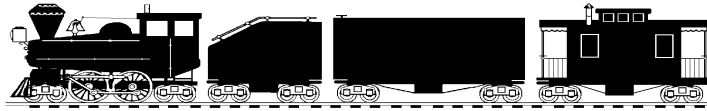


Communiqué
La Société des 40 Hommes et 8 Chevaux
Grande Voiture du Missouri



September 2017 - Grand Chef de Gare David Voyles

- L'Éditeur Grant Willis



The Grand Chef

Fellow Voyageurs,

September has come and gone and I am looking forward toward the October events to come. The first of September our Voiture 130 had a fund raiser for our Nurses Training. We sold our Hospital towels at the Sparks flea market and raised \$2,700.00 for our Nurses during the four day function.

Also in September I went to the 98th Nationale Promenade in Bossier City LA. For me this was my first time I had an opportunity to see how the Nationale Officers run a Nationale Promenade. This Nationale Promenade was an eye opener for me. I am looking forward to the next one in Louisville, Kentucky.

I want to thank Voiture 1541 and Voiture 3 for their great hospitality they showed me when I was there to install their Officers. A special thanks to the Past Grand Chefs de Gare that were at the installation for Voiture 1541. I really appreciate all of the Past Chefs for educating me in a way, that I will not forget to show them my appreciation in the future.

In closing, I want to leave a message to all the Leaders of the Local Voyageurs of Missouri. We need to let the Voyageurs

know how much they mean to our Voiture and our Organization. Without them our Grande de Missouri programs would not exist. When your members feel that they are appreciated by their Voiture and not taken for granted good things can happen for your Voiture. I personally want to thank all Voyageurs for their dedication toward our Organization. Your Local Voyageurs are the foundation of this great Organization.

Grand Chef de Gare
 David N. Voyles



Another year is upon us and it is time to hear from our new Directeur's. The articles for the next newsletter will be due by October 30th

Carville Star, and Nurses Training

CHILD WELFARE

Greetings Voyageurs,

Another year has begun in the 40/8 for Grande Du Missouri and I believe that we as a Grande will do great things again this year. As the Grande Directeur for our Child Welfare program I am always available to provide information for your locale programs. Please feel free to contact me if you have any questions or input for this particular program. My information is current in the Grande Directory. As the year begins I would ask that the Locale Directeur's become familiar with or review our Nationale Child Welfare program as posted on the Nationale Web site and utilize the resources that are there. In addition to the fund raising our voyageurs do locally, there are fund's available from Nationale through the Ardery Trust Fund. Information is available on the web site under the programs tab. If assistance is needed in applying for these funds please feel free to contact me. The funding for the Nationale Child welfare Fund comes primarily from pin sales. I do have child welfare pins available and will have them at the Grande Homecoming and Cheminot in October. The design has been changed this year, however the cost is still \$3.00 per pin and I look forward to seeing you there. In closing I would ask that you look at your Locale Child Welfare programs and insure that all requests for assistance are evaluated and executed in a fair and equitable manner. Best wishes and as always, I thank you for your service to this great country and your continued service to your communities.

Ben Sargent
Grand Directeur, Child Welfare

MEMBERSHIP

Let me Say that I am honored to serve the Grande du Missouri as the Grand Chef de Train. Membership is my main objective and

with your help we can make our goal this year. We came up a little short last year. But with a little hard work we can make our goal. Let's Start by making sure we retain our current members. Let them know what we are doing. Give them a call and thank them for their support. Stop and look around you there is a Veteran somewhere that can help us make a difference. My goal is to build a train that the Box Cars are filled with members. It only takes 40 Members to fill one Box Car. It will only take 25 to get us over the top. Join me in building this Train and get the Grande du Missouri Back on Track.

Thank you for all your support
Grand Chef de Train
Calvin Bumgarner

PUBLIC RELATIONS

If we are to survive and grow as an organization, La Société has to get into the public relations (PR) business or close our doors! The 40 & 8 must become well-known and respected in our communities 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....it needs to be met – 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. 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.

One of the earliest definitions of PR was created by Edward Bernays. According to him, “Public Relations is a management function which tabulates public attitudes, defines policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance.” The Forty and Eight must make use of PR in support of awareness programs, fund-raising, new member recruiting, member retention, and to increase community awareness and involvement. Said in another way... “Public relations can be an organization's most valuable resource for building name value, maintaining vitality, and establishing credibility.” A public relations strategy will help you organize your PR activities and make strategic decisions around the best way to communicate. It can also help you to use the stories and history of your Locale or Grand to draw in your target audience as well as increase your profile and build awareness.

