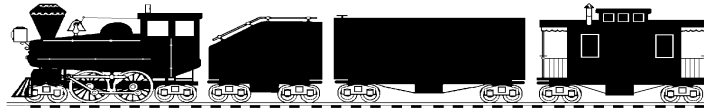


Communiqué
La Societe des 40 Hommes et 8 Cheveaux
Grande Voiture du Missouri



January 2011 - Grand Chef de Gare Larry Ebersold - L'Editeur Grant Willis

The Grand Chef Sez

Fellow Voyageurs:

The year ended on a sad note when Clarence L. Koon was called to join the Commander of us all. Pappy was a good man, legionnaire and voyageur. He will be missed by all the lives he touched.

I want to thank everyone at 1541 and 1321 for their hospitality over the holiday season; a good time was had by all. I hope the black and blue is gone from Chef de Gare Kull's backside. When he stepped on the icy parking lot his feet went to eye level and down he went. The pain of leadership.

Membership for the current year is not quite where it needs to be but is somewhat better.

We need to be at 75% by 1/15/2011 and I hope we will be close. Several locales have shown improvement and I know we'll get to 100% or better. Don't forget to mark your calendars for the Grande Cheminot and Wreck April 8th through 10th in Festus. Lets have a great turnout and gain a lot of new member. Enjoy the winter and I'll see you in the spring.

Larry GRAND CHEF DE GARE

**Sous Grand
Correspondants Notes**

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

February – POW/MIA and Special Awards
March – Distinguished Voyageur Award

At the end of this Newsletter you will find a Public Relations Manual – use it to help you establish good PR techniques.

Any Voiture's that will have PG's for the Spring wreck needs to notify the Grand Conducteur and the Grand Correspondent.

PUBLIC RELATIONS

We must 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 or by phone at 573/636-4013.

Remember to always include the basics.

Who is doing *what*, *where*, *when* and *why* are they doing it.

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

Charley
Publiciste

BOX CAR

For those Voiture's that received Box Car Crew Membership Cards, Associate Membership Cards and/or pins, please send your check to me made out to N. B. C. A. Also any donations your Voiture would like to make to the NBCA, please send through me so that I may keep the Grand's records straight. The Box Car Association helps many of the programs that the 40et8 put on to include Child Welfare, Americanism, Nurses Training, and many more. So, remember if your Voiture would like to make a donation, send through me and we will make sure that the Voiture and Grand get the credit it deserves.

Grant Willis

Box Car Directuer

VOITURE ACTIVITIES

To My Fellow Voyageurs:

My name is George W. Ridley and I am Grande Directeur of Voiture Activities for 2010/2011. As I see it Voiture Activities covers a vast spectrum of area. It has nothing to do with any function to do with food or socialization with 40-8 and/or post functions, anything to do with fun. As Grande Directeur of Voiture Activities I am looking forward to 100% participation of all Voiture's. The following is the best description I have come a cross to describe what a Voiture Activity really is. The total of all combined programs (Americanism, Box Car, Carville Star, Child Welfare, Disaster Relief, Membership, Nurses Training, Organizer, POW/MIA, Public Relations, Ritual, Special Awards, V.A.V.S, Youth Sports) of La Societe, plus any Fund Raisers, plus any activity that involves a Voyageur Militaire equals Voiture Activities. Just simply stated; THE OVERALL TOTALS OF ALL ACTIVITIES IS "VOITURE ACTIVITIES". Each Activity that a Voyageur Militaire participates in is recorded and reported by each Voiture Locale Directeur of Voiture Activities to their respective Grande Voiture Directeur of Voiture Activities or Grand Correspondant. The final results from each Voiture are reported to the Grande Directeur of Voiture Activities. Socializing is part of Voiture Activities; if you socialize before or after a promenade or a post meeting it counts as Voiture Activities. Each Voiture locale, in conjunction with an American Legion Post, can co-sponsor functions like Christmas, Easter, Halloween parties and Voiture/Post events. This involves time spent to set up, participate, tear down, and socialize during the event. In the past, because we wait until our Grand Activity Report is due and we didn't submit a Monthly Report, the time and money goes unclaimed. This is why

Monthly Reports are so critical and they will also help compile your yearly report. We need to take a little time for listing all mileage to and from, hours spent, and total number of members involved, If we document each event, at the end of each month, it will be easier to compile your monthly reports into your final yearly report that needs to be sent to your Grand and to the National Directeur. We are expecting to increase our reporting by 10% and we can and will do this by just doing some simple documentation. Enclosed are Voiture Activities Reports, Rolling Stock Reports and Locale instructions. If there are any questions please call or e-mail me. If I don't know the answer I will find out the answer and get right back to you. You will be receiving more detail on how the program works throughout the coming year. So please join me in documenting your efforts and receiving recognition of our services to City, State and Nation. Let everyone know what the La Societe is really about and how much we do for America. If there are any questions or if you need to you can contact me Grande Directeur Voiture Activities, George Ridley at 314-524-1942 (H) or E-mail me at gwlr@mail.com
For God and Country

Central States Promenade

The Grand du Missouri will be hosting the 2011 Central States Promenade and the following is an excerpt from the letter that went out this month.

