. We will definitely NEVER move again! That being said, I am finally finding everything I need to get back to work on Public Relations and I expect this to be an amazing year.



I imagine most of you have seen this Logo by now. We launched the Blue Chevaliers Project on the 1st of November, and it has been hectic getting the pins and cards ready to distribute to the Charter Members who have already sent in their dues and donations. I am truly delighted with the response so far!

REMEMBER THAT 2022 IS THE CHARTER YEAR!

I am also pretty sure you have seen the P.A.L.S. Logo and pin before. Sadly, I don't see many displayed. Every Voiture should have at least their Correspondant as a member!

Make it a point to establish contacts with your Local Media in Newspapers, Radio and Television. They are always looking for Stories! Let's have 2022 be the recovery year for our losses in 2020 and 2021!



I know everyone is tired of hearing that the Locale is the heart and soul of La Societe, but it is a fact. It is the Locale that interacts with the Community and creates interest in our Programs and what we stand for. That is the best way to get new members.

I hope each of you will join in any celebration of VETERANS DAY any VSO in your community has and then have a wonderful Thanksgiving with your family and friends..

Next month I will add the PR Report so make sure you get your activities and press releases into me by New Year's Day.

Yours in service to La Société,

Bob "OB1" Cearlock

National Directeur, Public Relations

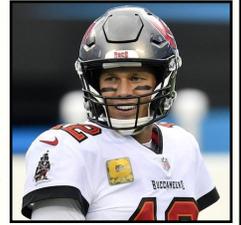
La Societe 40 et 8

L'Editeur— It sure seems to me we have pretty much snapped out of our "pandemic panic" and are ready to get back to work. Super kudos to the team getting the Blue Chevaliers off the ground—I know a lot of hard work. I love the pin and logo. As The Bulletin proceeds into it's 37th year, I've gone back and looked at decades old issues and even those from when I started back in 2013 as L'Editeur—and the progression and changes I think are amazing as our Committee has had to grow and change with the times, technology and social media. It's time we stop saying "Oh, public relations" and get in that PR manual and get a program going. I've pounded dirt into sand stating how important a locale newsletter is, whether it be email digital, mailed or any combination of... Here to help, just ask.—L'Editeur

THE CLIPBOARD



Hertz has announced that it will purchase 100,000 Tesla cars, converting more than 20% of its rental fleet to the electric vehicles over the next year. As the news pushed Tesla's market cap over \$1 trillion.



Hertz touted the announcement as a future-forward investment in customer experience and announced a partnership with NFL quarterback Tom Brady as part of the campaign.

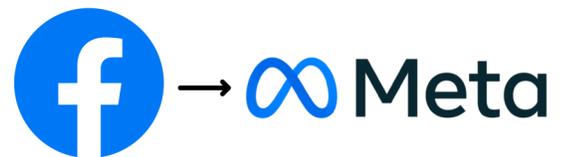
"Electric vehicles are now mainstream, and we've only just begun to see rising global demand and interest," said Hertz interim CEO Mark Fields. "The new Hertz is going to lead the way as a mobility company, starting with the largest EV rental fleet in North America and a commitment to grow our EV fleet and provide the best rental and recharging experience for leisure and business customers around the world."

AT&T and Verizon announce 5G delay after FAA warning (watch the skies after Jan. 5th!!!)

The Federal Aviation Agency issued a warning that AT&T and Verizon's planned rollout of their wider 5G networks could cause interference with aircraft safety systems. In response, both telecom companies said that they would delay the rollout of their expansion from December 5th until at least January 5th. The planned expansion would drastically improve 5G capabilities across the country.

Meta (formerly Facebook) backtracks on facial recognition program.

Meta, the company once known as Facebook, says that it will shut down its facial recognition system and delete the facial scan data of over 1 billion faces. In a blog post on the company's website, Meta vice president of artificial intelligence Jerome Pesenti acknowledged widespread concerns around how the technology was used.



Walmart, Target face questions on supply chain sustainability (wait for it) due to global warming?

