

# The Bulletin

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Dang it's hot. We've had 18 days over a hundred in the past 30 days and still getting hotter. So stay cool and safe please.

Summer includes more than fun, outdoor activities. There are a number of patriotic days of both remembrance and celebration. Beginning with Memorial Day, D-Day, Flag

Day, July 4th and on through the summer to September when we honor Labor Day, POW/MIA Day and our U.S. Constitution—all opportunities for Voyageurs Militaire to make their presence known or even public speaking.

Hopefully the Bulletin provides talking points, quotes and perhaps a bit of inspiration from time to time.

A lot inside—enjoy and have a safe summer and as always... blessings. • L'Editeur Renny

### • In this issue!!

- Clipboard—Bits and Pieces from Around the Web
- P.A.L.S. Page—PR Committee Agenda
- Special Observances—August 2023
- PR Editorial—"The Gavel and Leadership"
- A One Page PR Manual
- Great Motivational Speech Excerpts
- Newsletter Filler, Trivia or Just for Fun.
- Spotlight on PR—Summer, a great time for public speaking
- Poster of the Month
- L'Editeur Back Page—Blue Chevalier Update
- Digital Only—A POW and a MIA remembered

**My old grandmother always used to say, summer friends will melt away like summer snows, but winter friends are friends forever." ~ George R. R. Martin**

### P.A.L.S. since 1984—Past L'Editeurs

George Hartley

Don Collins

Paul Chevalier



## NATIONAL PUBLIC RELATIONS COMMITTEE—2023

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## THE CLIPBOARD

### What's an "explainer story"

An explainer is a story that takes apart a news event, particularly a complex one, to put it in context in simple, accurate terms. It helps the audience appreciate why a story is important.

What should I explain? Anything that's complicated and important. Explanatory journalism is an effort "to provide greater context than you'd get from a standard news article, in order to help the audience make sense of and understand the topic." •

### Bits and pieces...

- A Rhode **Island Walmart** is facing backlash after putting a Black male employee in a cage in the store requesting for bail money on a sign to get him out. The sign also read, "I'm in jail!!! I need bail!!! Help me raise \$50 to get out!!" The store's attempt to raise funds to donate to a nearby Children's Miracle Network wound up going viral for all the wrong reasons. Angela Ankoma, leader of the Rhode Island Foundation's Equity Leadership Initiative, said she was "perplexed" and "deeply offended."



- **Bud Light** has a new advertisement campaign highlighting summertime and the ease of drinking their beer. Anheuser-Busch InBev CEO Brendan Whitworth said that the company has always been "in the business of bringing people together over a beer." Bud Light's hoping to recoup some major losses after featuring transgender social media influencer Dylan Mulvaney in a spring promotion, which led to blowback from conservatives and the LGBTQ+ community.

- **Domino's Pizza** is rolling out a new technology nationwide that allows customers to receive a delivery almost anywhere, ranging from parks and baseball fields to beaches. The Pinpoint Delivery rollout will make the feature available for the first time in U.S. markets. Domino's said a soft launch for Pinpoint Delivery received positive feedback from customers and delivery drivers.



- **Publishers Clearing House** agreed to pay \$18.5 million to consumers in a settlement for "deceptive sweepstakes practices." The Federal Trade Commission is making PCH to change its sweepstakes entry and how they process sales, end surprise fees and more. The Commission said that PCH uses "dark patterns" to purposely mislead consumers about signing up for the company's sweepstakes drawings. PCH admitted no wrongdoing in the settlement.

- **Instagram**—Now Instagram wants to get even better at matching what you're interested in, according to a blog post. Based on how you interact with a post on Instagram, with behind-the-scenes algorithms, every comment, like, or share means the more you will see similar posts and content.