“Greetings from all the Voyageurs and Dames of the Grand Voiture du Missouri. We would like to extend to each and every one of you an open invitation to attend our Central States Promenade 2011.

All the fun and festivities will start on Thursday, April 28, 2011 and will be held at the Embassy Suites Hotel Kansas City International Airport, 7640 NW Tiffany Springs Parkway, Kansas City, MO 64153.

Their phone number is 1-816-891-7788. The room rate is \$89.00 per night plus tax. **All the rooms are suites.** We have reserved 90 rooms for this event so make your reservations early as all rooms not reserved by March 29, 2011 will be returned to the hotel for their normal bookings. **The room rate will not be effective for 40 and 8 Central States Promenade reservations after that date.** Be sure to mention that you are with the 40 and 8 Central States Promenade. There are only **seven handicap accessible rooms** available so if you fit into this category, please ask early because these are on a first come, first served basis. Make all your room reservations directly with the hotel reservations numbers, or you can mail in the attached room reservation form. **There are seven smoking rooms in this hotel.** Small pets are allowed but cost \$10.00 per day.”

Next month I will put the registration forms, Ad Book form and full letter in the Grand Newsletter. I would encourage you review the dates and make plans to attend. We want the Grand du Missouri to put on a great Central States and show the other Grandes some great hospitality. We are going to need a lot of help putting this event on, so make plans to attend now.

**CENTRAL STATES
PROMENADE 2011
APRIL 28 TO MAY 1, 2011
Embassy Suites Hotel Kansas City
International Airport
7640 NW Tiffany Springs Parkway
Kansas City, MO 64153
Telephone 1-816-891-7788 and
Facsimile 816-891-7513
Reservations 1-816-891-7788**

Grand du Missouri Membership

Seven Voiture's submitted 76 memberships over year-end. Thanks to Norm, Tony, Sam, Marvin and Tom for their leadership as Sous. This brings us to almost 70% of Quota for the Grand. We have only 1 week and 69 memberships to we reach our 75% milestone. Comb all Locales for these memberships. Encourage your Chefs de Gare to use face to face and the phone to get these 2011 dues in the mail. We have 7 Voiture's below the January 15th 75% milestone. Norm, Tony, Tom and Ralph, please work with these Voiture's. Currently Marvin is lead Sous with 81% memberships submitted. Congratulations. Each Voiture needs to be working on new PG's, and on those Voyageur's that have let their memberships lapse, making note of their Goal. Please note that we need 414 memberships to arrive at 100% of Goal. There will be a Grand Wreck in Festus. Encourage Voiture's to accompany their PG's in April. An event filled weekend is planned. Encourage registration.

David Christian
Grande Chef de Train du Missouri

Voiture du Missouri

As of 6 January 2011

Voiture Name	Voiture	2011 To-date	2011 Quota	Sh/Ov Quota	% of Quota	Goal 105%	Sh/Ov Goal	% of Goal
HEART OF AMERICA	3	61	76	-15	80.3%	80	-19	76.3%
SPIRIT OF ST. LOUIS	38	103	146	-43	70.5%	153	-50	67.3%
JESSE JAMES	130	27	29	-2	93.1%	30	-3	90.0%
HEART OF MISSOURI	292	58	59	-1	98.3%	62	-4	93.5%
CROSSROADS OF MISSOURI	293	12	12	0	100.0%	13	-1	92.3%
RUSSELL H. MILLER	333	131	250	-119	52.4%	263	-132	49.8%
TABLE ROCK LAKE	447	2	2	0	100.0%	2	0	100.0%
GATEWAY	448	96	154	-58	62.3%	162	-66	59.3%
CENTRAL OZARK	460	59	61	-2	96.7%	64	-5	92.2%
COON COOKERS	520	10	11	-1	90.9%	12	-2	83.3%
KICKAPOO	760	62	82	-20	75.6%	86	-24	72.1%
MARK TWAIN	966	5	7	-2	71.4%	7	-2	71.4%
CAPITAL	1292	57	91	-34	62.6%	96	-39	59.4%
MINERAL AREA	1321	43	81	-38	53.1%	85	-42	50.6%
NEUF COMPT	1379	31	42	-11	73.8%	44	-13	70.5%
HEART OF THE OZARKS	1395	14	17	-3	82.4%	18	-4	77.8%
ATCHISON NODAWAY HOLT	1402	23	29	-6	79.3%	30	-7	76.7%
LAKE OF THE OZARK	1403	25	43	-18	58.1%	45	-20	55.6%
TWO RIVERS	1541	56	66	-10	84.8%	69	-13	81.2%
Missouri	Total	875	1258	-383	69.6%	1289	-414	67.9%

