

The Bulletin

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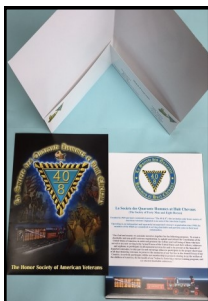
Annual dues are **\$17 Mail \$10 Digital**

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The Bulletin is an official publication of the Press Association of La Societe, published 12 times a year at an annual subscription cost of \$17.00 (mail only) \$10.00 (Digital only) payable to P.A.L.S. Publication address is 8714 Marble Dr., El Paso, TX 79904. Contributions, ideas or comments welcome. PUFL—\$100.00

Vol. 38 No. 08 **Supporting and Encouraging La Societe Public Relations for 38 Years** April 2023



We continue our journey of using public relations in support of our programs and all areas of the Forty and Eight—this month on Emblem Sales.

Continue reading to dig deeper into how our merchandise and great emblem sales items can support our public relations efforts in many ways to include recruiting and membership.

Of course Memorial Day is approaching—so remember our commitment to honor our war dead and our fallen Voyageurs Militaire with the Calvin Kain ritual.

Please continue your support of Blue Chevalier ("Shav-a-leer"), our merchandise items are growing. Pending shirt orders will be forwarded to me for a new local vendor.

Please use any and all from each edition of The Bulletin in your own newsletters.

Blessings—Happy Easter! Be safe out there! L'Editeur

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HAPPY EASTER

P.A.L.S. since 1984—Past L'Editeurs

George Hartley

Don Collins

Paul Chevalier



"This is the day we pay homage to all those who didn't come home. This is not Veterans Day, it's not a celebration, it is a day of solemn contemplation over the cost of freedom."

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Twitter—Blue “Check” to Gold “Check”

Twitter is finally winding down its “legacy verified” program — that is, accounts that got their blue checks before it went pay-to-play. In a date that seems too ironic to be accidental, the change will go into effect April 1. Individuals can use the \$8 Twitter Blue program to keep their check but be aware that the meaning and implication of this check is changing. No longer will it be a mark that someone is who they say they are, or that they’re notable in some way. Organizations can apply for the gold checkmark that comes with being a Twitter Verified Organization, but this comes with an eye-watering base monthly price tag of \$1,000, which is sure to price many out of the market. Is your Twitter activity worth \$12,000 a year? •

SiriusXM hidden fee practices

SiriusXM is in a bit of legal hot water after their music royalty fee (which offsets royalties payable by SiriusXM according to their website) is under investigation for hidden fees.



According to Top Class Actions, there are hidden fees associated with SiriusXM, leaving customers paying more than what they bargained for. “For example, SiriusXM advertises its ‘Music & Entertainment’ plan for \$17.99 per month—but Customers allege that SiriusXM then bills subscribers \$21.84 per month for the plan (21.4% more) after billing another \$3.85 per month in the form of the U.S. Music Royalty Fee,” according to Top Class Actions website.

“Customers say that SiriusXM does not adequately disclose this 21.4% U.S. Music Royalty Fee when they sign up,” the website adds.

Why it matters: PR pros can take a lesson from SiriusXM’s hidden fee issue and be more transparent with any fees related to goods, services or products. Don’t let issues like this fester or balloon to a lawsuit. Also, double check for any confusing or misleading language that leaves consumers in the dark about what they’re really paying for.

Dairy farmers seek ways to get milk to Gen Z



The dairy industry has seen better days. Gen Z and Gen Alpha simply don’t drink milk like previous generations did, though they do still eat cheese, ice cream and other dairy foods.

The New York Times reported that the love of milk for many youths has grown cold because of the bevy of beverage alternatives available for a health-conscious consumer base who never really saw that much of a need for milk to begin with.

“We have to reclaim milk’s mojo,” Yin Woon Rani, the chief executive of the Milk Processor Education Program, a marketing and education arm of the dairy industry based in Washington, D.C., told the New York Times. A marketing campaign, “Gonna Need Milk,” has high hopes to entice Gen Z and millennials.