- **Tyson Foods** will re-add some antibiotics to its chicken supply chain to help keep poultry disease under control. "This will involve drugs that the company said are not important to human health," according to a Reuters article. Subsequently, its "no antibiotics ever" labeling on chicken products will be removed. This will impact Tyson's fresh, frozen and ready-made items. •

## AGENDA PUBLIC RELATIONS COMMITTEE

### Promenade Nationale

September 14, 2023 (10 am)

Follow agenda per Nationale

Welcome, pledge, prayer - Invocation

(Note – at any time expect the Chef de Chemin de Fer)

Agenda:

- Remind everyone to sign in
- Opening Comments by Directeur (Identify any Sous PR in attendance)
- General discussion on PR program this past year – number of Grands who submitted reports. Discuss the importance of reports.
  - Give P.A.L.S. Report – Membership, finance report, new award categories
  - Discussion/vote on increasing dues for mail recipients due to postal increases to \$20
  - P.A.L.S applications are available immediately after the meeting at the PR table.
  - Entitled to Press Credentials, 12 issues a year and pin
- Newsletter Awards – Importance of getting copies to Directeur or Area PR Committee member
- Blue Chevalier Project—Membership, finance report
  - Discussion and vote on recommending Blue Chevalier be an independent program of La Societe—not a project under Public Relations
- Give a general overview and 3 types of memberships
  - Voyageur, Dame, Non-member supporter
- Possible guest speaker
- Announce award to LOY – done on the floor 1:00 pm Friday
- No further business, closing comments, prayer - Benediction

I am including the general agenda we use for Program Directeurs at Promenade Nationale. The reason is to give those attending who have options on what meetings to attend an idea of what we will be discussing and voting on.

The second reason, is if you are not attending, the opportunity to provide me input on any of the areas we will be discussing and voting on. After Nationale, in the Bulletin, we will publish the minutes of the meeting.

One of the areas we will be discussing is possible changes to our annual newsletter awards—expanding or changing some awards to include social media like locale and Grand websites, Facebook, etc., because rather than newsletters, many are communicating via these social media sites.—**Renslar R. Keagle, Directeur**

## Special Observances—August 2023

**Antiterrorism Awareness Month**—Month of August

**National Aviation Week** - August 15-21 (Always during the week of Orville Wright's Birthday on August 19)

**Aug. 1—Birthday— Star-Spangled Banner author Francis Scott Key** (1779-1843) was born in Frederick County, Maryland. After witnessing the British bombardment of Fort McHenry on the night of September 13-14, 1814, he was enthralled to see the American flag still flying over the fort at daybreak. He then wrote the poem originally entitled Defense of Fort McHenry which became the U.S. National Anthem in 1931.

**August 2, 1990 - The Iraqi army invaded Kuwait** amid claims that Kuwait threatened Iraq's economic existence by overproducing oil and driving prices down on the world market. An Iraqi military government was then installed in Kuwait which was annexed by Iraq on the claim that Kuwait was historically part of Iraq. This resulted in Desert Shield, the massive Allied military buildup, and later the 100-hour war against Iraq, Desert Storm.

**Aug. 4, 2023 – Coast Guard Birthday or Coast Guard Day**

**Aug. 6, 2023—Hiroshima Day**

**Aug. 7, 2023 – Purple Heart Day** – A time for Americans to pause to remember and honor the brave men and women who were either wounded on the battlefield or paid the ultimate sacrifice. Learn more about the Purple Heart.

**August 7, 1964** - Following an attack on two U.S. destroyers in the Gulf of Tonkin off North Vietnam, the U.S. Congress approved the Gulf of Tonkin Resolution, granting President Lyndon B. Johnson authority "to take all necessary measures to repel any armed attack against the forces of the United States and to prevent further aggression."

**August 7, 1990** - Just five days after the Iraqi invasion of Kuwait, President George Bush ordered Desert Shield, a massive military buildup to prevent further Iraqi advances.

**August 9, 1945** - The second Atomic bombing of Japan occurred as an American B-29 bomber headed for the city of Kokura, but because of poor visibility then chose a secondary target, Nagasaki. About noon, the bomb detonated killing an estimated 70,000 persons and destroying about half the city.

**Aug. 10, 2023—U.S. Department of Defense Birthday**

**Aug.10, 2023—Agent Orange Awareness Day**

**Aug. 13, 2023—National Spirit of '45 Day**—Observed every year on August 14, communities around the country hold events and memorials. Each one honors those who have inspired us, sacrificed, and preserved our nation for future generations. Spirit of '45 Day, a national day of remembrance honoring the men and women of the WWII generation.

**August 13, 1961 - The Berlin Wall** came into existence after the East German government closed the border between east and west sectors of Berlin with barbed wire to discourage emigration to the West. The barbed wire was replaced by a 12 foot concrete wall eventually extending 103 miles (166 km) around the perimeter of West Berlin.

