

The Bulletin

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Vol. 39 No. 01 **Supporting and Encouraging La Societe Public Relations for 38 Years** September 2023



Time to relax before heading off to Nationale. As your Public Relations Directeur, I want to thank everyone for their support and kind words.

I think we are making progress in this important area. As you can see, we are beginning our 39th year as a publication.

I look forward to seeing many of you at Sandusky, I'll be there Monday evening. And get our P.A.L.S. table with Blue Chevalier set up as soon as possible. Should be set up by Tuesday afternoon and most all of Wednesday. I hope to see standing room only at our Committee meeting on the 14th at 10 am. A lot of things to cover and discuss—I need your input.

Safe travels to all and blessings! L'Editeur Renny

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**There is no "I" in TEAM,
but there is two in
MICROMANAGING**

P.A.L.S. since 1984—Past L'Editeurs

George Hartley

Don Collins

Paul Chevalier



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THE CLIPBOARD

Common grammar error of the month...Misplacing Apostrophes

You find apostrophes a little tricky, but once you follow the rules, it will become easy. Putting an apostrophe in the wrong place is a common mistake. Rules:

Apostrophes indicate something belongs to something or is owned by someone else.

To show that something belongs to one person, place the apostrophe before the letter 'S.'

For example – “The girl’s sheep”.

To show that something belongs to more than one person, you need to place the apostrophe after the letter 'S'. For example – “The girls’ sheep”.

More on Bud Lite... Bud Light is working to woo back audiences with “relatable” marketing efforts geared toward football fans, the Wall Street Journal reported. Anheuser-Busch InBev debuted the new installment of its longtime NFL sponsorship with an advertisement showcasing football fans and their game-day practices. The brand’s “Easy to Enjoy” campaign has an “Easy to Sunday” advertisement that aims to connect with fans in the 27 teams Bud Light sponsors. The ad stems from an effort to be less political after a controversial promotional featuring transgender Dylan Mulvaney sparked a boycott in the spring.



Some retailers are facing a wave of legal action for allegedly deceiving customers by artificially inflating the price of items only to mark them down so customers think they’re getting a better deal than they are, the Wall Street Journal reported. “It’s trying to put a carrot in front of the customer and give them a sense of urgency to purchase—and it works,” Stacey Widlitz, president of research firm SW Retail Advisors, told the Wall Street Journal. While the practice has long been against FTC guidelines, those rules have been rarely enforced since the 1970s, though that could be changing. It’s a reminder that honesty and transparency is best, even if everyone else is also engaging in a questionable practice.



Spam’s parent company is showing up for Maui in a big way to support wildfire response efforts through food, monetary donations and other support, according to a Hormel Foods press release. Hormel Foods Corporation and its Spam brand are donating five truckloads of Spam (over 264,000 cans) to wildfire-impacted areas plus a cash donation, which both total \$1 million dollars. They also are donating Spam T-shirt proceeds to the cause, among other efforts.

Spam is an important cultural food in the Hawaiian Islands. Hormel Foods even has a page on their website explaining its popularity, which began with American GIs during World War II but quickly spread to the general population, who now enjoy Spam with fried rice, musubi and more.

“Our donation efforts are just one way we are showing the community our love and support back,” Jennesa Kinscher, Spam brand senior brand manager said. Hawaii residents eat over 7 million cans of Spam products annually — more than any other state in America, according to the press release. Hawaii’s love of Spam, along with the brand’s recent support of Maui, adds a layer of brand trust.

Today, there are 13 different varieties of Spam — classic, less sodium, lite, hot & spicy, Black Pepper, Jalapeño, spread, singles, singles lite, hickory smoke, bacon, cheese, and roasted turkey. •

P.A.L.S. PR Page— Tribute to the Paul Bunyan Gavel

One of the most fun aspects of Promenade Nationale is the passing on to a new Grand Chef de Gare, the Grande du Minnesota Paul Bunyan Gavel—this is it's story...

In the town of Forest Lake, there is a Voiture, Roaring 44, it came to pass that they elected a Chef de Gare, who had a lot of trouble hanging onto his gavel. In spite of the complete help of his fellow Voyageurs, he managed to lose it several times a night, whenever there was a Forty and Eight Function.

