

# The Bulletin

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## THE PRESS ASSOCIATION OF LA SOCIETE

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STORYTELLING • AMBASSADORSHIP • PERSUASION



And a Merry Christmas from the Public Relations Committee. Growing up in Ohio but now a transplanted proud Texan, thought I'd use this picture. All the best for the holidays!!!

Glad I got this issue out before our traditional holiday season—a challenge sometimes. A lot to read and absorb in this issue.

I personally want to thank all those who support not only P.A.L.S. and our committee but Blue Chevalier and our staff.

Be happy and joyous with family and friends—blessings!

**“What is Christmas? It is tenderness for the past, courage for the present, hope for the future. It is a fervent wish that every cup may overflow with blessings rich and eternal, and that every path may lead to peace.”—Agnes Mae Pharo**

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Don Collins

Paul Chevalier



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## THE CLIPBOARD

The color we'll all be wearing, painting our walls and vibing with in 2024 is apparently "Peach Fuzz." That's according to the Pantone Color Institute. Now in its 25th year, the institute chooses a hue every year — naturally from its own Pantone colors — that will set the tone for the year ahead.

"PANTONE 13-1023 Peach Fuzz captures our desire to nurture ourselves and others. It's a velvety gentle peach tone whose all-embracing spirit enriches mind, body and soul," the institute's website says.

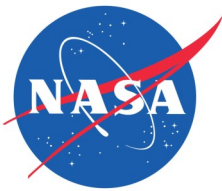
The story works year after year because it's so simple. It's a color, something even a child understands and is attracted to. It's one single color, not a palette or a pathway. One color, with a catchy name and a beautiful website telling us how this color makes us feel. ·

*I found this interesting story on logos... Thought you might find it interesting and connect these thoughts to our own several official logos in La Societe...*

**Logos Matter**—Quick, think of the NASA logo. What springs to mind? It could be the sleek, Star Trek-esque globe, known internally as "the meatball." Or it could be this funky, thoroughly 1970s text treatment with bubbly orange letters. NASA calls that one "the worm."



Used by NASA from the 1970s until 1992, the logo was deeply disliked by NASA insiders, who the New York Times said considered it "sterile and soulless." But since 2015, there has been a populist revival of the worm logo – first on documents, then on T-shirts, eventually even pushing into space itself on the Space X Falcon 9.



Now the two logos are incorporated for different uses – the meatball far more commonly, but sometimes even alongside the beloved/hated worm.

As the New York Times wrote:

The meatball "feels like a government agency logo that has some weight," (NASA Creative Director David Rager) said. "It lends a really nice authority, and it feels connected to the legacy."

But the meatball is a complicated graphic with multiple colors, and not easily recognizable at a distance. "The worm is kind of the opposite of that," Mr. Rager said. "So those two things kind of balance each other out."

Even if NASA insiders didn't love the cartoony logo, there is undeniable benefits for its use. It speaks to a nostalgia for the NASA of many Americans' youth and allows the space program to exist in a cooler, non-governmental way that calls to mind great sci-fi shows and the fun and adventure of space.

Combining it with the more official meatball is a positive middle ground that allows NASA to change its messaging depending on whether we're talking a T-shirt or a rocket. It's a smart bit of audience segmenting that plays on a fondness for the past without jettisoning its present.

**Not every brand can support two logos, but for legacy brands that do have a history of iconic logos, it may be worth it to keep one around, even in "logo emeritus" status. Use it to communicate to different audiences and to celebrate your history even as you look to the future.** · From [www.prdaily.com](http://www.prdaily.com)



## P.A.L.S. PR Page—A reflection on writing...

Normally I would use this page to discuss P.A.L.S. or Blue Chevalier stuff—but I will do that in my next monthly Comique—which will shortly follow getting this issue out. It generally takes me a couple of weeks to do this monthly newsletter—I try to limit myself to three hours a day. I don't just haphazardly throw this together—I find every page to be important and we owe it to our membership to provide something fun and informative each month—including as much PR stuff I think you can stand. And a special goal is to find things you may wish to include in your own newsletters or fuel for thought to guide you on your journey as L'Editeurs.

So here are some tips on perhaps becoming better at what we do or reflecting back on our work...

Start be editing your work. Go back to some of your oldest stories, no matter how cringy, and edit them. Focus on grammar and vocabulary. (1) Is there a better way to write a sentence? Can a sentence be moved somewhere else or deleted completely? What is the logical sequence your sentences follow in a paragraph? (2) Is there a better word you can use? Can a phrase be condensed into one word?