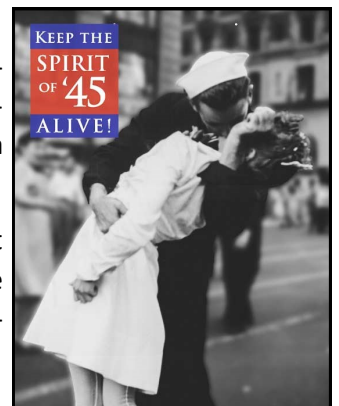
**Aug. 14, 2023—Navajo Code Talkers Day**

**Aug. 14, 2023—Military Marriage Day**—Honoring the oath and vow of marriage of our service members.

**Aug. 14, 2023—Day of Japanese surrender VJ Day** . The term has been applied to both of the days on which the initial announcement of Japan's surrender was made – 15 August 1945, in Japan, and because of time zone differences, 14 August 1945 (when it was announced in the United States and the rest of the Americas and Eastern Pacific Islands) – as well as to 2 September when formally signed on the USS Missouri in Tokyo Bay.

**Aug. 16, 2023—National Airborne Day**

**Aug. 29, 2023 – Marine Forces Reserve Birthday** •



## PR Editorial— The Gavel and Leadership

*This time of year there are many who have or just will receive their gavel of leadership. This will be the third time we've printed this piece in the Bulletin—I feel appropriate for this time of year again...*

"It goes without saying that this time of year each Locale and Grand starts thinking about elections and the possibility of new leadership. At some point the gavel of leadership gets passed on to someone who was elected and takes an oath of responsibility. With that gavel also come accountability. How heavy that gavel is depends on how it is used.



Perhaps the most important aspect in holding the gavel of leadership is trust—a two way street. There has to be trust between the person holding the gavel and those over which it governs.

The gavel will get pretty heavy for the leader that uses it to micromanage and be a controlling figure—that is when it truly gets lonely at the top. The gavel becomes lighter when a leader leans on the wisdom of others. The gavel is not a magic wand but in the right hand can be used to influence, guide and inspire others.

I think an important way to look at leadership is that the Chef de Gare leads and the rest of the officers and Directeurs manage. In the military we looked at it as command and staff. I like to think of it as the Chef de Gare focusing on "doing the right things" and the rest "doing those things right."

So if the gavel has been placed in our hands, what are some of the essential skills and qualities we must exhibit...

Be aware of your strengths and limitations.

Be motivated to inspire yourself and others.

Give feedback and not be afraid to receive feedback Praise in public, criticize in private—this includes not only in person but social media, emails, etc.

Treat everyone with respect.

Delegate as much as possible—it shows you have trust.

Mentor and train someone to replace you Recognize and reward others.

Don't be a good listener, be a great listener—you can't listen if you're doing all the talking.

Don't be afraid to be a devil's advocate when necessary.

So the bottom line is that with the gavel you are in a position of influencing your organization towards achieving your goals. Kind of a generic definition—but true. The gavel is of course a symbol of leadership and is used to open and close each promenade or Cheminot. The person holding it is responsible for everything in between." • L'Editeur

### Losing heart in the Forty and Eight?

Perhaps you are a new or even long time member of La Societe. Going to fewer and fewer promenades? Lost that initial feeling and motivation from when you joined? Your heart just doesn't seem to be in it anymore. Think about these few things...



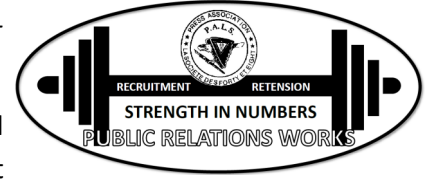
What is it that you want out of the Forty and Eight and your Locale? Look at all of the positions, programs and things going on and find a place to plug yourself into—that interests and motivates you.

Are you lost in the crowd and feel you are not making an impact? It is easy to lose perspective. But step back and take a look at the impact La Societe has in our communities with its programs, scholarships and welfare programs—you are a part of it. Think back to when you had great enthusiasm. What was happening at the time? Figure out when and why you lost your passion. Find a person whom you would like to learn from, or someone who is in a place where you would like to be.