A recent The New York Times story reported on how supply chain emissions and waste are often left out of company sustainability reports. The piece features quotes from several climate change experts claiming that, despite the public becoming more aware of how global supply chains work over the past 18 months, companies aren't doing enough to measure and mitigate the emissions of their supply chain partners. (Really???)

But Walmart has stopped short of requiring suppliers to reduce emissions. Rather if they report certain levels of progress, Walmart awards them with labels such as "Giga-Gurus" and "Sparkling Change Suppliers." (Like little gold stars?)



Patagonia calls on other companies to join its Facebook ad boycott (Patagonia is an American clothing company that markets and sells outdoor clothing since 1973).

The clothing company's CEO Ryan Gellert has spoken out against Meta (formerly Facebook), urging other companies to join the outdoors brand in pulling its ads from the platform. CNN reports:

"We believe Facebook has a responsibility to make sure its products do no harm, and until they do, Patagonia will continue to withhold our advertising," Gellert said in a statement to CNN. "We encourage other businesses to join us in pushing Facebook to prioritize people and planet over profit."

"Patagonia stopped all paid advertising on Facebook platforms in June 2020 because they spread hate speech and misinformation about climate change and our democracy. We continue to stand by that boycott 16 months later," Gellert said. •

From a wide variety of web sources

PR Editorial — What will be your Forty and Eight Footprint?

We hear all the time about leaving “footprints”. Lately, with all this global warming discussion, how our politicians are leaving hypocritical carbon footprints while traveling the country and the world. Well, travel is necessary and how they do it is on them—but they are leaders representing others.

But whoever we are, whatever we do, for family, our community and the Forty and Eight—we always leave a footprint.

Forty and Eighter's leave footprints – consciously or unconsciously - and these footprints have massive impact not only on their own locale, but also the future of La Societe.

These are not like the “footprints in the sand” where we look back and see what impact we have had on the world. Our focus is on what footprints we have yet to leave. Think of your footprint “as what you will be remembered for.”

And of course, some footprints are bigger and deeper than others and there are more of them... Footprints can change. What can we do to make a longer and lasting footprint within the Forty and Eight?

I would say a good beginning would be to become a student of Forty and Eight history. How can you be a successful Forty and Eighter, a possible leader and eventual mentor if you do not know our roots and history? We are not talking about every little date and name, but general knowledge of our beginnings in WWI, our ties to the boxcar, our history with the American Legion and how many of our programs were initiated and started. My dad was a salesman and I always heard him tell others “you can’t sell a product if you don’t know the product.” We all need a wide view of La Societe.

Every heard of the “Four H’s”? Humor, humility, honesty and honor... Your footprint is affected by all four. What better place to display and show a little humor and have fun than within La Society and at a promenade— combined with humility, honor, and honesty – all going a long way to building trusted long-term relationships, positioning you well with your locale or grand.

A deeper, long lasting footprint will be made with two very important areas—integrity and ethics. In all that we do, with every step we take, we have to be an internal conscience, always acting with integrity and ethics. Only then can our footsteps have importance and meaning.

Remember our footprints follow a path, we have different ones to choose from, crossroads to consider—even within La Societe. Are we comfortable within our locale or choosing an additional path to grand or even Nationale? Are we satisfied with just paying our dues and faithfully renewing or choosing a path to a leadership position?

I would say all the above means how big a footprint do you wish to leave within the Forty and Eight? If being a member of La Societe really matters to you, what kind of footprint are you leaving making you proud to be a member. It’s a question of reflection, looking back on the footprints we have left and deciding on what kind of footprints to leave in the future. Finally, remember this is your path, your footprint—take the path and leave the footprint that is right for you. •

L’Editeur—Renny Keagle

Never tell me the sky is the limit when there are footprints on the moon. — Unknown

