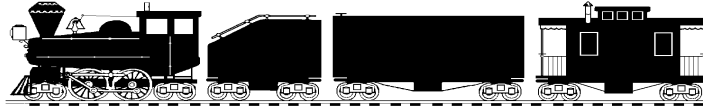


*Communiqué*  
*La Societe des 40 Hommes et 8 Cheveaux*  
*Grande Voiture du Missouri*



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January 2012 - Grand Chef de Gare David S. Christian - L'Editeur Grant Willis

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**The Grand Chef Sez**

Fellow Voyageurs

As we begin this new year it is imperative that we adopt the attitude of new ideas as we go about the business of membership. Yes, we did refer to working membership as a business and we need to look at it just that way. Just as in the business world, to be successful you must keep current with the times and change the ideas and methods that don't seem to work. We must say good-bye of that ideology of "It has always been done that way" just as we are saying good-bye to another year and create new ways of doing business. This can only be done by sharing fresh ideas, trying out those ideas and embracing the ones that are productive. When our membership gets comfortable in working with these new innovative membership ideas, we will wonder why we have not made these changes long ago. Our past membership recruiting methods have not produced the results that are necessary to stabilize and increase the membership for over the past 10 plus years, and without finding new ways to improve the program, then we will be doomed. These new ideas will turn our growth around because we are aware of what is needed and we will work in this direction. The famous saying of "Those that do not remember the past are doomed to repeat it" seems to be very appropriate.

I am very happy to tell you that we have members of this National TEAM are already working this program with progressive ideas and finding success. They have had fresh, not necessarily new or never thought of ideas, which they have put into practice and found that they were successful. They have taken that step of trying something different instead of settling for the mediocrity of "The same old thing." This step takes the time to implement those ideas and then to have the perseverance to give the idea an honest try. We can all learn by these examples and either try the same thing or something similar correspondence our state. People have developed web sites, social networking, cold call and cold letters, etc.. Just think of how many THOUSANDS of new members that could equate to. Do not forget the mailing of personal correspondence to members that have not completed their renewals. It's OK to try something different. It will work. These are examples of thinking of ways to succeed rather than just "conducting business as usual." I believe that there are many Voyageurs in La Societe that are so used to seeing the membership decrease year after year that they have brainwashed themselves into thinking that no one or nothing will make a difference. Our answer to that thinking is, What are you prepared to do about it? What can you change? What can you improve? How much do you want to see La Societe continue and prosper?

These questions can only be answered by thinking with an open mind and instituting new ideas and having the starch to give those new ideas an honest try. Not everything will always prove to have positive results, but the ones that do work will however by far outweigh many of those that don't. As the wise founding father, Benjamin Franklin once said "Don't judge those who try and fail, judge those who fail to try."

David S. Christian,  
Grand Chef de Gare



The following is a schedule for articles due from the Directeur's:

February –  
March – Distinguished Voyageur Award

### ***Publiciste***

I pray that everyone had a Merry Christmas and very happy and safe New Year's Eve. As we start this new year we must continue to keep our Voitures strong and active to advance our mission of charitable and patriotic aims. To continue to promote the well being of Veterans and their widows and orphans we need to inform and educate the general public of their needs as we know they exist. To promote our charities which include child welfare and nurses training scholarships we must reach out to our communities and include them and ask for their help in these vital endeavors. To all Chefs de Gare, if you don't have a Public Relations Chairman or *Publiciste* – GET ONE. For all P.R. Chairman or *Publicistes*, I ask that you use all media available to you to promote the 40/8 and your Voiture's activities. I can supply you with a Statewide Media list if necessary.

You can contact me by email at [charleysw3@embarqmail.com](mailto:charleysw3@embarqmail.com) or by phone at 573/636-4013.

In 2012 I would like to see all Voitures 100% in reporting as only three reported last year. Do this for the Chef De Gare and the good of the Grand Voiture. The consolidated report will be sent to the Correspondents in the spring and should be completed and returned to me at 2411 Yorktown Dr., Jefferson City MO 65109-2083 before June 15, 2012.

This article is very similar to the one last year. Our mission has not changed. We need to do a better job reporting what we do.

Thank you for your service to Our Country and the 40/8.

Charley W. Goodin

### **SPECIAL AWARDS**

I hope everyone survived the holidays with fond memories and in good health. You all have my best wishes for a happy, healthy and prosperous 2012.

I am disappointed that we end the year without a firefighter, paramedic, or law enforcement officer nominated for an award. I cannot believe that no Voyageur Militaire cannot nominate someone in their community for an award in the entire state. Several months ago the Governor honored several law enforcement officers in Jefferson City. I thought that surely I would get a nomination, but that did not happen. I do know that Voiture 38 attempted to honor one of them, for some reason his department dropped the ball, therefore failing their effort. Here is hoping we will do better this year.