Finally—Remember why you wanted to join. Recall what attracted you to La Societe. The Forty and Eight is not 100% perfect, don't let the little things distract you from the things that provide you fulfillment. - L'Editeur •

# One Page PR Manual

*Skimmed over our revised (2021) Public Relations Manual and thought I would include some excerpts or points that are important.*



- 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. But, who leads this important program – the Publiste, 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?
- A media list is key and essential – Use Google and web searching for media contact info, assess your local newspaper to see which reporters or editors cover veterans and their organizations. Get phone numbers, fax numbers and emails – get as much as you can for local radio, TV and hard print.
- To use social media for PR – perhaps first we should define it - Social media are computer-mediated tools that allow people, and other organizations to create, share, or exchange information, career interests, ideas, and pictures/videos in virtual communities and networks . Use caution if you are intermingling Forty and Eight public relations with your own personal social media site and information. Use social media safely!
- A press release, news release, media release, press statement or video release is a written or recorded communication directed at members of the news media for the purpose of announcing something newsworthy. The purpose of the press release is to get the media reporter's attention so that they seek you out for more information. In other words, the press release is supposed to be just the starting point that encourages a reporter to engage with you for an article, interview or TV spot. Bottom line... "The press release is a description of the news, not the full news itself."
- Public speaking is public relations... Speaking to increase your Locale or Grand's public awareness is not quite the same as delivering your message by press release, newsletter, etc. You need to deliver something of special value to your targeted audience, and you want to educate and inform – leaving with them with a positive image of you and La Societe.
- What are the everyday tools we should readily *have on hand* that we can quickly and easily access when we need to talk and recruit about La Societe. Show your membership card, discuss our application and your process, have your chapeau handy at all times, business card a must and finally inspiration and motivation.
- A newsletter, whether emailed, mailed, posted to social media, etc., is a key and essential method of communicating with your membership and community.
- Tips: • Put together prospect member information packets – can also be used for the media. • Print organizational business cards with promenade meeting location and times and POC's. • Have extra copies of newsletters on hand to distribute when appropriate. • Participate in community events • Does every member have a bumper or window decal? • Develop a welcome letter for all new members – a thank you letter for each renewal .

*You may passionately believe your Locale or Grand is an exceptional organization to be a member of, but you can't assume that everyone feels the same way. You need to consider what the organization looks like to the outside world – even to your own membership. How do prospective members know you? Do they even know you at all? Help potential members see what you know by building your image. One of the most effective ways to do this is to introduce some public relations principles to your traditional recruitment efforts. Public relations and community relations go hand in hand for fund raising, donations and projecting that positive image in our communities.—L'Editeur*

## Bits and pieces—Great motivational speeches

**Sylvester Stallone—Rocky Balboa Speech**—Rocky Balboa, played by Sylvester Stallone, is a famed character best known for his courage, hard work, and determination. In Rocky Balboa, the sixth film in the Rocky franchise, Stallone delivers one of the hardest-hitting motivational speeches of all time.

Stallone starts off the motivational speech by saying: “The world ain’t all sunshine and rainbows.”

He goes on to talk about the value of hard work and commitment and emphasizes that “it ain’t about how hard you hit, it’s about how hard you can get hit and keep moving forward.”

**As an entrepreneur, this motivational speech really hits home. There will be struggles on your journey to success, but as Stallone says, it’s all about “how much you can take and keep moving forward, that’s how winning is done.”**

**Will Smith – Pursuit of Happiness**—Considered one of the best motivational speeches, this famous motivational speech from the 2006 film, Pursuit of Happiness, features Will Smith and his son playing basketball. At the start of the clip, you’ll see Smith’s son (his actual son, Jaden Smith) playing around with a basketball, and he shouts out, “I’m going pro!”

After hearing this, Smith decides to try and level his son’s expectations, mentioning that he himself never really excelled at basketball, so his son shouldn’t expect to either. His son is visibly disappointed by this comment, and Smith notices this.

**Smith then proclaims: “don’t ever let somebody tell you that you can’t do something, not even me.” “You got a dream, you gotta protect it. You want something, go get it. Period.”**

**Denzel Washington—Fall Forward**—“You will fail at something. Accept it.”

He says that “every failed experiment is one step closer to success.”

This is certainly true when it comes to entrepreneurship. You learn so much from everything you do, whether it’s a win or a loss.



