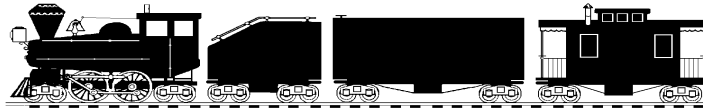


Communiqué
La Societe des 40 Hommes et 8 Cheveaux
Grande Voiture du Missouri



March 2009 - Grand Chef de Gare Robert Phillips - L'Editeur Grant Willis

The Grand Chef Sez

Fellow Voyageurs:

Activities within the Grande Voiture du Missouri are starting to pick up. Tina and I traveled to Jeff City where I attended the Truman Day Pilgrimage meeting on Friday, Feb 20th. The following day, Feb 21st, we traveled to Gower, MO to attend Voiture 130's Washington's Birthday Party. I was told their attendance was "a bit down" but the evening was still most enjoyable. The meal was excellent, the reception was fantastic and the "activities" were a lot of fun. Voiture 130, mainly Dennis Russell and Orval Jensen, managed to persuade your Grand Chef to leave a sizeable "donation" to their cause. A lot of fun was had by all and that is what we, the 40/8, is all about!!

Thank you, Voiture 130. Several Voitures are having activities now and would greatly appreciate your support.

The Grande's Spring Wreck and Cheminot is quickly approaching. Date is: **March 27-29** Place: **Howard Johnson Plaza Hotel** at the Kansas City Airport. We will be conducting an "ACTIVE WRECK" with approximately 8 to 12 P.G.'s. If any Voiture has any P.G.'s or "props" they want to bring; contact **Gary Reno or John Wieland** with the information.

Membership at this time, stands at 88.46% with 138 members short of 100%. I would

still like to see the Grande at 90 to 95% by the Spring Wreck—Push and Recruit!!! I want to take this opportunity to congratulate the following Voitures that have gone over in membership:

Voiture	130	plus	3
Voiture	333	plus	4
Voiture	460	plus	1
Voiture	1379	plus	3

Voitures 3, 292, 448, and 760 need to pick up the pace. I know that EVERY Voiture always has those Voyageurs that are late with their dues. Just keep after them!! All other Voitures in the Grande stand at less than 10 Voyageurs each of attaining 100% --

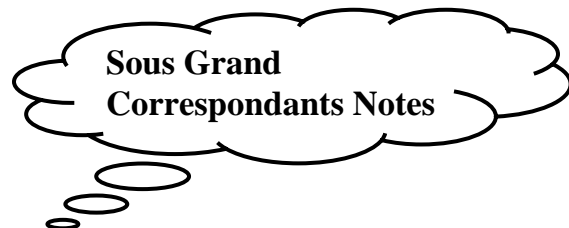
Git-R-Done!!!

Hope to see a fine turn out at the Spring Wreck!

Remember our programs and membership.

WE HAVE TO TRY!!!

BOB PHILLIPS
GRAND CHEF DE GARE



If you have something that your Voiture is holding please send me a flyer and I will see that it is put into the newsletter. We do have certain months when the newsletter is limited to space, such as this month, November and April, but I will see that they

get into the previous month if given enough time before the event.

Address changes are always needed to keep the mailing list updated along with deaths within your Voiture.

Articles for the newsletter are needed by the end of the month, which you can send to e Mail willis.grant@sbcglobal.net or mail to Grant Willis, 8 Shireford, Ferguson, Mo. 63135.

Below is from the Voiture invoices received from Voiture Nationale. Most show a credit. A Voiture can use up the credit by applying their membership dues or ask Voiture Nationale to send a check. This will be put in the newsletter once a quarter and the invoices will not be mailed to the Voiture Correspondant unless otherwise requested.

If your Voiture is not listed then you are at zero and you have neither a credit or debit.

Voiture 38	\$(.01)
Voiture 130	\$(22.50)
Voiture 292	\$(10.35)
Voiture 447	\$(25.00)
Voiture 460	\$22.00 amount due
Voiture 760	\$(25.00)
Voiture 848	\$14.00 amount due
Voiture 1321	\$(46.00)
Voiture 1379	\$(42.00)
Voiture 1395	\$(63.00)
Voiture 1402	\$42.00 amount due
Voiture 1403	\$(7.50)
Voiture 1541	\$(2.60)

**The Grande du Missouri web site is at:
grandedumissouri.com**

If anyone has anything they want to add or comments on the web site send it to Robert Emery at his e-mail address remery18@comcast.net and copy Grant Willis at willis.grant@sbcglobal.net.

SUPPORT BOX CAR

Some up coming activities from around the State:

March 27 and 28 – The Grande Cheminot and Wreck to be held in Kansas City, Mo At the Howard Johnsons.

May 7 and 8 Truman Days in Independence Mo.

Voiture 333 will be holding its annual Banquet on May 9, 2009 at the VFW Hall in Sedalia. The cost is \$15.00 per person. The guest speaker for the night will be Chef de Chemin de Fir Ted Lang. If you want to attend please call Tony Gallagher at 660-827-4016.