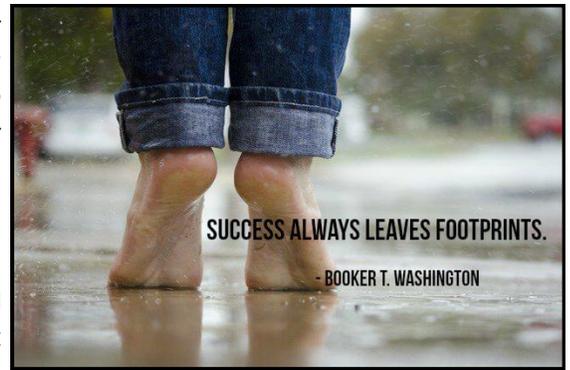
We must leave behind "faithful footprints" for others to follow. — Dennis Anderson

You can't leave a footprint that lasts if you're always walking on tiptoe. — Marion Blakey

You can't leave footprints in the sands of time while sitting down. — Nelson Rockefeller

It's not about being perfect, it's about doing something. If we're looking for perfection, we'll never, ever get there.

— Laurie David



WAYS SOCIAL MEDIA HAS CHANGED PUBLIC RELATIONS

Social media has had a profound effect on public relations, creating new opportunities and challenges for us. It allows organizations to engage across a variety of channels in real-time. Social media has also led to the emergence of powerful digital influencers for brands and organizations to reach out to and work with. (See this month's Spotlight).

The dominant discourse in public relations is that using social media is “good”, because social media can help organizations in developing dialogs and relationships with publics and membership by engaging with them.

Social media has given organizations the opportunity to reach members and the community on a variety of channels.

Whether it's through an engaging Facebook post or touching YouTube video, each channel offers a different venue to share its content with the community and membership. These channels contribute to a brand's overall personality and help members and others to feel a deeper, personal connection.

While it gives the opportunity to engage with many on a variety of channels, it's a two-way street. Social media also gives others the opportunity to engage with brands on a variety of channels. Consumers can “like”, comment on, and share their content and comments, which can help spread organizational awareness and messages.

Social media has provided many new and exciting outlets to communicate and share information. These channels are constantly evolving, challenging us to adapt quickly and create compelling content to reach specific markets and communities across a variety of mediums. Groups that recognize the power of these channels and invest time and energy to stay ahead of social media trends and developments have emerged as leaders, bringing value to their overall brand and creating loyal followers.

WHO IS BEST TO MANAGE OUR SOCIAL MEDIA?



So this month we spotlight social media and quite frankly many may be tired of hearing about it—seems like on TV, radio and even in social media it's all we hear about—new policies, controversies, good this, bad that.

But within our locale or grand, who is best suited to manage our social media accounts? One person, two or a group? Within La Societe we have L'Editeurs, Publicists, Correspondants and of course Chef de Gares. One, some or all may have the knowledge and expertise to run these media accounts. At any rate—whoever it is—it needs to be the right person. Things to consider...

We know social media is not really a full-time job, but it does take time and expertise. A large majority of social media is free—but some does have a cost like web pages, Flickr, etc.

At its core, social media is a communication platform—so as a social media manager, it's important to have strong communication skills that can fit any platform or type of social media.

Doesn't it make sense that it should be someone who is well versed in your locale or grand—has a good background in La Societe—has knowledge of your goals, programs and is in tune with your membership.

While there are many skills that can help get your message across on social, the core of communication always comes back to the written word. So it should be someone that has mastered written communications.

It doesn't hurt to have someone who is a little bit creative. So many of these platforms are different so it may take a little creativity to manage one or more of them. BTW, “tag, you're it” will not work, seek a motivated leader or member willing to take this on and has some experience. That person will need support and back-up as their needs become apparent and input needed. •

Personal opinion and from a variety of read articles—L'Editeur

Speeches— Winston Churchill Christmas Message 1941

24 December 1941—Washington D.C.—The White House—In December 1941, mere weeks after the attack on Pearl Harbor, Winston Churchill traveled to the United States to meet with President Franklin Roosevelt. The two leaders and their staffs met and began preparations for the alliance that would change the course of history.