**But, the most important thing isn’t necessarily winning or losing. It’s about getting out there and giving it everything you’ve got. “Never be discouraged. Never hold back. And when you fall in life, remember this: fall forward.**

**Elon Musk – USC Commencement Motivational Speech**—Elon Musk is an icon of inspiration for countless people worldwide. Known for his out-of-the-box thinking and visionary technology, Musk shows us that anything is possible if we put our minds to it. In the USC Commencement motivational speech, Elon immediately demonstrates his tendency to break away from the status quo. He tells us he was advised to stick to 3 items that he wanted to mention, but he’s going to share four.

Elon tells his listeners that they need to *work proportionally to the accomplishments they want to achieve*. “If you want to start a company, you need to work super hard.”

Musk also acknowledges the power of great people, “all a company is, is a group of people that have gathered together.” Elon says that if you want a great company, *you need a great team*.

Musk’s third point is to “focus on signal over noise.” In other words, concentrate on developments that make the product better, “*don’t just follow the trend.*”

**The final piece of advice from Elon’s speech? “Take risks.” Jump into new opportunities and pursue different things.**

*We might try something new, instead of a dozen small bits of trivia, we might find something of interest that might need a bit more detail.*

**Do you ever wonder who first thought of Frank's RedHot?** In 1918, Adam Estilette and Jacob Frank partnered up in New Iberia, Louisiana to create a Louisiana-style hot sauce using a blend of cayenne peppers, vinegar, and spices. (The exact recipe remains a secret that has never been revealed.) In 1920, the first bottle of Frank's RedHot was bottled and started selling. In 1964, the owners of Anchor Bar & Grill in Buffalo, New York used Frank's RedHot to create one of the earliest versions of buffalo wings. Then in 1996, Frank's RedHot created a pre-made buffalo wing sauce. Today, Frank's RedHot remains one of the most popular hot sauce brands on store shelves. It has swaths of die-hard fans, including many celebrities, and is sold in 20 countries around the world.



**Jeep is sometimes referred to as one of the most “patriotic” vehicle brands, and for good reason: Jeeps are often credited with helping the Allies to victory during World War II.** It's one of the Jeep's later gigs however, that perhaps cemented the Jeep's image of tenacity and pluck. We're talking about the “Dispatcher Jeep” and its role with the U.S. Postal Service. Through the 1930s, the USPS slowly began streamlining its fleet of trucks to just a few manufacturers, but as World War II hit, focus shifted to the war effort.

After the war, the Post Office finally had the budget to start buying new vehicles to update its ragtag fleet. The first vehicles the USPS chose were dubbed “Sit or Stand” trucks, aptly named because the driver could sit or stand during transport. Then, Post Office officials discovered a rugged design from a company called Willys.

Seeing the Jeep's potential as a delivery vehicle, Willys simplified the already-spartan CJ by eliminating its four-wheel drive capability. It also added a column-shift option and an assortment of body styles, including a fully-enclosed panel van configuration. The folding windshield, now unnecessary, was eliminated. The result was the “Dispatcher Jeep” or DJ, for short. As its predecessors did on battlefields a decade prior, the DJ quickly proved itself to be a rugged, reliable asset on the nation's dirt roads and snow-covered streets—the Post Office had finally discovered its workhorse.

**From DJ to LLV**—As the Dispatcher Jeep entered the 1980s, the Post Office was already engaged in a search for a versatile replacement. Instead of picking an off-the-shelf vehicle and tailoring it to mail delivery, the USPS called for a unique truck suited exclusively for the task. A number of companies submitted designs but, in the end, the Post Office chose the Grumman LLV—and acronym that stood for “Long Life Vehicle.”



The LLV is the truck most folks born after 1990 are familiar with. Rugged and versatile, Grumman (a company that also helped build the Apollo Lunar Module and F-14 Tomcat fighter jet) created the LLV with an expected service life over 20 years. Though it was a largely one-off design, the LLV's chassis is based off an early Chevy S-10 Blazer. Most LLVs are powered by the venerable “Iron Duke” Pontiac 2.5L engine connected to a light-duty Turbo-Hydramatic 180 transmission. **The Post Office recently selected a winning design for its next mail delivery vehicle, Oshkosh Defense's NGDV. (Pic left) •**





# *Spotlight on Public Relations*



## **Summer—A great time for public speaking**

From Memorial day, through the 4th of July and on to Veterans Day, summer presents itself with many opportunities for Voyageurs to take the stage talking about patriotism, Americanism and a variety of topics important to veterans. Delivering a speech can cause even the most confident among us to break a sweat. But there are many strategies you can use to deliver a speech with poise, confidence, and conviction. We touch on public speaking from time to time, here are more things to consider...