Since Minnesota is the home of legendary, Paul Bunyan, it was decided to have a gavel manufactured that was large enough that it could be used by Paul and it could not be easily stolen. The new gavel was designed and manufactured by Voyageur Donald Skow of Forest Lake, Minnesota. The evening it was presented to the Chef, it became missing within 3 minutes of the presentation. The ransom was paid, the gavel returned, and lost again, many times over the next few months.

On one occasion it was found in the tracks of a tank that is on display in a park, in Hutchinson, Minnesota. The quick rescue of it, by Voyageurs from V-414 saved it from becoming sawdust.

It became apparent, that the Chef could not keep track of "THE GAVEL" so he was persuaded to donate "THE GAVEL" to Grande du Minnesota so that some good could become of it. It became a traveling trophy.

Grands receiving the gavel will have to sign a logbook, indicating they have the gavel, and will return it to Grande du Minnesota upon request. "THE GAVEL" is to be protected at all times, and wrapped when traveling.

The Grand Chef de Gare having custody of the gavel shall have it present at all OFFICIAL functions of their Grand. Failure to have the gavel present shall result in a fine of \$5.00 for the Grand, plus an additional fine of \$5.00 for Grande du Minnesota, for the insult of not having the gavel present.

The keeper of the gavel is expected to keep a log of all its activities it is involved in. The log is to include dates, locations, any fines collected, and the offense committed. It is expected that photos will be returned with the gavel, so that a history, complete with dates and event is recorded. Prior to returning the gavel to Grande du Minnesota, a brass plate will be attached, indicating the dates and Grand in possession.

The Minnesota "Keeper of the Grand Gavel" will determine the Grand that is to receive the gavel each year at Promenade Nationale.



(L'Editeurs note: Why does this matter? This is a prime public relations example depicting the fun side of La Societe, a great fund raiser, photo opportunities and a great tool to showcase the Forty and Eight. Many Locales and Grands have their own like my own Locale that has its "Horses Ass Award" where the recipient must have it at all Forty and Eight functions or pay a fine.

Recent "recipients"...

2022—Ohio—Charles "Special K" Kvochik

2020/2021—PA—Clayton O. Pickens Sr. (2 years COVID)

2019—TX—Renlar "Renny" Keagle

2018—OR—Garry "Double R" Klinghammer

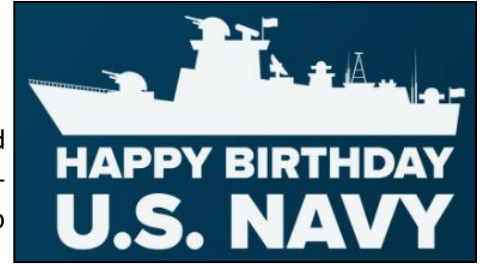


Special Observances—October 2023

October 7—Marks the 22nd Anniversary of Operation Enduring Freedom.

October 13—U.S. Navy (USN) Birthday **October 27th** is Navy Day!

October 18—26th Anniversary of the Military Women’s Memorial—Dedicated to the more than 3 million women who have served our country since the American Revolution, the Military Women’s Memorial is located at the gateway to Arlington National Cemetery



October 26—Day of the Deployed—This day honors all service members who have been deployed in service of our country. The day also acknowledges the sacrifices that military families make during deployment

Important events in military history in October...

Oct 01 1880 – John Philip Sousa becomes leader of the United States Marine Band.

Oct 04 1944 – WW2: Gen. Dwight D. Eisenhower distributes to his combat units a report by the U.S. Surgeon General that reveals the hazards of prolonged exposure to combat. “The danger of being killed or maimed imposes a strain so great that it causes men to break down. One look at the shrunken, apathetic faces of psychiatric patients...sobbing, trembling, referring shudderingly to ‘them shells’ and to buddies mutilated or dead, is enough to convince most observers of this fact.” On the basis of this evaluation, as well as firsthand experience, American commanders judged that the average soldier could last about 200 days in combat before suffering serious psychiatric damage .

October 3, 1990 - After 45 years of Cold War division, East and West Germany were reunited as the Federal Republic of Germany.

Oct 07 1970 – Vietnam: Nixon Peace Proposal - In a televised speech, President Richard Nixon announces a five-point proposal to end the war, based on a “standstill” cease-fire in place in South Vietnam, Laos, and Cambodia. He proposed eventual withdrawal of U.S. forces, unconditional release of prisoners of war, and political solutions reflecting the will of the South Vietnamese people. Nixon said that the Communist proposals for the ouster of Nguyen Van Thieu, Nguyen Cao Ky, and Tran Thiem Van Thieu were “totally unacceptable” and rejected them. These proposals were well received at home, but were rejected by the Communists a few days later .