It was the first year the National Community Christmas Tree was within the White House grounds. The President addressed the crowd that had gathered for the tree lighting from the South Portico. Following Roosevelt's remarks, Churchill spoke as well.

As he spoke, he assured his American cousins that their cause was just. He hinted to the long struggle that lay ahead. But he also beseeched them, in what was surely a confusing time for many in America, to let joy and brotherhood enter their homes for the Christmas holiday before they set about much more difficult tasks.

In keeping with WAR ROOM's tradition of reprinting the holiday messages of leaders throughout history, here is the full text of Winston Churchill's Christmas Eve message:

Fellow workers, in the course of freedom, I have the honour to add a pendant to the necklace of that Christmas goodwill and kindness which my illustrious friend the President has encircled the homes and families of the United States by his message of Christmas eve which he just delivered.

I spend this anniversary and festival far from my country, far from my family, yet I cannot truthfully say that I feel far from home.

Whether it be the ties of blood on my mother's side, or the friendships I have developed here over many years of active life, or the commanding sentiment of comradeship in the common cause of great peoples who speak the same language, who kneel at the same altars and, to a very large extent, pursue the same ideals, I cannot feel myself a stranger here in the centre and at the summit of the United States. I feel a sense of unity and fraternal association which, added to the kindness of your welcome, convinces me that I have a right to sit at your fire-side and share your Christmas joys.

This is a strange Christmas Eve. Almost the whole world is locked in deadly struggle, and, with the most terrible weapons which science can devise, the nations advance upon each other. Ill would it be for us this Christmastide if we were not sure that no greed for the land or wealth of any other people, no vulgar ambition, no morbid lust for material gain at the expense of others, had led us to the field.

Here, in the midst of war, raging and roaring over all the lands and seas, creeping nearer to our hearts and homes, here, amid all the tumult, we have tonight the peace of

the spirit in each cottage home and in every generous heart. Therefore we may cast aside for this night at least the cares and dangers which beset us, and make for the children an evening of happiness in a world of storm. Here, then, for one night only, each home throughout the English-speaking world should be a brightly-lighted island of happiness and peace.

Let the children have their night of fun and laughter. Let the gifts of Father Christmas delight their play. Let us grown-ups share to the full in their unstinted pleasures before we turn again to the stern task and the formidable years that lie before us, resolved that, by our sacrifice and daring, these same children shall not be robbed of their inheritance or denied their right to live in a free and decent world.

And so, in God's mercy, a happy Christmas to you all.

Winston Churchill



Newsletter Filler, Trivia or Just for Fun

TRIVIA

In Colombia, dried ants replace popcorn as the typical movie theater snack.

Double Stuf Oreos are only 1.86 times as "stuf'ed" as classic Oreos.

Actor Bela Lugosi was buried in full Dracula costume—cape and all.

One-piece polyethylene shopping bags – the plastic bags that are so ubiquitous today – were created in 1965 by a Swedish company called Celloplast and designed by an engineer named Sten Gustaf Thulin. They quickly caught on in Europe. Then in 1979, plastic bags were introduced to America. In 1982, American grocery giants Kroger and Safeway switched to plastic bags. By the end of the 1980s, plastic bags had almost completely replaced paper bags around the world. Then in 1997, sailor and researcher Charles Moore discovered the Great Pacific Garbage Patch. However, plastic bag use continued; in 2011, one million plastic bags were being consumed every minute worldwide. Today, plastic bags and the threat they pose to animal life, marine life, and the environment is a prominent topic.



In 2007, the end of Daylight Saving Time jumped from the last Sunday in October to the first Sunday in November. The decision was reportedly influenced by candy lobbyists pushing to get trick-or-treaters an extra hour of daylight.

The first Hershey's chocolate bars with almonds were produced in 1908 because they were cheap to make. The nuts took the place of some of the more expensive milk chocolate, which meant Hershey's could keep the price of the candy at a nickel.



According to a poll of 11,000 Americans, 84 percent of vegetarians and vegans return to eating meat.