The membership effort is in full swing. Membership is the responsibility of every Voyageur Militaire. Take pride to be a mentor to a veteran introducing him or her to the Forty and Eight Societe. LA SOCIETE NEEDS YOUR HELP, YOUR IDEAS, YOUR SUPPORT, TOGETHER WE CAN OBTAIN 105 %. A Grand Wreck is planned for our Grand Cheminot in April 8 - 10 in Festus. Rooms have been set aside and are waiting for you to call 636-397-0700 for your Best Western hotel registration. While registering, you may also complete your Best Western registrations for the Grand Promenade June 24 - 26, and the Fall Cheminot and Homecoming October 7 - 9, 2011. We also ask that you complete the Cheminot registration, and forward it to Mr. James Gualdoni. Take care of this today, so you will not forget about it.

David Christian
Grande Chef de Train

40/8 Coon Supper

Voiture #1541 would like to invite you to our annual
Coon Supper

When: Saturday January 22, 2011
Time: 6-7PM Cocktail Hours, Meal 7PM

Menu includes – Coon, Ham, German Potato
Salad, Cole Slaw, Green Beans and Dessert

Donations will be accepted after the meal.

All Proceeds benefit Child Welfare and Nurses
Training Programs.

If you have any questions contact Chef de Gare Bill
Kull (636)946-2158

Thank you in advance for your Support

GREAT FOOD AND COMRADESHIP



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 April 8th to April 10th, 2011 at the Best Western Shalimar Plaza and Conference Center, 1200 West Gannon Drive, Festus, MO 63028, phone (636) 937-0700.

There will be a meeting of the 2011 Central States Committee on Friday evening at 7:30 PM. Everyone is welcome, including wives, to attend the meeting whether you are assigned to the committee or not. Place will be posted in the Hospitality Room.

The Active Wreck will be held on Saturday, April 9th, 2011 at 9:00AM in Festus.

The Spring Grande Cheminot will be held on Saturday April 9th, 2011 at 1:00 PM at the Best Western Shalimar Plaza and Conference Center.

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

Larry Ebersold
Grand Chef de Gare

GRANDE VOITURE DU MISSOURI

Grande Cheminot and Wreck

April 8 through April 10, 2011

Will be held at the

Best Western Shalimar Plaza and Conference Center

1200 West Gannon Drive

Festus, MO 63028

Phone: 636-937-0700

Fax: 636-937-3723

Room Rate is \$62.10 per night

For Single or Double Occupancy

Make Hotel reservations directly with Best Western by **March 23, 2011**

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

Friday, April 8, 2011

Registration: 3:00 till 5:00 P.M.

Hospitality Room opens at 3:00 PM

Saturday, April 9, 2011

Registration 9:00 A.M. till NOON

Wreck 9:00 – 11:00 AM

LUNCH 11:30 AM – 1:00 PM

Grande Cheminot 1:00 PM – 4:00 PM

Grand Chef de Gare Passé Social Hour – 5:00 PM – 6:00 PM

Social Hour 6:00 PM

Banquet: 7:00

Hospitality Room: 9:30 PM – 11:30 PM

Sunday, April 10, 2011

Have a Safe Trip home

You may make Hotel reservations for Grande Promenade June 24, 25, 26, 2011 & Grande Cheminot and Homecoming October 7, 8, 9, 2011 at this time.

To register for the Cheminot, make Check payable to Voiture 38

Send to

James H. Gualdoni

11840 Eddie & Park Road

St. Louis, MO 63126

Last Name _____ First _____ Spouse/Guest _____

Voiture Number _____ Banquet / Person \$25.00 x No. Guests _____ = _____

Registration Fee \$ 10.00 _____

(Voitures Only)

Total \$ _____

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