Oct 10 1845 – The Naval School, now known as the Naval Academy, opens in Annapolis, Md. with 50 midshipmen and seven professors. The first superintendent, Cmdr. Franklin Buchanan, later becomes an admiral in the Confederate Navy and commands the Confederate forces at Mobile Bay, Ala.

Oct 11 1976 – George Washington's appointment, posthumously, to the grade of General of the Armies of the United States by congressional joint resolution Public Law 94-479 is approved by President Gerald R. Ford.

Oct 12 1945 - WW2: Desmond Doss is the first conscientious objector to receive the U.S. Medal of Honor.



Oct 12 2000 – The USS Cole is badly damaged in Aden, Yemen, by two Al-Qaeda terrorists’ suicide bombers, killing 17 crew members and wounding at least 39.

Oct 14 1962 – Cold War: The Cuban Missile Crisis begins bringing the United States and the Soviet Union to the brink of nuclear conflict. Photographs taken by a high-altitude U-2 spy plane offered incontrovertible evidence that Soviet-made medium-range missiles in Cuba—capable of carrying nuclear warheads—were now stationed 90 miles off the American coastline

Oct 15 1965 – Vietnam: The Catholic Worker Movement stages an anti-war rally in Manhattan including a public burning of a draft card; the first such act to result in arrest under a new amendment to the Selective Service Act. David J. Miller, 24, first person arrested and convicted under P.L. 89-152 served 22 months for burning his card. •

PR Editorial— Traditions and Public Relations

Another way of expressing this subject could be “holding back the years”.

My Locale recently celebrated it’s 100th birthday with a special celebration. We also took this opportunity to invite, welcome and thank our many community supporters. I prepared a 100 photo slide show from over 3,000 archived programs. Our event agenda had many traditional bits and pieces like the Missing Man POW/MIA White Table, Installation of Officers, awards and recognition to include Voyageur of the Year and our Americanism award. We of course had a catered affair with a special cake and we ended up with myself giving an address on our Locales 100 year history.



This of course was a great PR event and this final piece, my address, was certainly a complicated task. How do you condense a 100 history of your Locale and Nationale in eight to ten minutes.

Using a historical scrapbook as my guide, I investigated local newspaper archives, obituaries, archived photos from the papers and other sources. Helping were copies of our locale newsletter going back 50 years or more.

It was important to tie in the history of La Societe from it’s beginnings with that of our locale since our Locale traditions began on August 21, 1923. It was very difficult to find anything other than a few pictures on our history prior to 1937—so assumptions had to be made. So what can we assume from our beginning on August 21, 1923. We know that our earliest members in V-605 were American Legionnaires and World War I veterans.

So from there, began the journey of looking though many years of Locale and Forty and Eight history.

Not enough space here to share all that I found—so what did I take away from this search and journey? It was evident through all that I saw and read that tradition was and is at the heart of La Societe. As we move forward in La Societe to our next generation of new members, we must keep our traditions and rituals sacred. We are not a “secret society” but some aspects of our promenades and meetings must and should be kept private while keeping with expected traditions.



**Banquet 40 & 8 Local Voiture 605 Oasis Cafe Juarez Mexico
December 1, 1923**

And...along the way each Locale and Grand develops their own.

Our history, traditions and programs form a special type of storytelling. And as you all know by now, storytelling is at the heart of public relations.

Our culture and traditions allow us to look back in time at our history and the lessons we have learned.

We can also look at our victories and successes in the past to solve present problems. Looking at our history and traditions answers the big question of “why” the Forty and Eight and that is key to our storytelling.

So if we answer the eternal question of “Who is the Forty and Eight” - there is no “holding back the years”.

To our World War I veterans and the American Legion and our earliest Forty and Eighters we thank them for their legacy handed down to us. Honor them! •


OFFICIAL 75TH ANNIVERSARY MERCI TRAIN POSTER

THE "MERCİ" TRAIN
A Show of Goodwill and Gratitude

2024 is the 75th Anniversary of the Merci Train when the people of France showed their appreciation in an extraordinary way.

The American "Doughboys" of WWI were transported in small boxcars referred to as "Forty & Eights" and would carry either 40 men or 8 horses and thus marked Hommes 40 / Chevaux 8.