The “Gonna Need Milk” campaign brought on 24-year-old Brooklyn marathoner Yvonne Zapata (who barely drinks milk herself) as an ambassador to a younger generation. It also uses the hashtag #TeamMilk and will sponsor women at three marathons this year across the nation. “Milk marketers have also tapped Olympic medalists, women who play football and other sports influencers who swim, climb or play street soccer,” according to the article.

Why it matters: The milk industry is trying its best to secure its somewhat shaky customer base and recoup those dwindling sales. Being able to connect with core audiences and discover why they don’t like a product can help a company or industry see what changes they need to make in either their marketing strategy or communications rollout. While drinking milk has been little to no priority for Gen Z and even millennials (guilty as charged) you have to admire the dedication and creativity in how the milk industry is looking to come back stronger. We can raise our glasses to that. • *From a variety of web sources*

Blue Chevalier

The below is from the latest edition of the Blue Chevalier Newsletter "Roll Call".

Wow, another Quarter has passed already!

We now have Blue Chevalier Decals available. See the last page for description and details. Patches and pens are also available and we can take orders now.

We need to seek out more Law Officers and Organizations for recognition this year.

We have retired Officers as members who I hope will link up with their colleagues and find great candidates. If ever there was a reason or a need for the Blue Chevaliers the recent event in Nashville, Tennessee drives the point home! The two Police Officers that took out that school shooter ended a threat by a heavily armed coward that had killed 6 innocent people while they themselves were under fire. They responded quickly, professionally, and without hesitation and showed what trained law enforcement personnel are capable of doing to protect the public. Fourteen minutes from receiving the 911 call to the end of the threat. It also shows why we are dedicated to honoring those who "protect and serve" in ways and in situations that we can only visualize in nightmares.

Robert "OB1" Cearlock Project Manager

For those planning on attending Nationale, we will have a great selection of Blue Chevalier merchandise for purchase to show your support of what we hope to be a great program within La Société. I particularly like the patches which are already sewn onto two jackets and look great.

But shirts, decals, patches, pins/pens and soon ball-caps do not replace actually awarding those great officers who deserve it. Each of us should strive to find at least an annual officer or group of officers to support - in three easy steps:

- find a deserving recipient(s)
- fill out the form and submit (we do the rest)
- do the presentation.

Hopefully, the selection process is ongoing for La Société's Special Awards Law Officer of the Year. Blue Chevalier already has budgeted a personal \$2,000.00 honorarium for the recipient.

Finally, one last effort will be made to find a great shirt vendor - we are humbled by our failure but appreciate your faith in us. Keep our law officers in your prayers and constant thoughts!

Renslar "Renny" Keagle Public Relations Directeur, Nationale



Static 3 x 3 Window decal—\$2.00

Standard 4 X 4 decal—\$3.00

Patches—\$7.00 each

Pens—\$3.00 ea. 2@\$5.00



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Special Observances—May 2023

Month of the Military Caregiver—The Month of the Military Caregiver is observed in May each year to honor more than five million caregivers in the United States. Paying tribute to the people who care for more than two million veterans is an important part of supporting troops and military families. But for some, it's also about recognizing the work they do that qualifies them as caregivers even if they don't think of themselves that way.



They are spouses, parents, children, and relatives of the wounded veteran, but many coworkers, neighbors, and friends also take on responsibilities. They provide care and assistance, promoting faster recovery for their loved ones and thus saving our nation millions of dollars in health care costs.

National Military Appreciation Month - U.S. Introduced in 1999 by Sen. John McCain and honored every May, Military Appreciation Month encourages Americans to reflect on the sacrifices made by soldiers, sailors, and all current and former military personnel.



National Nurses Week—May 6 (begins), May 12 (ends) - National Nurses Week begins each year on May 6th and ends on May 12th, Florence Nightingale's birthday. These permanent dates enhance planning and position National Nurses Week as an established recognition event. *** As of 1998, May 8 was designated as National Student Nurses Day, to be celebrated annually.

May 7 – May 13: Public Service Recognition Week—Traditionally celebrated during the first full week of May, Public Service Recognition Week honors the individuals who serve as federal, state, country, and local government employees. It is not commonly celebrated, but it is sometimes used to educate the public about the contribution of government workers.

May 1, 2023—Loyalty Day—On May 1st, National Loyalty Day recognizes American freedom and is set aside for the reaffirmation of loyalty to the United States and the recognition of the heritage of American freedom. Every U.S. President since 1955 has set the day for May 1st.