### **Pay attention to your delivery.**

When preparing and delivering a speech, it's easy to focus on your words. Yet how you deliver those words is equally important. Nonverbal skills such as eye contact, facial expressions, body posture, and hand gestures can enhance your speech, or undermine it. Knowledge of your subject and showing your passion are important!

### **Structure your message.**

A well structured speech will help keep your audience engaged and interested. When planning the structure of your speech, think logically about what you want your audience to take away from your speech. What do you want them to remember? Be sure those critical take-aways are stated clearly and repeated often. All other details and information throughout the speech should relate back to your main point.

Most speeches have three main parts: the introduction, the body, and the conclusion.

The introduction is where you connect with your audience and outline your topic. Tell your audience what you are going to talk about and why it matters. Your opener should be powerful, catchy, or funny—but also brief. The body is where you include all your supporting evidence and build intensity. The conclusion is where you remind your audience about the big picture: Why your subject is important. Don't be afraid to repeat exactly what you want them to remember. And then leave them with a powerful metaphor or a quote, or challenge them to think about what your subject means for them.

### **Connect with your audience.**

The more your audience likes you, the more they will tune in to what you have to say. And the more your audience understands why your topic is important—to you and to them—the more attentive they will be.

Smile and make eye contact with your audience. Remember your nonverbal communication skills!

Tell jokes and be funny, if you can. But be careful: Humor can easily turn offensive or fall flat if you don't know your audience. Be self deprecating. By making fun of yourself, you let the audience see that you don't take yourself too seriously. Keep the tone conversational.

If possible, try to make your audience feel as if you were speaking to them one on one. Share personal experiences and use storytelling to illustrate your main points. Again, however, always make sure your story is relevant and don't be afraid to cut out extraneous detail to keep your story on point.

And above all, be authentic! Letting the audience get to know the real you will make your story, and your message, even more meaningful and memorable. • *Excerpts from Harvard Professional Development*

# POSTER OF THE MONTH



**Take the first step in faith.  
You don't have to see the whole staircase.  
Just take the first step.**

*Martin Luther King*

## L'Editeurs Back Page... Blue Chevalier update...



**What's next for Blue Chevalier?** Well, the think tank (Blue Chevalier Committee) is always "thinking". Membership is over 300 and growing with many now going the route of PUFL. We've added merchandise to offset the low cost of membership and renewals but is it enough to sustain the \$2,000.00 annually presented to the Forty and Eight Law Officer of the Year?

So what's coming next and in the planning stages? We have been getting inquiries if there is a program or means for groups to make a donation to Blue Chevalier beyond just writing a check.

What groups? That could be a Locale or Grand, an individual donation, a donation by a community group, a donation by a police department or group of officers, etc., etc.

As it stands now, it appears that there will be three levels of donations—A Commissioner level at \$100.00+; a Detective level at \$50.00; and a Patrolmen level at \$25.00. Each level/donator getting a special certificate for their donation and recognition in the Roll Call Newsletter. Little details may change but I'm taking a chance on getting this idea out there so it may grow!

**Why does it matter?** The cost of postage is going up again in a week or so. Other costs also. We sell merchandise but it costs to mail it if not sold in person. AND, law enforcement is important and there is a desire to donate and support it and this is a mean to thank those who do. • **Directeur/L'Editeur Renny**

<b>APPLICATION FOR MEMBERSHIP TO THE BLUE CHEVALIERS</b>				<b>INITIAL MEMBERSHIP</b>		
NAME:				40ET8 MEMBER	LA FEMMES MEMBER	NON MEMBER SUPPORTER
ADDRESS:	STREET:	CITY:		ST:	ZIP:	
PHONE:				EMAIL:		
<p><b>New members: \$15.00    Renewals: \$2.00    PUFL: \$65.00 for new members \$50.00 members</b></p> <p><b>Checks payable to P.A.L.S. - Remit to:</b></p> <p><b>Renslar R. Keagle, 8714 Marble Drive, El Paso, TX 79904</b></p>						