On February 2, 1949, France sent 49 of these WWI boxcars to the United States. Each magnificently decorated and filled with gifts. Today 43 boxcars remain from the Gratitude Train and are on display all over the United States. To find the boxcars and planned events near you scan the codes below or visit:

 www.mercitrain.org 

**This 11 X 17 poster will be available at Nationale
by the Boxcar Association**

Great Speeches—As Veterans Day Approaches

Veterans Day Remarks by Secretary of Defense Lloyd J. Austin III at the 40th Anniversary of the Vietnam Veterans Memorial - November 11, 2022. As POW/MIA Day approaches this September, we should remember that it was the Vietnam War that created the need for such a significant holiday and remembrance.



“Today, I’d like to talk about the legacy of those who served our country—and the legacy that they leave for future generations. For 40 years, this granite wall has never been just about history.

This solemn place has beckoned visitors to feel the profound connection between the past and the present in the simplest of ways: by reaching out a hand and touching a name.

Standing at the wall, hand outstretched, we feel that the sacrifices of these 58,281 fallen Americans remain with us. They shape who we are today. And they urge us to live up to America’s full promise.

To every veteran, to every man and woman who has served or still does: Because you put on the cloth of our nation, America is safer and stronger.

That is the lasting legacy of your service. And it demands our lasting gratitude.

You know, when I think about what those who serve give to us all, I think about the quiet devotion and compassion of an American medic who visited this wall when it was first dedicated.

He searched anxiously for the name of a GI who he had treated in Vietnam and whose wounds had always haunted him. And so row by row, he slowly realized that the GI’s name wasn’t on the wall.

And the medic cried out, realizing that his patient had survived.

I think about Alfred Rascon, a son of Chihuahua, Mexico.

In Vietnam in 1966, Specialist Four Rascon found his platoon under assault. Defying orders, he ran toward the firefight to help. Surrounded by teammates and severely injured himself, he threw his body in front of a comrade to shield him from enemy fire.

Incredibly, Specialist Rascon repeated this act of bravery two more times—covering two other teammates with his own body to absorb the explosions.

And so that day, a young man who wasn’t born in the United States showed us the very best of America. You know, he recovered from his injuries, and he became an American citizen.

And amazingly, he volunteered for another tour in Vietnam. And he continued to serve his country, and eventually became the director of the Selective Service System.

Somehow, the request for Specialist Rascon’s Medal of Honor got lost. But the soldiers in his platoon never forgot his courage. And so they kept pushing. And more than three decades later, Specialist Rascon finally received his Medal of Honor. When he accepted it, he said, “The honor is not really mine.” ...

...Never forget the ripples set in motion by the Americans who fought in Vietnam—including veterans who may never have fully realized what a difference they made to those around them.

Because service lifts up others. It enriches your own life. And it makes you a part of a proud American story, part of the solemn duty that has moved so many patriots across the generations: to leave this country better than you found it.

Now, for four decades, this memorial has brought Americans together, no matter what they thought about the war in Vietnam.

We owe our veterans not only our deepest gratitude but also our unwavering commitment to the democratic values that you have been so proud to defend. •

Newsletter Filler, Trivia or Just for Fun

TRIVIA

Like McDonald's apple pies? - The recipe for McDonald's apple pie came from a Knoxville franchisee named Litton Cochran. It became the chain's first dessert when it was added to the McDonald's menu in 1968 (interestingly, the iconic Big Mac was introduced that same year). The original recipe was for a turnover-style apple pie that was fried to crispiness with a light golden, bubbly crust and served in a folded cardboard carton. In 1992, McDonald's discontinued their fried apple pies and replaced them with baked apple pies.



Since McDonald's apple pies were introduced in the 1960s, the chain has gone on to release over 40 different variants of its original offering. In 2016, McDonald's introduced a new lattice-top crust and made some minor changes to the recipe. In 2018, the recipe was reworked again to contain fewer ingredients, less sugar, and more cinnamon. Today's McDonald's apple pies are filled with six varieties of apples — Fuji, Golden Delicious, Jonagold, Rome, Gala, and Ida Red — and remain one of McDonald's most beloved and iconic desserts.