May 1, 2023 – Silver Star Banner Day – Per Congressional resolution, it is an “Official Day to honor wounded, ill, and injured Veterans”.

May 8, 2023—VE Day—Victory in Europe Day

May 12, 2023 – Military Spouse Appreciation Day – Recognizes the service and sacrifices of military spouses.

May 13, 2023 – Children of Fallen Patriots Day – A day to honor the children left behind by the brave men and women who gave their lives while defending our freedom.

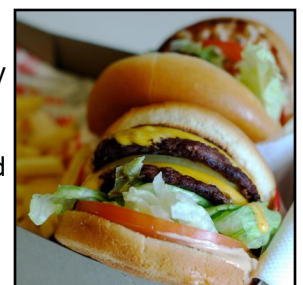
May 14, 2023—Mother’s Day

May 15, 2023—Peace Officers Memorial Day—On October 1, 1961, Congress asked President John F. Kennedy to designate May 15th as a day to honor peace officers. In 1962, President Kennedy issued the declaration for Peace Officers Memorial Day to be observed on May 15th and the week of May 15th to be recognized as National Police Week.

May 20, 2023 – Armed Forces Day - Observed on the third Saturday every May, this is a day dedicated to paying tribute to men and women currently serving in the U.S. Armed Forces.

May 29, 2023 – Memorial Day— A solemn occasion to honor the men and women who died while serving in the military.

Note: I had to add that this is also—National Hamburger Month •



PR Editorial — Giving it... “One Day More”

Books and songs have been written about the term “one more day”. Philosophically it can have many meanings. People trying to change their habits or lives use the expression to meet life's challenges.

One day more or one more day? Both are essentially the same but for our purpose I think “one day more” is a better fit.

When we get to this time of year, we start counting the months, weeks and days left in not only our membership year but also that of our programs. How can the philosophy of “one day more” be of any help or significance to us in La Societe?

In dealing with our duties and responsibilities it is not unusual to reach a point where we hit a wall. A goal we have for our membership or fundraising for a program seems beyond our reach and we begin to have self-doubts and start to lose our motivation.

Weekly, sometimes daily motivational messages from our leadership, Directeurs, Sous Directeurs and committees are meant to stimulate us, guide us and help us—and this is the time of year they are most important. By virtue of position they carry a burden. Some may consider it a personal one having accepted the responsibility of their position. But the burden is not theirs alone. Individually they are making a statement, collectively they are speaking volumes.

But as we get to the heart of the matter, we must address that there are those, despite the volumes of help and guidance they receive are not achieving their goals or desires for the year—and as experience has shown, time seems to go by faster as we approach the end of our year.

We can have the best strategies and plans but if the people behind the implementation falter—so goes the way of any chance of achieving our desired results.

At this point, some may feel a sense of impossibility, hopelessness, defeat, and are discouraged that even their best efforts have not achieved their expectations that began back in August of last year. Some may just look at their numbers or finances and just say that at this point we're just not going to make it. But, one never knows what one more meeting, one more decision, one more action could result in. Now we are at the point to ask the question about ourselves...

Am I willing to try just one day more? One day more to recruit, one day more to make a call, one day more to reach out or just one more day to keep trying and not give up. A bit of discipline, consistency, and persistence and the “one day more” philosophy may surprise you in what it delivers.

Until “one day more” becomes “got one more”. **L'Editeur**



ONE MORE DAWN
ONE MORE DAY
ONE DAY
MORE!

“Sometimes all you need to live one more day is a good reason to stick around.”

— Jodi Picoult

“Another day, another opportunity to prove anyone who doubts you wrong.” -

Michael Jordan

“Every new day begins with possibilities.” - Ronald Reagan

“We make ourselves miserable or we make ourselves strong. The amount of work is the same.” - Carlos Castenada

“It's impossible said pride. It's risky said experience. It's pointless said reason. 'Give it a try', whispered the heart.”

“One of these days is none of these days.” - Proverb

“There comes a time, when you have to stop crossing oceans for others who wouldn't even jump puddles for you.”