Once you start noticing what patterns and structure you fall repetitive to or absorb from others, then you will have a better idea on what to change in future writing.

For most of us, newsletter writing is a once a month experience. Add to that routine emails and that is about the end of our writing. The rest of the time we just text—which in my opinion hurts more then helps our other writing. Texting is an art unto itself and emails are generally a type of hacked writing that we just quickly try to get out of the way with short answers, poor grammar and punctuation.

I've read that experts say it takes 10,000 hours of practice to achieve greatness in any skill. Even if you only put in two hours more per week than usual, any increase in the time you spend writing will accelerate your improvement.

I read a lot of fiction and non-fiction, even historical stuff, that over time, you can't help but pick up tiny nuances from reading others work. We can learn from reading others. Reading can help us become better writers. Remember when almost every mall had multiple bookstores. All the big book vendors are gone with just a few left like Barnes and Noble. Audio books are great but that becomes a listening art—by actually holding a book in your hand (or reading an e-book) we can subconsciously absorb from others.

Lets talk a bit about templates. The first template that comes to mind are templates for press releases—there are a lot of them out there and here in the Bulletin I've provided many of them. For press releases we are interested in being precise, accurate and grammatically correct. That is the case with most templates. Templates have their purpose and are a good starting point for beginners.

Here is a challenge—try to inject some of your personality into your writing and presentations. If you've got a sense of humor, interests, opinions, or possess literally any other quality unique to human beings, you can channel that personality into your writing, and lift ordinary subjects up with the buoyancy of your voice and personality.

Something I try to do is to have respect for my reader in my writing and what I choose to include in my newsletters. We have to respect our readers attention. When we go back and reread something we wrote or self-edited, we must look at it from the standpoint of who is going to read it. Did we accomplish our mission or just muddle things up and confuse them.

Finally, don't expect everything your write—or every issue of a newsletter to be a masterpiece, but be able to go back and review with an element of pride and knowing that you have done your best and the next issue better! - L'Editeur

**"The real importance of reading is that it creates an ease and intimacy with the process of writing; one comes to the country of the writer with one's papers and identification pretty much in order."**

Stephen King, *On Writing: A Memoir of the Craft*



reedsy

## More stuff from the AP (Associated Press Stylebook)

Check this out...

**dressings, stuffing:** *Dressing* is cooked outside of the bird; *stuffing* is cooked inside. Use of the terms also varies regionally in the U.S., with one preferred over the other in some places regardless of how it's prepared.

**flyer, flier:** *Flyer* is the preferred term for a person flying in an aircraft, and for handbills: *He used his frequent flyer miles; they put up flyers announcing the show.* Use *flier* in the phrase *take a flier*, meaning to take a big risk.

**holidays and holy days:** Capitalize them: New Year's Eve, New Year's Day, Christmas, Hanukkah, etc.

**year-end:** Hyphenate both as a noun and as an adjective

**abbreviate most months when used with a date:** Example—*between Feb. 1, 2021, and Feb. 22, 2023, the ...*

**years:** When a phrase refers to a month and day within the current year, do not include the year: *The hearing is scheduled for June 26.* If the reference is to a past or future year, include the year and set it off with commas: *Feb. 14, 2025, is the target date.* Use an s without an apostrophe to indicate spans of decades or centuries: *the 1890s, the 1800s.*

Years are an exception to the general rule in numerals that a figure is not used to start a sentence: *2013 was a very good year.*

**"compliments of the chef" or "compliments of the chef":** It's compliments of the chef.

**ages:** Always use figures. *The girl is 15 years old; the law is 8 years old; the house is 101 years old.* When the context does not require *years* or *years old*, the figure is presumed to be years.

Use hyphen for ages expressed as adjectives before a noun or as substitutes for a noun: *a five-year-old boy; the race is for 12-year-olds.*

**cities and towns:** Capitalize official names, including separate political entities such as *East. St. Louis*, or *West Palm Beach, Florida*. The preferred form for the section of a city is lowercase: *the west end, northern Los Angeles*. But capitalize widely recognized names for the sections of a city: *South Side* (Chicago), *Lower West Side* (New York).