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

<b>P.A.L.S. APPLICATION—RENEWAL or NEW MEMBER</b>	
Full Name _____	
Address: _____	
City _____	State _____ Zip _____
New Member <input type="checkbox"/>	Renewal <input type="checkbox"/>
Email _____	<b>PUFL \$100.00</b> <input style="border: 2px solid red;" type="checkbox"/>
Voiture Locale _____	
Dues: Mail only \$17.00 <input type="checkbox"/>	<b>Checks made out to P.A.L.S.</b> <b>Remit to:</b> 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"/>	
<b>PUFL down payment (minimum \$25)</b> <input type="checkbox"/>	

## More Unremembered...

**Born in 1944, Phillips lived with his mother in Philadelphia before leaving to enlist in 1966.** Fulfilling his childhood dream of becoming a Green Beret, Phillips was assigned to 5th Special Forces Group (Airborne), 1st Special Forces, after completing a rigorous selection process. Eager to be where the action was, Phillips joined Detachment A-101, stationed at the Lang Vei Special Forces Camp in Vietnam. Along with aiding in the defense of the camp, Phillips helped train and advise locals in the Civilian Irregular Defense Group, the majority of the camp's defenders.



Only five miles from Khe Sanh, the camp at Lang Vei was a prime target for NVA forces. Guarding the western perimeter of the camp when the battle began on the night of the 6th, Phillips was awoken to the sight of four NVA tanks moving on his position. Roused to action, Phillips and fellow Green Beret William Craig fired their 81mm mortar against the oncoming wave of infantry. Wounded in the face after taking a direct hit to their mortar pit, Phillips brought the fight to the enemy and destroyed an enemy tank after charging towards it with grenades and anti-tank weapons.

Expending the last of his ammunition, Phillips was last seen attempting to escape through the camp's northern perimeter. In what became known as the "Night of the Silver Stars," penned by Phillips' cousin in his book of the same name, the Battle of Lang Vei is not only remembered for its immense loss, but also the immense courage of its defenders.

Out of five Green Berets declared missing in action after the battle, Phillips is the last one who has yet to be returned home. Declared deceased by the U.S. Army on July 10, 1978, efforts to recover his remains have taken place and Phillips is listed in the analytical category of Active Pursuit by the Defense POW/MIA Accounting Agency. For his actions in the early hours of Feb. 7, 1968, Phillips was awarded a Silver Star and Purple Heart. His name is memorialized on the Courts of the Missing at the National Memorial Cemetery of the Pacific. **We honor his service.**



**Leo Martin "Marty" Schlocker was born in Los Angeles, California. He joined the U.S. Army in 1943.**

Schlocker joined the 17th Airborne Division in March 1944. With that unit, he sailed to Europe aboard USS Wakefield, arriving in Rheims, France, later that year. On Christmas Day, the unit, traveling to Monty, Belgium, arrived in an area occupied by Germans. The 17th Airborne fought in the Battle of the Bulge. Schlocker was wounded in the foot and ears, but he continued to fight. On Jan. 6, 1945, German forces cornered his unit, capturing him and two other servicemen.

Schlocker was treated harshly during his time as a prisoner of war (POW). He lacked adequate clothing during freezing temperatures, was subjected to hunger as well as forced labor, and watched several other POWs suffer from disease. As a Jew, he feared cruel treatment from the Germans and thus discarded his identification tag, on which the letter "H" for Hebrew was carved.

Schlocker and 3,364 fellow POWs were finally freed in April 1945 when the 44th Infantry, 106th Cavalry destroyed the gates of the prison where the POWs were held. In Schlocker's words, "they all rushed the gate in unbridled joy at liberation." For his service during the war, he was awarded a Bronze Star, a Purple Heart and a Prisoner of War Medal more than 50 years later in October 2002. Schlocker has also received a Combat Infantry Badge, a Parachute Badge and several Army Commendation Medals.

He supported the Loma Linda VA Medical Center for 20 years, where he accumulated over 15,000 volunteer hours, worked five to seven days a week and was lovingly known as the "Jewish Mother Teresa." He is also a member of the American Ex-POW Organization and joined the board of directors of the Riverside National Cemetery Support Committee, supporting the construction of the Prisoner of War Missing in Action National Memorial. For his extensive volunteering, Schlocker was awarded several awards by VA. **At 97, Schlocker remains a proud Veteran.**