“Everyday is one less day” - Tom Ford



JUST
ONE
MORE

Public Relations and Emblem Sales

Emblem Sales is a catalogue of a variety of items which from a public relations standpoint is a gold mine to promote La Societe internally and externally.

But let's start with our important Forty and Eight Logo.

A logo reveals the identity of a brand, business or organization, for us that's The Forty and Eight. Our logo not only gives people the name of us, but it also serves as a visual symbol that represents us.

How long has it been since you have actually gone through emblem sales products? In doing so we see that just about everything has the Forty and Eight logo on it—and of course that just makes sense—it's all about promotion.

One of the things I have found about our logo is that it does stimulate curiosity. I rarely leave the house without something on that doesn't have our logo on it and invariably get the question "What is that"? Leading to "What is the Forty and Eight"?

Wearing our logo "brands" us and ties our identity to La Societe. Wearing items from emblem sales helps create a better emotional connection and loyalty to our great organization.

That's why when we wreck a new member they are presented as follows... "see that the new Voyager(s) Militaire are properly outfitted with Chapeau, Lapel Pin, Chapeau Medal, Membership Card and our Ritual." Adding items like our Information Manual, decals, patches, a ball cap, etc. goes a long way to start instilling in our new members loyalty and pride.

We must "brand" our press releases, letterhead, communiques, flyers, ads, etc. with our logo—and there are a few different and unique ones to choose from. Consider adding a Forty and Eight logo in emails pertaining to La Societe.

So emblem sales more than adequately represents our La Societe brand—but how can we use our sales catalogue internally to recognize our members? A large portion of emblem sales products can be used to recognize our membership—a big part of our internal public relations process.

By definition we can reward our membership in public or in private and in a variety of ways. There are small tokens of appreciation or items available for significant achievements.



I'll provide an example... My locale ties in the Special Awards Program with Voyageur of the Year and awards our recipient a great embroidered jacket.

Shirts, caps, jackets, etc. all become a visual representation of the Forty and Eight and possibly attract new members and even give our programs an identity.

Externally, promotional products from our emblem sales could strengthen and deepen your ties to the community.

Something as easy and simple as a certificate can go a long way to cement community and organizational relations. Emblem sales has a lot of certificates including a blank certificate easy to use with most software.

Whether it is a certificate, plaque or a simple pen, these remembrances go a long way and can create meaningful and improved relations with other veterans organizations and the community you serve. These tokens make your relationships more personal and long lasting.

Finally, emblems sales provides unique ways to improve your recruitment efforts.

There is a great pocket folder at only \$1.00 each (sold in packets of ten). Adding items like the "What is the Forty and Eight" brochure, recent copies of your newsletters, a letter of introduction, a business card, etc. all going inside and creating a long lasting impression.

Take this attempt at trying to show how emblem sales can become a integral part of your public relations program—contributing growth both internally and externally in your community creating a win-win for all.

A tip—start using emblem sales to promote yourself internally first for recognition and recruitment—see the results and slowly grow and spread to your community.

Great Speeches— Billy Graham—“Getting it for us”

A decade and a half before Memorial Day became a federal holiday in 1971, Billy Graham was in Boston to deliver a memorial address to the Veterans of Foreign Wars. The year was 1955, and he had just finished visiting many U.S. military installations in Europe. Below is an excerpt of his timeless message, which still rings true this Memorial Day as we remember with gratitude the sacrifices of so many for our nation.

In all the American idiom, there is no more endearing word than “buddy.” It is warm, with intonations of friendship, brotherhood and common purpose. We are assembled today to pay tribute to those, our “buddies,” who poured out their full measure of devotion upon the altar of freedom.

Thousands of you gathered here could tell dramatic stories of heroism which you yourself have seen acted out by your buddies on the grim stage of war’s theater. They have left this realm of time and space, they have outstripped us in life’s races, but the sacred memory of their selflessness and the freedom they died to obtain will live forever.

Some months ago when President Eisenhower was touring the Battlefield at Valley Forge and was being shown from one historic spot to another, he made this statement at the conclusion of the tour: “This is where they got it for us.”

What did he mean? He meant that those men, and thousands of others in all the wars that America has fought, purchased by their blood the freedoms that we enjoy today in “the land of the free, and the home of the brave.” That terse statement from the lips of our president has rung in my ears for many months. ...