In the United States, National Taco Day is October 4. Taco Bell's beef consists of 88% beef and 12% "secret recipe" which BTW is mostly oatmeal. According to one theory, the word "taco" means "wad" or "plug." Another theory is that it's from the Nahuatl word "tlahco," meaning "half" or "in the middle." According to Forbes, Kansas City is the taco capital of the United States. The city is home to over 450 taquerias. During the 1930s and 1960s, Lebanese immigrants to Mexico infused Lebanese dishes into taco recipes. One of the most famous Lebanese/Mexican blends is the "tacos al pastor," which includes thinly sliced, marinated pork. Tacos became popular in the United States in the early 1900s, when Mexican migrants came to work on the railroads and brought tacos with them. Most Americans considered tacos a lower-class street food at the time.

Popcorn has more protein than any other cereal grain. It also has more iron than eggs or roast beef. It has more fiber than pretzels or potato chips. BTW...Because sugar was strictly rationed during WWII, candy was not plentiful. Consequently, Americans ate three times as much popcorn during this time as usual.

During WWI, the Spanish flu caused about 1/3 of total military deaths. The Spanish flu killed more Americans in one year than the combined total who died in battle during WWI, WWII, the Korean War, and the Vietnam War.

Approximately 30 different poisonous gases were used during WWI. Soldiers were told to hold a urine-soaked cloth over their faces in an emergency.

During WWI, American hamburgers (named after the German city of Hamburg) were renamed Salisbury steak. Frankfurters, which were named after Frankfurt, Germany, were called "liberty sausages," and dachshunds became "liberty dogs." Schools stopped teaching German, and German-language books were burned.

Around the world, the workweek usually falls between 40–44 hours per week, but not everywhere. France's workweek average is around 35 hours per week, while in North Korea, those in labor camps work over 112 hours per week. In the mid 2000s, the Netherlands became the first industrialized country to drop its work week hours to below 30 hours.



Spotlight on Public Relations



Revisiting Some No-No's in Public Relations

Don't assume anyone or everyone know who the Forty and Eight is. There are a LOT of veterans organizations. Public relations will draw attention to ourselves.

Don't take rejection personally—whether it be a possible recruit or your community. If you don't hear back from a media contact, you can follow up after a while or try elsewhere or a different approach. You miss 100% of the chances you don't take. Those who succeed keep trying no matter the response.

Don't: Spam your PR. It just won't work, no matter what you do. It's impossible to write a catch-all email that you can send to every person on some randomly compiled distribution list. A pitch needs to be personalized and crafted according to an individual or specific media, not a generalized message about how great your event or organization is.

Some additional no-no's...

Poor timing. Timing is crucial and too often the individuals who handle public relations do not get a head start on their tasks. You need to consider lead time for magazines, newspapers, and other media.

Poor choice of language. Jargon and buzzwords do not impress editors/reporters who have little time to read all of the press releases that flow across their desks. Get to the point in plain and simple language.

Poorly written press releases. Errors, omissions, poorly worded sentences, lengthy copy, and poor structure are all pitfalls that land press releases in the trash. You need to grab the reader's attention, get quickly to the point, and follow up with information about the event or activity. Keep it concise and include all pertinent details. Cut back on the storytelling, focus on the five "w's".

Too much hype. You want to be positive, but superlatives get tedious. Remember: You're appealing to the news media, so supply them with supported facts, and avoid generalizations and exaggerations.

Press releases without purpose. Like the boy who cried wolf, if you send out press releases every time there is a minor development in your locale, people will stop listening. And when something really important occurs, editors will already be in the habit of hitting delete when they see a press release from you. Do not try to make stories where they do not exist.

Lack of plan. You cannot do public relations by winging it. It is hard to know what to do next if you have no plan of action. You need to determine where, when, and how you are going to proceed. You also need to be flexible and have backup plans should all else fail.

No help. A big no-no is to not have anyone dedicated to public relations.

Staying inside the box. Sometimes you have to get beyond the plain old fashioned press release—they are useful and a key element of PR, but consider adding a fact sheet, add a couple of photos with captions.

Note: In the Forty and Eight, we, for the most part, do not pay for advertising or media attention but must find ways to get the media and our community partners to see us, know us and identify with us. •

From a variety of Internet sources.

POSTER OF THE MONTH



Leadership is about capturing the imagination and enthusiasm of your people with clearly defined goals that cut through the fog like a beacon in the night.