The dot over your lowercase "i" is called a tittle.

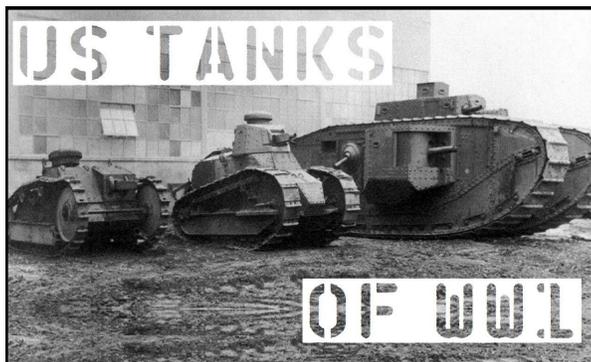
December 5 is Krampusnacht (Krampus Night), when the half-goat, half-demon of Christmas folklore visits homes to punish naughty children, armed with a bundle of sticks and a chain to take them back to the underworld.

The 1967 Outer Space Treaty forbids any nation from trying to own the Moon.

Benjamin Franklin never lobbied for the turkey to become the national bird, but he did write that the bald eagle was a fowl of "bad moral character" and that the turkey was "a much more respectable Bird."

The expression "spitting image" seems to have started off as "spitten image," then evolved to "spit and image" before its final wording. The use of "spit" is a metaphor to mean children looked so much like a parent that the parent must have spit them out.

Some WWI stuff... More than 65 million men from 30 countries fought in WWI. Nearly 10 million died. The Allies (The Entente Powers) lost about 6 million soldiers. The Central Powers lost about 4 million. Tanks were initially called "landships." However, in an attempt to disguise them as water storage tanks rather than as weapons, the British decided to code name them "tanks." Woodrow Wilson's campaign slogan for his second term was "He kept us out of war." About a month after he took office, the United States declared war on Germany on April 6th 1917. Four empires collapsed after WWI: Ottoman, Austro-Hungarian, German, and Russian. •



From a variety of Internet trivia sources



Spotlight on Public Relations



Note: ""Best" below means most popular and influential

Spotlight on Social Media

Here are the 15 Best Social Networking Sites & APPs as derived from our eBizMBA Rank which is a continually updated average of their POPULARITY, which is gauged by overall user base, TREND, which is derived from monitoring their growth curve, and finally the INFLUENCE, which measures a brands importance in their field.



No. 1—Facebook—INFLUENCE: 100% in Social Media | POPULARITY: 2,200,000,000 - Unique Monthly Visitors | TRENDING: 5% Decrease



No. 2—YouTube—INFLUENCE: 85% in Social Media | POPULARITY: 1,850,000,000 - Unique Monthly Visitors | TRENDING: 2% Increase



No. 3—Instagram— INFLUENCE: 85% in Social Media | POPULARITY: 1,100,000,000 - Unique Monthly Visitors | TRENDING: 3% Increase



No. 4—Twitter—INFLUENCE: 90% in Social Media | POPULARITY: 375,000,000 - Unique Monthly Visitors | TRENDING: 0% Increase



No. 5—Whatsapp—INFLUENCE: 20% in Social Media | POPULARITY: 1,500,000,000 - Unique Monthly Visitors | TRENDING: 5% Increase



No. 6—Pinterest—INFLUENCE: 70% in Social Media | POPULARITY: 250,000,000 - Unique Monthly Visitors | TRENDING: 5% Increase



No. 7—reddit—INFLUENCE: 60% in Social Media | POPULARITY: 370,000,000 - Unique Monthly Visitors | TRENDING: 1% Increase



No. 8—ask.fm—INFLUENCE: 40% in Social Media | POPULARITY: 105,000,000 - Unique Monthly Visitors | TRENDING: 12% Decrease



No. 9—tumblr.—INFLUENCE: 50% in Social Media | POPULARITY: 95,000,000 - Unique Monthly Visitors | TRENDING: 2% Decrease



No. 10—flickr—INFLUENCE: 50% in Social Media | POPULARITY: 90,000,000 - Unique Monthly Visitors | TRENDING: 3% Decrease

Rounding out the last five...