These battlefields of the world today are hallowed and holy to every American, and we pause to give them our highest honors, humbly realizing the sacred trust that these, our war dead, have handed to us.

I stood by the bedside of a boy in Korea whose spine had been torn away by a shell blast the night before, but by some miracle he was still living. He was unable to change his position; and if he lived, the doctor informed me, the rest of his days would be spent lying on his stomach. The army medics had patched him up the best they could. I gripped his cold, perspiring hand and said words of comfort to him. He made a statement I will never forget. He said: “It was worth it if it will keep America free!”



That’s what you call “getting it for us”! As we think of the selflessness and heroism of such fellows, we are reminded of the words of Jesus Christ who said: Greater love hath no man than this, that a man lay down his life for his friends.”

The freedoms we enjoy, the freedoms we take so much for granted, the freedoms we so often trifle with were bought not by the gold of our millionaires, nor altogether the genius of our scientists, nor the sacrifices of the people at home, but primarily by the blood, sweat and agony of those whose names on this day we honor—those who died that we might live!

They found, as have brave men of all ages, that there are principles well worth dying for. Their noble, unselfish sacrifice is a silent, eloquent rebuke to the self-centeredness of this generation. Let those who want “peace at any price” remember this day that thousands have died for honor and freedom and that what we have today has come at the price of shed blood. ...

... What right have thousands of pleasure-seeking Americans to go on living when many in the early flower of youth has to die? And in that moment, the fact dawned on me that if they have to die for America, some of us must live for America. Sometimes it is far more difficult to live than it is to die. They have handed us a torch, and we have a responsibility to see that they have not died in vain. •

The Vietnam Memorial—The first known casualty was Richard B. Fitzgibbon, of North Weymouth, Ma. Listed by the US Department of Defense as having been killed on June 8, 1956. His name is listed on the Wall with that of his son, Marine Corps Lance Cpl. Richard B. Fitzgibbon III, who was killed on Sept 7, 1965.

There are three sets of fathers and sons on the Wall.

39,996 on the Wall were just 22 or younger.

8,283 were just 19 years old.

The largest age group, 33,103 were 18 years old.

12 soldiers on the Wall were 17 years old.

5 soldiers on the Wall were 16 years old.

Only one soldier, PFC Dan Bullock was 15 years old.

997 soldiers were killed on their first day in Vietnam.

1,448 soldiers were killed on their last day in Vietnam.

31 sets of brothers are on the Wall.

Thirty one sets of parents lost two of their sons.

8 Women are on the Wall. Nursing the wounded.

244 soldiers were awarded the Medal of Honor during the Vietnam War; 153 of them are on the Wall.

The Marines of Morenci – They led some of the scrappiest high school football and basketball teams that the little Arizona copper town of Morenci (pop. 5,058) had ever known and cheered. They enjoyed roaring beer busts. In quieter moments, they rode horses along the Coronado Trail, stalked deer in the Apache National Forest . And in the patriotic camaraderie typical of Morenci’s mining families, the nine graduates of Morenci High enlisted as a group in the Marine Corps. Their service began on Independence Day, 1966. Only 3 returned home.

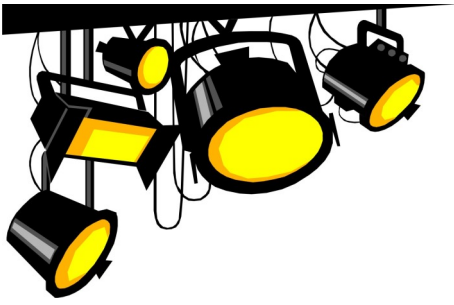
The Buddies of Midvale – LeRoy Tafoya, Jimmy Martinez, Tom Gonzales were all boyhood friends and lived on three consecutive streets in Midvale, Utah on Fifth, Sixth and Seventh avenues. They lived only a few yards apart. They played ball at the adjacent sandlot ball field. And they all went to Vietnam . In a span of 16 dark days in late 1967, all three would be killed. LeRoy was killed on Wednesday, Nov. 22, the fourth anniversary of John F. Kennedy’s assassination. Jimmy died less than 24 hours later on Thanksgiving Day. Tom was shot dead assaulting the enemy on Dec. 7, Pearl Harbor Remembrance Day.