Voiture 333 will hold their annual Memorial Day service and picnic on May 25, gathering at Liberty Park for a flag retirement ceremony followed by the Picnic.

If any Voiture has any activities that you may have coming up, please send to me and I will see that they get put into the Grande Newsletter. Articles are due on the first of the month, so give yourself time to get it out to the other Voiture in the Grande.

PUBLIC RELATIONS MANUAL

Public Relations overview:

Bluntly put, if we are to survive and grow as an organization, we have to get into the PR business or close our doors! The 40 & 8 must become well-known and respected in your community and throughout the country as the fraternal veteran's organization that gets things done and cares deeply for one another.

We must realize that today in most parts of the country we are the least known veterans group. That must change and PR is the tool to use for this to happen. The challenge is there let's meet it head on!

Public Relations is a term that is not clearly understood. PR by definition is any type of communication with another person, in or outside of the organization. Literally, every time we open our mouths, we are doing either a good or a bad job at public relations. Good PR must begin within your Voiture and Grand. If you have not developed good communication skills within your organization, it will not happen outside your organization.

Each Voiture and Grand should have a PR person who is responsible for all communications. However, it should be emphasized that PR is everyone's responsibility.

Promoting good public relations within the Voiture and Grand is vital to the life of the organization. Are we doing this? How are we doing this? Once this effort takes hold and is done well, we can begin PR outside our perimeters. This 'hands on' manual was put together to assist you in this important matter. We are here to help!

Establishing good relationships with the all-important media:

To begin with, personal visits and cordial report with the local media are vital if the word about our organization is to get out. In approaching the printed media it is extremely helpful for the PR director to stop by newspaper offices and invite the person who is responsible for veterans' news to a cup of coffee. Be friendly, open and cooperative. Tell them that you'll stop by again soon with news releases and pictures. At the radio and TV stations contact the Program Managers. Most stations have a talk show and are always looking for guests. It does not hurt to have the Chef with you on these visits! Personal visits plant the seeds that help you get coverage for the Voiture. Knowing who your contacts are can greatly help your cause with Voiture news releases and save a great deal of time and frustration.

Developing relationships with the media takes patience, persistence and practice. It may take time to get that first release in print but **DO NOT GIVE UP**. Keep writing, calling and visiting your media contacts. Using little caring touches such as a gift of a small American flag, a small framed patriotic picture or even a plate of home-baked cookies or fresh donuts won't hurt.

Remember that they do not have much room on their already crowded desks but they will find space for small meaningful items or food. Enclose a small card or business card that has your name, your contact information...AND the 40 & 8 logo!

Always take and submit pictures of Voiture activities. Visits to VA hospitals, veteran homes, nursing homes, schools and any other volunteer activities are always newsworthy. Accompany your picture with the names of the individuals carefully typed or printed in the order they appear in the photo. Please use business cards!

If you have people in your Voiture that have a particular interest or have some special skill or hobby, the media is always looking for newsworthy stories. Find out which of your Voyageurs have an interesting hobby or life experience including their time in the military and are willing to be interviewed. Naturally, he or she will want to wear their 40 & 8 chapeau and uniform during the interview and for any accompanying photos.

Take pictures at your Promenades and other Voiture activities and submit them with every story. Know what the media deadlines are. Do not wait until the last moment. As often as possible, hand carry your stories and pictures to your media person. Always use these opportunities to include a paragraph or two about the 40 & 8 and its mission.

Invite the media to as many Voiture functions as possible. They especially enjoy and will attend meals! Make them a nametag with their organization and name on it. Always have them stand to be recognized at these events. Emphasize that we all work together for the betterment of our communities.

Nothing happening at your Grand or Voiture? Go to the 40 & 8 web site or the public relations site. Both sites have plenty of news that you can work into a media release.

Remember: the smallest news item may generate the most publicity. If it catches the eye of the media they will run with it.

Maintaining and evaluating public relations:

The PR Director and the Chef need to periodically evaluate their public relations efforts. Perhaps every quarter would be a good timeline. Here are a few suggestions of what to look for.

1. How much publicity did we generate? (newspaper print in columns x inches. Radio and TV = minutes)
2. Start a scrapbook of all functions. This is the job of the Historian. See that the Historian is aware of every inch of print regarding the Voiture or Grand. Make sure that he or she gets a copy of all releases as well as copies of anything regarding the organization that is published.
3. Be sure to report all of this information to the Grand and Voiture Nationale in order to compete for various awards.

Additional ideas on good PR for your Voiture and the 40 & 8:

Develop a speaker's bureau within your organization and then let other organizations know you have speakers available. Organizations are always looking for new speakers and this is a great way to publicize your Voiture or Grand. When your Voyageurs go out to talk to a group make sure they wear their Voiture uniform and chapeau! Contact area schools and offer veterans who are willing to speak about their military experiences (this is especially appreciated around November 11 and Memorial Day).

Remember that in today's world, PR is not limited to press releases. With a little effort you can let everyone out there know about your Voiture or Grand. Have a computer savvy Voyageur or friend put together a web page dedicated to your Voiture Locale and Grand. Then keep it up to date with articles, meeting notices, photographs, etc. If it is good and also current people will frequently look at it!