Obviously, the most important goal is to help you master the public relations area. PR is not rocket science or an area that requires a master degree – but it is an area of great importance that requires some skill and knowledge. It is hoped that this manual becomes a useful tool to help and assist you to achieve the PR outcomes you desire and need for your Locale or Grand. The Forty and Eight Public Relations Manual – Revised 08.08.16 4 The objective of this manual is to help you create a PR program that is specific, measurable, attainable, realistic and timely – in other words “SMART”.

The first part of any PR strategy is an understanding of the media. Public relations and the media are synonymous – in other words go hand in hand. PR has to have an outlet and the media is the priority. Press releases, newsletters all matter but it is the media that holds the key to take PR to its

highest exposure level. Media relations involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media. An important part of any PR strategy is to know and understand your story. Every level of La Société must define its unique story and value to the community it serves. This story should be built on a foundation of sharply defined messages that clearly position and differentiate you from other veterans' organizations. A core message platform is the cornerstone of any communications strategy. A key element of any PR strategy is to know and understand WHO is going to tell your story. We all know that PR is everyone's responsibility – but who leads this important program – the Pabliste, Chef de Gare, L'Editeur, Correspondant, Historien, one, two or three of the former? If no PR person is appointed to head this program – then who is going to do it? Obviously, the Chef de Gare needs to periodically review and assess the PR program efforts, but anyone heading this program should have some or all of the following assets... • A good PR person is a competent writer and speaker who knows how to get ideas across in a variety of media. • A good PR person should be creative - connecting your organizations ideas, cause, and key message to the veterans and community you seek to reach. • A good PR person has awareness and knowledge – awareness and knowledge of the local media, social media, press releases, organizational history, etc. • A good PR person is someone not just “tagged – you're it”, but who has accepted the duties and responsibilities of the public relations program – but with the understanding of help from the entire Locale or Grand.



GRANDE VOITURE DU MISSOURI
Grande Cheminot & Wreck



MARCH 23rd TO March 25th, 2018
Oasis Hotel and Convention Center
2546 North Glenstone Ave.
Springfield, MO 65803
417-866-5253
888-532-4338

Room Rate \$90.00 (+Tax) per night
For Deluxe King or Deluxe Double

PLEASE MAKE RESERVATIONS AS EARLY AS POSSIBLE

Handicapped Rooms Available

Make your reservations directly with Oasis Hotel by March 2nd, 2018
Mention 40&8 Honor Society for special rate when making reservations

Friday

Registration 15:00 HRS until 18:00 HRS in Kalahari and Mojave Rooms

Hospitality Room 15:00 HRS until ??? in Kalahari and Mojave Rooms

Saturday

Registration 09:00 HRS until 12:00 HRS in Kalahari and Mojave Rooms

WRECK 09:00 HRS until 11:30 HRS

LUNCH 11:30 HRS until 13:00 HRS in Kalahari and Mojave Rooms

13:00 HRS – WRECK Continues

Hospitality Room open after the WRECK until 17:00 HRS

Grand Chef de Gare Passé Social Hour 17:00 HRS until 18:00 HRS in Arabian Room

Social Hour 18:00 HRS – Cash Bar/Banquet 19:00 HRS in Maui Ballroom

Hospitality Room after the Banquet

Sunday

Grande Cheminot 09:00 HRS – 12:00 HRS

Deadline to register for the Banquet is March 2nd, 2017
Make your check payable to Voiture 1379 for registration

Send to: Robert C. Emery
16001 E 31st St S
Independence, MO 64055-2709

Last Name _____ First Name _____ Spouse/Guest _____

Title _____ Voiture Number _____

Banquet Buffett \$30.00/Person x Number of Guest ____ \$ _____

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

Total \$ _____

MEMBERSHIP
September 28, 2017

Voiture Name	Voiture	2017	2018	2017	% of	short/over
		YTD	YTD	Year		
		Total	Total	Total	Quota	
HEART OF AMERICA	3	17	16	45	35.56%	-29
SPIRIT OF ST. LOUIS	38	42	58	84	69.05%	-26
JESSE JAMES	130	24	26	35	74.29%	-9
HEART OF MISSOURI	292	38	35	40	87.50%	-5
RUSSELL H. MILLER	333	51	3	155	1.94%	-152
GATEWAY	448	20	19	84	22.62%	-65
CENTRAL OZARK	460	42	40	63	63.49%	-23
KICKAPOO	760	22	17	40	42.50%	-23
MARK TWAIN	966	4	4	4	100.00%	0
CAPITOL	1292	35	23	69	33.33%	-46
MINERAL AREA	1321	34	52	68	76.47%	-16
NEUF COMPT	1379	26	25	45	55.56%	-20
HEART OF THE OZARKS	1395	15	13	15	86.67%	-2
ATCHISON NODAWAY HOLT Co.	1402	1	1	21	4.76%	-20
LAKE OF THE OZARK	1403	11	3	18	16.67%	-15
TWO RIVERS	1541	23	25	71	35.21%	-46
Missouri Total		405	360	857	42.01%	-497