L'Editeurs Back Page... US Navy Tribute

In the fiscal year of 2024, the United States Navy estimates there will be a total year-end strength of 347,000 personnel. In the same year, they expect to have 10 Admirals and 32 Vice Admirals serving in the U.S. Navy.

With over 280 ships ready to be deployed the Navy is always prepared to defend.

The U.S. Navy has seven numbered fleets in its arsenal; the 2nd Fleet, 3rd Fleet, 4th Fleet, 5th Fleet, 6th Fleet, 7th Fleet and 10th Fleet. If you noticed, one, eight and nine are missing and that's because those fleets were established during World War II and have since been deactivated or merged with other fleets.

There are two active classes of nuclear-powered Navy aircraft carriers: the legacy Nimitz class, and the new Ford class. How many ships are in the US Navy matters less when the U.S. Navy has 11 of the world's 43 carriers.

The U.S. Navy has 50 attack submarines, 14 ballistic missile subs, and 4 guided missile submarines. •



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More Unremembered...

Army Air Corps Veteran Kermit Beahan, the bombardier who loaded "Fat Man" onto the B-29 Superfortress Bockscar.

Kermit Beahan was born Aug. 9, 1918, in Joplin, Missouri. He played football for Rice University before enlisting in the U.S. Army Air Corps in 1939. At the time of the attack on Pearl Harbor, Beahan was serving as a bombardier instructor.

Beahan initially served in the European Theater before being recruited by Col. Paul Tibbets to be part of the group that would eventually drop the atomic bombs on Japan. By the time he flew on the Nagasaki mission, he had been shot down four times. Charles Sweeney, who would pilot "Bockscar," recalled of Beahan, "He was the sparkplug of our crew. We all loved him. We called him Honeybee because he was so likable."



On his 27th birthday, April 9, 1945, Beahan flew into history with "Bockscar," and was credited with saving the mission from failure by finding an opening in the clouds so that he could complete his required visual verification of the target. With the target confirmed, Beahan pulled the lever and released the bomb.

"I saw a mushroom cloud bubbling and flashing orange, red and green," Beahan later recalled. "It looked like a picture of hell. The ground itself was covered by a rolling black smoke. I was told the area would be destroyed, but I didn't know the meaning of an atomic bomb."

Kermit remained in the Air Force until 1964, when he retired at the rank of Lieutenant Colonel. While touting the atomic bombings as the "best way out of a hell of a mess," he said that if he ever met a survivor of the attack, he "would sincerely say I am sorry." Beahan died of a heart attack in 1989 at age 70 in Clear Lake City, Texas. He now rests in Section K, Site 389 at Houston National Cemetery. •



Army Veteran Diana Beatriz Borrero, died at the Pentagon on 9/11.

Born in Puerto Rico in 1946, she enlisted in the Army in 1978 and served for four years. Padro served at Fort Hood, TX, and at Fort Clayton, Panama. After leaving the Army in 1982, she eventually married and had two sons. In 2001, she was living in Woodbridge, VA and working as a civilian accountant for the Department of the Army inside the Pentagon. Sadly, when the Pentagon was attacked on 9/11 she was one of the 189 Americans who lost their lives on that fateful day. Her husband later recalled:

"When the news came out that the plane hit the Pentagon near the helipad, I knew something was terribly wrong. I remember picking her up from the airport and seeing her point at her office window saying proudly, 'That is my window; when the President comes in the helicopter, we all go to the window so we can see him.' At that time, I began to realize that it was more than just news. I never expected anything like this." Diana was buried in Section E, Site 2247 of Puerto Rico National Cemetery. •

George DeJean DeBeeson was born in Shickley, Nebraska, on May 31, 1897. Growing up on a farm, he only acquired an 8th grade education, but his natural brilliance was apparent to all. He was a skilled artist and easily took to blacksmithing. In 1914, he helped his brother build an airplane of sorts on the family farm. A relative later recalled how the aircraft was constructed of "piano wire and canvas and bicycle tires," and that it won a prize in the Geneva County fair.

After his tour of duty in WWI, while his military service may have concluded, his passion for aviation did not. He continued to fly, tinker, and move in the same circles as aviation legends Jimmy Doolittle, Wiley Post and Frank Hawkes.

DeBeeson obsessed over creating a better autopilot and, by 1931, he succeeded. His "Iron Skull" autopilot received rave reviews from the likes of General Electric and publications like Modern Mechanics and Aviation Magazines .