Always take every opportunity for publicity and take pictures. Ask members to volunteer as Salvation Army bell ringers or to do some other charitable endeavor. All of these things are newsworthy. Visits to VA hospitals, veterans homes, nursing homes, schools and any other volunteer activities are excellent opportunities for well-deserved publicity. Remind all to wear their chapeaus and berets. 40 & 8 baseball type caps draw attention. Encourage members to promote the organization by always wearing the uniform at any event where they will be seen by the public.

Public Relations:

Six essential qualities that are the key to success:

1. Sincerity

2. Personal Integrity
3. Humility
4. Courtesy
5. Wisdom
6. Charity

Recruiting (Public Relations) Dos and Don'ts that will help:

DO:

1. Leave your bad mood at the door. Don't take out your anger on others.
2. Keep confidences, both personal and professional.
3. Write thank-you notes and letters; do not put it off.
4. Say, May I share with you what the 40 & 8 is doing in our community?"

DON'T:

1. Criticize or trash another veteran organization (nor any other type of organization).
2. Swear, shout, cry or display anger in the contact arena or you will lose credibility for the 40 & 8 and yourself.
3. Drop in on a prospect unannounced. Call first.
4. Never criticize your organization, complain about problems or other persons or your not being recognized for your efforts when you are conducting PR. Leave those comments at home and instead leave your public relations contacts with only positive thoughts about the 40 & 8!!

Above all genuine good manners and totally above board professional behavior are essential and productive skills to promote the 40 & 8.

Imagination is the greatest resource for public relations inspiration. Just because it hasn't been done before doesn't mean you can't do it! Be a trail blazer!

Zig Ziglar says: It's a sobering thought that we hold the key to the future of others. We don't live alone. Our actions and deeds effect other people, many of whom we will never meet. That's the reason our obligation and responsibility for doing the best we can with what we have goes beyond our own personal time."

Public Relations Awards presented each year at Promenade Nationale:

1. Thomas W. Fay Award
2. John Kilgus Award
3. Arthur McDowell Award
4. John W. Emerson Award
5. LaVerne Eccleston Award
6. Robert Kaseman Award

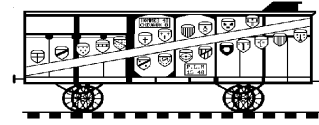
Entries for these awards must be received by the Public Relations Director between May 30 and June 30 of each year to be considered for the awards. For more information contact your area Sous PR Directeur or the PR Nationale Directeur.

Recommended Reading:

*** "See You at the Top" Zig Ziglar (This is a must read for everyone. Available in your library)

*** "Lesly's Handbook of Public Relations and Communications" Leroy Lesly

*** "Handbook for Public Relations Writing" Thomas Bivins



MEMBERSHIP GRAND VOITURE DU MISSOURI
as of February 23, 2009

LOCALE	2008	2009	PERCENT	Short/Over
3	101	75	74%	-26
38	145	144	99%	-1
130	26	29	112%	3
292	57	46	81%	-11
293	12	9	75%	-3
333	111	115	104%	4
447	2	2	100%	0
448	199	160	80%	-39
460	62	63	102%	1
520	14	11	79%	-3
760	81	65	80%	-16
848	17	13	76%	-4
966	9	8	89%	-1
1292	71	67	94%	-4
1321	82	73	89%	-9
1379	35	38	109%	3
1395	21	15	71%	-6
1402	35	33	94%	-2
1403	52	46	88%	-6
1541	64	65	102%	1
Totals	1,196	1077	90.05%	-119

GRANDE VOITURE DU MISSOURI

Spring Wreck and Grand Cheminot

March 27 through 29, 2009

Will be held at the

Howard Johnson Plaza Hotel

7301 Tiffany Springs Road

Kansas City, MO 64153

Phone: 816.268.1600

FAX: 816.268.1607

Hotel Rates are as follows:

\$75.00 for Single and Double Occupancy

\$75.00 for Triple and Quad Occupancy

Make all reservations directly with the Hotel by March 3, 2009.

When you make reservations please mention you are with the 40et8 Honor Society.

Friday, MARCH 27th, 2009

Registration: 3:00 till 8:00 P.M.

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

Saturday MARCH 28th, 2009

Registration: 9:00 A.M. till NOON

Spring Wreck 9:00 A.M.

LUNCH 11:30 A.M.

Cheminot 1:00 P.M.

Cocktails 6:00 P.M.

Banquet: 7:00 P.M.

Hospitality Room opened after Banquet

Sunday MARCH 29th, 2009

Donuts – Coffee 7:00 A.M. till 9:00 A.M.

Make checks payable to Voiture 1379

Send to

Robert C. Emery

11501 E 14th ST S APT Q

INDEPENDENCE, MO 64052

Last Name _____ First _____ Spouse/Guest _____

Voiture Number _____

Banquet per Person \$28.00 _____

BBQ Buffett

Registration Fee \$5.00 _____

(Voyageurs only)