**fraternal organizations and service clubs:** Capitalize the proper names: *American Legion, Lions Club, Rotary Club, Forty and Eight*. Capitalize also words describing membership: *He is a Legionnaire, a Lion, a Rotary, a Forty and Eighter.*

**months:** Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.* Spell out when using alone, or with a year alone. When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas. Examples:

*January 2016 was a cold month. Jan. 2 was the coldest day of the month. His birthday is May 8. Feb. 14, 2023, was the target date. She testified that it was Friday, Dec. 3, when the crash occurred.*

**dates:** Always use Arabic figures, preferably without *, st, nd, rd, or th.*

**toward:** Not *towards*

**Rev.:** When this description is used before an individual's name, precede it with the word *the* because, unlike the case with *Mr.* and *Mrs.*, the abbreviation *Rev.* does not stand for a noun.

**"The Star-Spangled Banner":** (Note the hyphen) Lowercase *the national anthem*.

## Bad PR Communication Habits

*I'm always cruising the web for interesting and different stories I think may be fun to read and learn from. I've accumulated, from a variety of sources, what appears to be some humorously expressed bad communication habits...*

**The Press Release**—Reports of the death of the press release, to borrow shamelessly from Mark Twain, have been greatly exaggerated. Releases aren't dead; they're more like the undead (or unread): wandering the Earth, looking to suck the lifeblood from an ever-shrinking number of reporters.

Of all that's wrong with the press release, it's the first sentence that galls the most. Here's the formula:

Write a release when you actually have news. And when you have news, write it like a journalist: less about you and more about the news. Eliminate that middle clause about your world-class, cutting edge, leading whatever. It's probably not accurate anyway, and you can tell it later, at the bottom of the release where few venture.

Boost your search engine optimization not by packing your name into everything, but by publishing something that people will actually read and share.

**Crappy photos.**— Everything about communication today is more visual. At least a visual will get readers to pause long enough to consider clicking on your headline or pressing play on your video. Unless, of course, the image is ridiculous. I am of course speaking of the Pantheon of Pathetic Photos, the Louvre of the Ludicrous:

The Big Check; The Giant Scissors; The Groundbreaking: People lined up with shovels, most of them white and men.; The "Execution at Dawn": Another lineup of mostly white men who just can't figure out where to put their hands. I could go on. We all know them, and we've all been forced to use them. Here's how to minimize the pain:

(L'Editeurs, Publicists) Write and distribute photo submission guidelines that explain what kind of photos you're looking for, with tips on the best way to take them, and what photos you won't accept.

Get creative. Forced to take a group shot? Get your subjects to move around. Take the photo from above or below. Groundbreaking? Focus on faces. People's faces are interesting, even in a boring photo. Get close, show who they are. Think of a caption as a stand-alone story. Don't just describe what we can plainly see. Tell us why it matters.

**The history of Western civilization, in an email.**— Readers need to understand why we're telling them something, why we're telling them now, and maybe even a little about how we got here but not in an email. The importance of the event, project or program is buried and diminished with excruciating details about the history of the project and endless minutia. Most concluded with something the intended recipient might have cared to know and should be the lead.

Organize your story with the knowledge that no one will actually get to the end. Get the important stuff up front. In an email, tell them what they need to know in the first sentences or short paragraphs. In the first would be even better. Tell them there's more if they want it. Some stories start with a bulleted summary at the top to guide the reader. Use subheads and images for the same purpose.

**Quotes that say nothing—and take so long to do it.**—This should be the easiest and best part of our communications, but it continues to be the worst. What gives? The reasons are many, including this one: Important people feel compelled to sound important and instead wind up sounding pompous and convoluted. We can help them do better.

No facts, just feelings. Get people to say how they feel about something and why it's important, instead of spouting statistics and other facts. Less is more. Inside every crappy quote is a great quote yearning to breathe free. Pull it out and ditch (or paraphrase) the rest. Short quotes pack more punch and get remembered.

Interview people. You get better quotes when you actually talk to the person you're quoting. Why? Because when they give you the corporate gobbledygook, you can . . . wait for it . . . ask them again! Can't do it face-to-face? Instead, do your interviews via Zoom or Teams or, crazy as this may seem, use that device you're always looking at. It also works as a t-e-l-e-p-h-o-n-e. • *From a variety of my PR sources and websites, humorous and thought provoking...*



## PR Editorial— The Correspondant is “the Link”

Let's begin by looking at some of the issues surrounding the duties and responsibilities of the Correspondant...

Many of us look at the year in a couple of ways, most when the new cards come out and a new membership year begins and Locale and Grand elections - others right after Promenade Nationale when we have new leadership at the nationale level. So in that space of a couple of months in July and August we jump-start a new membership year, have our elections and of course do our reports. This gives those at the nationale level time to prepare for elections, appointments and of course awards. So essentially, Locale and Grand Correspondants have a small window to close out one year and begin another.