Charles McMahon (May 10, 1953 – April 29, 1975) and Darwin Lee Judge (February 16, 1956 – April 29, 1975) were the last two United States servicemen killed in Vietnam during the Vietnam War. The two men, both U.S. Marines, were killed in a rocket attack one day before the Fall of Saigon.



McMahon and Judge were members of the Marine Security Guard (MSG) Battalion at the US Embassy, Saigon and were providing security for the DAO Compound, adjacent to Tân Sơn Nhứt Airport, Saigon.

McMahon had arrived in Saigon on 18 April, while Judge had arrived in early March.[3] Both died in a North Vietnamese rocket attack on Tân Sơn Nhứt on the morning of April 29, 1975. •



Spotlight on Public Relations

EMBLEM SALES
NATIONALE POC

Terri Taylor
ttaylor@fortyandeight.org

Creating a “PR Package”!

Just prior to full retirement, I worked for a company and the boss and I and our marketing team attended trade shows, conventions, etc. in the hopes of generating interest in our product which was specialized software for government. So prior to each event we accumulated items to give away at our table— the items to attract attention to the service and products we wanted to sell. So our table was full of customized key chains, pens, hats, t-shirts and all kinds of items emblazoned with our logo—successfully attracting people to our table giving us the opportunity to express ourselves about who and what we are.

This was my first experience with “PR Packaging”. So what is it?

Well, in general PR packages are a fantastic method to excite possible new members about our organization and provide a positive first impression. A PR package is a personalized bundle that you can deliver to a select individual, community organization or even the media. “PR Packages” can be as small as one or two items or a creative basket or other type of bundle.

From a public relations standpoint it is about influence and connection. A simple example might be those things we call “ditty bags” at conventions/promenades, etc. Now I’ve seen some pretty dismal ditty bags and but some were pretty good—its all about who you are targeting and what kind and type of content.

For our purpose here we want to focus upon PR Packaging externally. First thing, when you give or provide a PR Package there is no expectation of reciprocation—think of it as a gift with a purpose. It’s about exposure and recognition of who you are. You might pick a few items from emblem sales or something created locally but items with our logo without an explanation will fall short of your goal.

Any PR Package should have a “What is the Forty and Eight” brochure.

A PR Package is perfect to present as a gift or thank you to a guest speaker—who will remember you and this token of appreciation.

The smallest PR Package I have ever given was to a TV station cameramen who covered a FFFGs event and did interviews—leaving with an Americanism and POW/MIA pin, a business card and a “What is the Forty and Eight” brochure—and we ended up on two TV stations in both early morning and prime time.

To have the greatest impact, PR Packages should be delivered or handed in person affording the opportunity of bonding—especially if it’s a potential new member.

PR Packaging could become a powerful recruitment tool—cheaply and easily done with our information folder and informative content, a simple pen and a handshake. I’m not sure a newspaper or even a guest speaker would wear a Forty and Eight hat or T-shirt, but there are a lot of items that are more appropriate and fitting for specific occasions.

We can focus on our newsletters, social media accounts, email postings, flyers and ads, but PR Packaging is personal and an innovative way for us to be remembered long after an event.

And, there are no specific rules to PR Packaging—presenting should be a combination of fun with the purpose of grabbing someone’s attention. •

Note: Please get approval for home use of the Forty and Eight logo from Nationale prior to using it on locally produced products. Emblem sales should be your first source.

POSTER OF THE MONTH



**Remember those who served before.
Remember those who are no more.
Remember those who serve today
Remember them as we eat and play.
Remember our protectors—
who are not home today.
Remember them all on Memorial Day**

Honoring Memorial Day



"Those who have long enjoyed such privileges as we enjoy, forget in time that men have died to win them."

Franklin D. Roosevelt

"No man is entitled to the blessings of freedom unless he be vigilant in its preservation."-

General Douglas MacArthur

"It is foolish and wrong to mourn the men who died. Rather we should thank God such men lived." George S. Patton



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:				

New members: \$15.00 Renewals: \$2.00 PUFL: \$65.00 for new members \$50.00 members

Checks payable to P.A.L.S. - Remit to:
Renslar R. Keagle, 8714 Marble Drive, El Paso, TX 79904

SEE ABOVE! Note change: Until further notice, remit renewals, new memberships, orders above.