Arnold Miller,  
Grand Directeur Special Awards

**NEWSLETTERS – PUT  
LIFE IN A VOITURE**

Everyone enjoys reading a newsletter from their Voiture, be it their Locale or their Grande. Just think what a Newsletter could do for your Voiture. It does not have elaborate graphics or print. It just needs to inform the members of the latest news, activities and upcoming events. It keeps that connection between the Voiture and the members. It is also a valuable way to let everyone in your community know what the 40 & 8 and your Voiture is doing.

Newsletters are an effective way to stay in touch with members and prospective members. They create a "on my mind" awareness and provide a useful way to announce projects, activities, Promenade dates, service to the community and upcoming functions (B-B-Q, Fish Fry, Wrecks..etc.). A regular monthly newsletter will remind members that they are a valuable part of your Voiture. It will also make them more likely to be active in the Voiture by encouraging them to participate.

A Newsletter is also a great recruiting tool. It will show prospective members just what your Voiture does. It also makes that member that does not attend Promenades regularly and hear the announcements informed of what is happening, and they just may want to participate. How many times have we lost members because they "just lost interest in the Voiture" A Newsletter is a great way to avoid them losing interest and maybe even getting more members involved actively.

Your Newsletter can be as simple as a one page typed sheet that is sent to ALL members or it can be as elaborate as you care to make it within your budget and ability. The main thing is that it is an efficient way to keep your membership informed and try to keep them involved. It just could be the answer to stop the non-

renewal problem that has plagued the 40 & 8 for many years.

A Newsletter can breathe much needed life into a Voiture and create an interest among ALL members. After all they are part of the Voiture, show them that they are needed and wanted. Communicate with them with a Newsletter. This may just be the answer to that deeded comment of "I just lost interest in my Voiture." After all if the Voiture does not show an interest in their members, what would make you expect the members to show an interest in the Voiture.

Try a Newsletter and keep track of the difference in your attendance to Voiture Promenades and events, how the membership renewal rate is going, participation in the Voiture and just the general attitude within your Voiture. There could be a big difference made just by sending out a Newsletter.

Mike Wood  
Nationale Membership Directeur

## **MEMBERSHIP IS THE LIFE BLOOD OF AN ORGANIZATION AND PUBLICITY INCREASES MEMBERSHIP.**

**Below is the registration form for the Spring Cheminot and Wreck. You will notice that it is centrally located, so make plans to attend and get your reservations in now.**

**GRANDE VOITURE DU MISSOURI**

# GRANDE CHEMINOT and WRECK

March 30, 31 and April 1, 2012

**Truman Hotel**

**1510 Jefferson Street  
Jefferson City MO 65109**

**Phone: 800-392-0202**

**573-635-7171**

**Fax: 573-635-7519**

Room Rate is \$63.10 (tax included) per night

Suite Rate is \$103.26 (tax included) per night

For Single or Double Occupancy

**Only a limited number of double rooms available for March dates**

**So Register EARLY**

**Smoking rooms on second floor only**

**Three handicap rooms available**

Make Hotel reservations directly with Truman Hotel by **March 15, 2012**

Mention 40 & 8 Honor Society, for special rates when making reservation.

**Friday, March 30, 2012**

Registration: 3:00 until 5:00 P.M. (In Hospitality Room)

Hospitality Room 3:00 P.M. - ????

**Saturday, March 31, 2012**

Registration 9:00 A.M. until Noon

Wreck 9:00 A.M. – 11:30 A.M.

LUNCH 11:30 A.M. – 1:00 P.M.

1:00 P.M. Wreck Continues

Hospitality Room open immediately after Wreck till 5:30 P.M.

Grand Chef de Gare Passe' Social Hour – 5:00 P.M. – 6:00 P.M.

Social Hour 6:00 P.M. – Cash Bar

Banquet: 7:00 P.M.

Hospitality Room: After Banquet – ???????

**Sunday April 1, 2012**

Grande Cheminot 9:00 A.M. – 12:00 P.M.

**ALL GUESTS TRY TO CHECK OUT BEFORE 12:00 P.M.**

HAVE A SAFE TRIP HOME

You may make Hotel Reservations for Grande Promenade June 29, 30, and July 1 2012 & Grande Cheminot and Homecoming September 28, 29, 30, 2012 at this time.

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To register for the Cheminot, make Check payable to Voiture 130

Send to:

**Robert Emery**

**11501 East 14th Street South, Apt. Q**

**Independence, MO 64052-3894**

Last Name \_\_\_\_\_ First \_\_\_\_\_ Spouse/Guest \_\_\_\_\_

Voiture Number \_\_\_\_\_ Banquet/Person \$25.00 X No. Guests \_\_\_\_\_ = \_\_\_\_\_

Registration Fee \$10.00 (Voyageurs Only) \_\_\_\_\_

Total \$ \_\_\_\_\_



**La Societe des 40 Hommes et 8 Chevaux**

# Grande Voiture du Missouri

## OFFICIAL CALL

TO: ALL GRAND CHEMINOTS  
ALL GRAND OFFICERS  
ALL GRAND CHEFS de GARE PASSE  
ALL VOITURE'S CHEFS de GARE & CORRESPONDANTS  
ALL VOYAGEURS OF GRANDE VOITURE du MISSOURI

This is the OFFICIAL CALL for the Spring Grande Cheminot and Wreck to be held March 30<sup>th</sup> to April 1<sup>st</sup>, 2012 at the Truman Hotel, 1510 Jefferson Street, Jefferson City, MO 65109, phone (573) 635-7171, toll free (800) 392-0202.