Snapchat



VK



LinkedIn

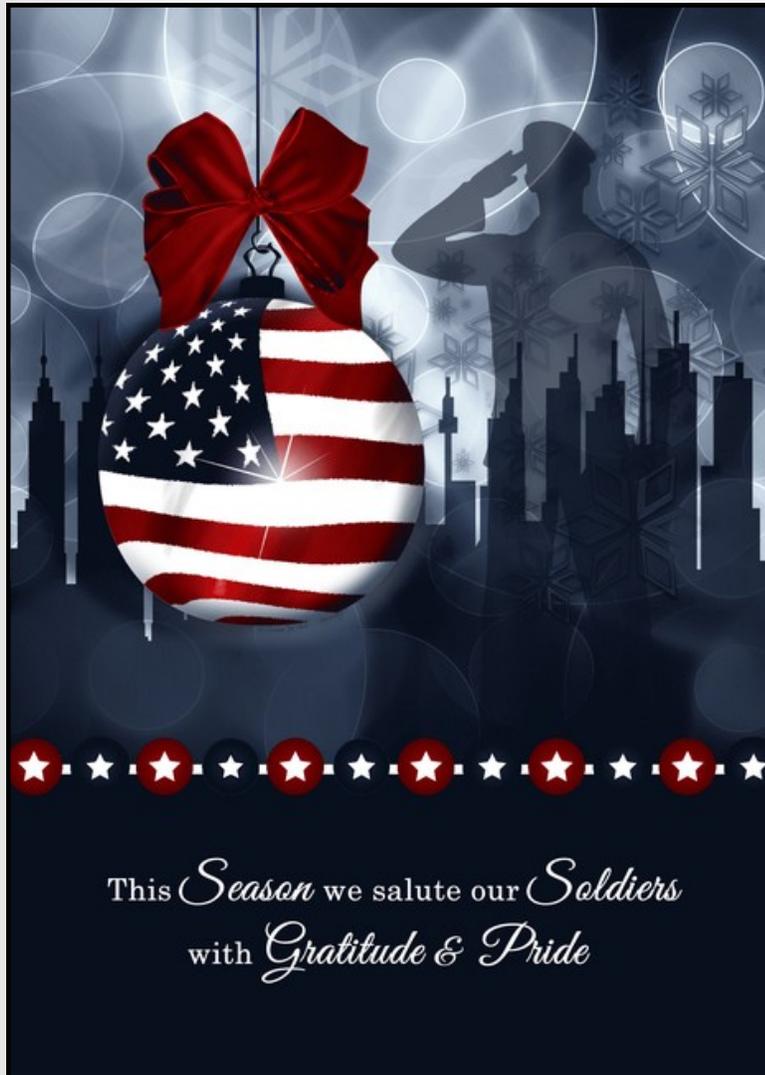


Tagged



meetup

POSTER OF THE MONTH



**With honor and respect
for your service to our country,
we wish you
a safe and peaceful holiday.**

Special Military Observances in December

December 1st—Civil Air Patrol (USAF Auxiliary) Birthday

December 7th—National Pearl Harbor Remembrance Day

December 13th—U.S. National Guard Birthday

December 18th—National Wreaths Across America



What is an “Alive Day”? - An Alive Day is the anniversary of the date when a veteran almost lost their life in combat. Many of these veterans have also lost their fellow service members on their Alive Days, making the day one of celebration of their own survival, but also a day to remember and honor the sacrifice of those they served with. While Alive Days are often celebrated by service members, anyone who has been in a situation where they were close to death can have an Alive Day. An Alive Day can be the anniversary of surviving a severe injury, recovering from a serious illness, or any near-death event that had a major impact on an individual’s life. •

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

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

MAIL WITH CHECK MADE PAYABLE TO THE “**40/8 BLUE CHEVALIERS**” FOR **\$15.00** TO:
40/8 Blue Chevaliers
c/o Robert Cearlock,
7 Lawnwood Dr.
Jackson, TN, 38305



Time to renew for 2022 (that rhymes!) !!!