P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER	
Full Name _____	
Address: _____	
City _____ State _____ Zip _____	New Member <input type="checkbox"/> Renewal <input type="checkbox"/>
Email _____	PUFL \$100.00 <input type="checkbox"/>
Voiture Locale _____	
Dues: Mail only \$17.00 <input type="checkbox"/>	Checks made out to P.A.L.S. Remit to: Renslar R. Keagle 8714 Marble Drive El Paso, TX 79904-1710 rennykeagle@gmail.com
Mail and Digital \$17.00 <input type="checkbox"/>	
Digital only \$10.00 <input type="checkbox"/>	
PUFL down payment (minimum \$25) <input type="checkbox"/>	



More Unremembered—March—Month of the Military Woman

Mary Elizabeth “Betty” Clarke was born in December 1924. She became a secretary and then a defense worker before enlisting in the Women’s Army Corps (WAC) in August 1945.

After completing basic training, Clarke was sent to Berlin, Germany, in 1948, serving with the Berlin Brigade during the Berlin Airlift crisis. In September 1949, she completed WAC Officer Candidate School and was commissioned as a 2nd Lt. Clarke traveled to Tokyo and became a commanding officer of a WAC unit. Upon returning to the U.S., she served in various positions including with the Office of Equal Opportunity and at the Pentagon.



In 1972, Clarke was assigned as the commander of the U.S. WAC Center and School in Fort McClellan, Alabama. She was then appointed as the department director of the WAC Advisory Office before being promoted to brigadier general and becoming the last director of the WAC before it was dissolved in 1978.

In Nov. 1978, Clarke became the first woman to be promoted to major general. She oversaw the movement of the U.S. Army Chemical School to Fort McClellan, Alabama. This made her the first woman to ever command a major military installation. She retired in 1981 after 36 years of serving the country — the longest of any woman in U.S. Army history at the time. In addition to her achievements in the service, Clarke was often called upon to testify before Congress on issues regarding women in the military, including combat roles and policies on sexual harassment. She advanced women’s equality and strongly advocated for the creation of the Women’s Army Corps Museum.

After retiring, Clarke became a member of the Women in the Services Defense Advisory Committee and was promoted to vice chair in 1986. She also served as chair of the Advisory Committee on Women Veterans and as a member of the Presidential Commission on the Assignment of Women in the Armed Forces. Clarke passed away in June 2011 in San Antonio, Texas.



Colonel Oveta Culp Hobby, first director of the Women’s Army Corps (WAC)

Hobby’s career in national defense began in 1941, when she became the leader of the War Department Bureau of Public Relations’ Women’s Interest Section. Culp Hobby served in this role until 1942, when she was appointed to lead the newly created Women’s Army Auxiliary Corps (WAAC), an auxiliary branch of the Army meant to fill manpower gaps in the Army as the nation mobilized for the Second World War. When the WAAC was renamed the Women’s Army Corps (WAC) in July 1943 and made into a formal active component of the Army, Culp Hobby retained her leadership role and received a Colonel’s commission, becoming the highest-ranking woman in Army history up to that point.

As director of the WAC, Colonel Culp Hobby worked tirelessly to create a professional, model organization of female soldiers to prove that women could contribute the American war effort if given the opportunity. The 150,000 WAC’s that served during WWII distinguished themselves through their efficiency and good conduct, freeing the equivalent of seven divisions of male soldiers to join the fight on the front lines against fascism and tyranny.

Culp Hobby became the first woman in Army history to earn the Distinguished Service Medal, receiving the prestigious decoration for her contribution to American victory through her leadership of the WAC. After the war’s end she returned to civilian life, becoming a publishing mogul in her home state of Texas and eventually serving as the first Secretary of Health, Education, and Welfare from 1953 – 1955 (becoming the second woman in U.S. history to hold a position in the President’s Cabinet). A dedicated civil servant and lifelong advocate for women in American public life, Colonel Oveta Culp Hobby helped open the door to women serving in uniform in the active components of the U.S. Army. •