The Active Wreck will be held on Saturday, March 31<sup>th</sup>, 2012, at 9:00AM in Jefferson City.

The Spring Grande Cheminot will be held on Sunday April 1st, 2012 at 9:00 AM at the Truman Hotel.

There is no Executive Board Meeting scheduled on Saturday morning. If this changes, the time and place will be posted in the Hospitality Room.

ALL GRAND OFFICERS AND GRAND CHEMINOTS ARE EXPECTED TO GIVE A REPORT OF THEIR ACTIVITIES AND SUBMIT A COPY IN WRITING TO THE GRAND CORRESPONDANT.

All Voyageurs are to be in proper attire. The following Officers are expected to be in coat, tie, shirt, long pants, socks and shoes: Grand Chef de Gare, Grand Chef de Train, Grand Commissaire Intendant, Grand Correspondant, Grand Garde de la Porte, Grand Lampiste, Grand Conducteur, Sous Grand Conducteurs, and Grand Aumonier.

Terry L. Lanning  
Grand Correspondant

David S. Christian  
Grand Chef de Gare

# **40 & 8 Voiture #1541**

## **“Coon Supper”**

When: Saturday January 21, 2012

Time: 6-7PM Happy Hour. Meal 7PM

Location: Wentzville American Legion

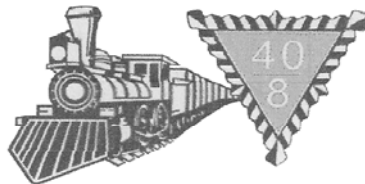
Menu includes BBQ and plain coon, Ham,  
German Potato Salad, Green Beans, Dessert

Donations accepted after the meal

All proceeds benefit Child Welfare and Nurses  
Training programs. For any questions contact  
Chef de Gare Bill Kull at (636)946-2158 or  
(314)313-2158.

Thank you in advance for your support

90<sup>th</sup> Annual



## Washington's Birthday Party

Wear Your Chapeau

**Jesse James Voiture Locale 130**

**@ American Legion Post #393**

**91 N 3<sup>rd</sup>. St. Gower MO**

**February 25, 2012**

\$22.50 per person

Social Hour.....5:00

Dinner.....6:30

Las Vegas Night.....8:00

Super Duper Auction..... 10:00

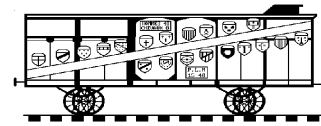
The Washington birthday party will be a Las Vegas Night & Auction. Ladies are invited as well as Veterans who are prospective voyageur Militaire.

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Send Reservations to:  
Orval Jensen  
P.O. Box 82  
Gower, MO 64454

Name: \_\_\_\_\_  
Number of Persons: \_\_\_\_\_  
Send Remittance with reservations

**RSVP February 18, 2012**



## MEMBERSHIP GRAND VOITURE DU MISSOURI December 1, 2011

Voiture Name	Voiture	2011 To- date	2012 To- date	2012 Quota	Sh/Ov Quota	% of Quota
HEART OF AMERICA	3	61	55	76	-21	72.4%
SPIRIT OF ST. LOUIS	38	88	100	146	-46	68.5%
JESSE JAMES	130	27	28	29	-1	96.6%
HEART OF MISSOURI	292	58	52	59	-7	88.1%
CROSSROADS OF MISSOURI	293	12	11	12	-1	91.7%
RUSSELL H. MILLER	333	131	108	272	-164	39.7%
TABLE ROCK LAKE	447	2	2	2	0	100.0%
GATEWAY	448	69	78	154	-76	50.6%
CENTRAL OZARK	460	59	62	62	0	100.0%
COON COOKERS	520	10	11	11	0	100.0%
KICKAPOO	760	62	52	82	-30	63.4%
MARK TWAIN	966	5	5	7	-2	71.4%
CAPITAL	1292	57	44	91	-47	48.4%
MINERAL AREA	1321	43	48	81	-33	59.3%
NEUF COMPT	1379	31	38	45	-7	84.4%
HEART OF THE OZARKS	1395	14	16	17	-1	94.1%
ATCHISON NODAWAY HOLT Co.	1402	23	20	29	-9	69.0%
LAKE OF THE OZARK	1403	22	24	43	-19	55.8%
TWO RIVERS	1541	56	65	70	-5	92.9%
Missouri Total		830	819	1288	-469	63.6%

**GOD BLESS AMERICA AND  
ITS VETERANS**