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



Theodore Roosevelt's "Great White Fleet"

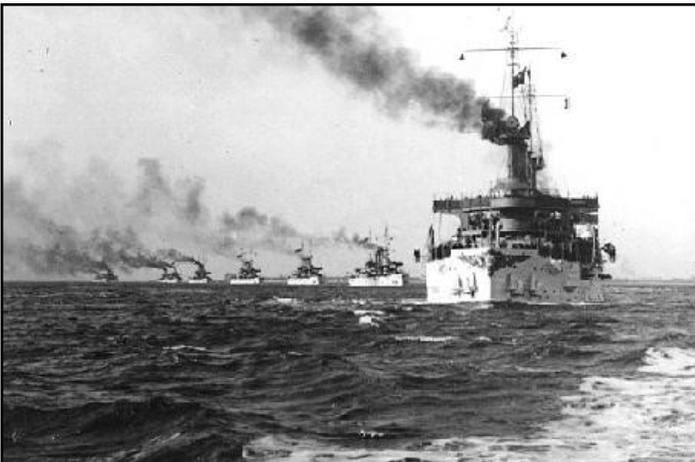
In December 1907, Theodore Roosevelt dispatched sixteen fleets of battleships on a 14-month world tour.

On the warm, cloudy morning of December 16, 1907, President Theodore Roosevelt's "Great White Fleet," a force of sixteen battleships bristling with guns and painted sparkling white, steam out of Hampton Roads, Virginia to begin its 43,000-mile, 14-month circumnavigation of the globe "to demonstrate to the world America's naval prowess." The four-mile-long armada's world tour included 20 port calls on six continents, and is widely considered one of the greatest peacetime achievements of the U.S. Navy.

TIMELINE

July 1907	President Theodore Roosevelt commissions sixteen new battleships from the U.S Atlantic Fleet to make a voyage around the world to the Pacific.
December 16, 1907	The Atlantic Fleet leaves Hampton Roads, VA headed towards South America. The fleet stops in Trinidad, Brazil, Chile, Peru, and Mexico before returning to the U.S.
May 7, 1908	The Fleet arrives in San Francisco, CA.
July 7, 1908	The Fleet departs San Francisco bound for eastern Asia. It stops in Hawaii, New Zealand, Australia, the Philippines, Japan, and China.
December 1, 1908	The Fleet leaves the Philippines, stopping in Ceylon, Egypt, Italy, and Gibraltar before returning to the U.S.
February 22, 1909	The Fleet arrives in Hampton Roads, VA, completing its voyage.

One goal was to deter a threatened war with Japan since tensions were high in 1907. It familiarized the 14,500 officers and men with the logistical and planning needs for extended fleet action far from home. Hulls were painted a stark white, giving the armada its nickname. It consisted of 16 battleships divided into two squadrons, along with various small escorts. Roosevelt sought to demonstrate growing American military power and blue-water navy capability. After long neglecting the Navy, Congress started generous appropriations in the late 1880s. Beginning with just 90 small ships, over one-third of them wooden and obsolete, the navy quickly added new steel fighting vessels. The fleet's capital ships were already obsolete compared to the British dreadnaughts in 1907. Nevertheless, it was by far the largest and most powerful fleet that had ever circled the globe. The mission was a success at home and in every country it visited, as well as Europe (which was visited only briefly.)



As the Panama Canal was not yet complete, the fleet had to pass through the Straits of Magellan. The scope of such an operation was unprecedented in U.S. history, as ships had to sail from all points of the compass to rendezvous points and proceed according to a carefully orchestrated, well-conceived plan. It involved almost the entire operational capability of the U.S. Navy.

The cruise of the Great White Fleet provided practical experience for US naval personnel in sea duty and ship handling. It also showed the viability of US warships for long-range operations as no major mechanical mishaps occurred. •