Let's look at our duties. When the new cards are received, the Correspondant needs to immediately notify the Chef de Gare and the membership process should immediately begin. This of course starts an internal communication process with the membership and information on what means are available to pay dues. At this same time, the Correspondant is looking at all of the required reports—a process that should already have been taking place. All reports, regardless of who prepares them, should be provided the Correspondant. Some reports like Special Awards, Americanism and Ritual take longer to prepare and are almost a monthly endeavor throughout the year. Other duties could be preparing promenade agendas, recording minutes, and perhaps even producing newsletters or other forms of communication. Not everyone has the desire or motivation to be the Correspondant - it's a lot of work and responsibility.

If you are wearing the Correspondant Chapeau and have accepted that responsibility, the entire leadership of your Locale relies on you, especially by the Chef de Gare. The Correspondant is the position that in my opinion holds it all together - or should be. If you are a new Correspondant and still learning or a seasoned one but having internal difficulties - asking for help and guidance should be a priority.

Look at the calendar... December 31st places us five months into our membership year and is of course a milestone regarding membership. We all hear about that dreaded date and consequences. The Nationale and Grand Constitutions are pretty clear. But the reality is at times there are reasons Locales may be finding themselves in the precarious positions of failed membership despite the perceived annoying or pestering attention by those above us. They are just doing their job! We have to do ours!

Correspondant's are at the heart of everything. At this point in time, membership becomes the focal point of Locales and Grands. As a minimum, this requires close communication with the Chef de Gare and Commissaire Intendant. To those who have fallen behind, expect things to heat up and membership more closely scrutinized.

Internally, the Correspondant is the ideal link between the leadership and the membership. These communication links are supported by accurate mailing and distribution lists to include emails (which seem to be constantly changing in our membership). Some public relations duties may fall to the Correspondant like press releases, responding to media inquiries, distributing news content about the Locale, Grand or a special event. The Correspondant is key in event planning and implementation.

The Correspondant should be a key player in setting goals and objectives for the Locale or Grand. Many Correspondants have been in place for consecutive years and are a historical focal point with a lot of institutional knowledge of the Forty and Eight and their Locale.

The Correspondant, by effectively managing these responsibilities, can help La Societe, their Locale or Grand build and maintain positive relationships within their membership, media, and communities. The Correspondant IS “the link”. - **L'Editeur** ·

### **Correspondent vs Correspondant: Meaning And Differences**

Correspondent vs Correspondant: two words that are often confused with each other. While they may sound the same, there is a subtle difference between the two. We should establish the proper word. Correspondent is the correct spelling in American English, while Correspondant is the correct spelling in British English and French—and La Societe. However, both words have the same meaning. The term “correspondant” is not commonly used in English. However, in French, it is a word that means “correspondent” or “respondent.” In the context of journalism, a “correspondant” would have a similar role to a correspondent in English-speaking media. In La Societe we generally mean “secretary”.

## Stephen Hawking – Reach for the Stars—His final words...

Professor Hawking was widely considered one of the greatest minds of the 21st century, and was diagnosed with amyotrophic lateral sclerosis (ALS) at the age of 21. The scientist was only expected to live for two years, but defied expectations by living for a further five decades. It will come as no surprise that the groundbreaking physicist's last words were as profound as his entire life. One of Hawking's final acts of kindness was paying for a grand Easter meal for hundreds of homeless people in his home city of Cambridge. On the same day as his funeral, a donation from his family helped fund the charity FoodCycle's Easter lunch at Wesley Methodist Church.

On all the tables a note was left, reading: "Today's lunch is a gift from Stephen. From the Hawking family."

"(It) Became clear something was not quite right with me. I fell over and had great difficulty getting up again. My mother realized something was wrong and took me to the doctor. I spent weeks in Bart's Hospital and had many tests. They never actually told me what was wrong, but I guessed enough to know it was pretty bad. In fact, the doctor who diagnosed me washed his hands of me and I never saw him again. He felt that there was nothing that could be done.

At first I became depressed. I seemed to be getting worse pretty rapidly. There didn't seem any point working on my PhD, because I didn't know if I would live long enough to finish it.

I had come to Cambridge to do cosmology, and cosmology I was determined to do. Then the condition developed more slowly, and I began to make progress in my work. After my expectations had been reduced to zero, every new day became a bonus, and I began to appreciate everything I did have.

And there was also a young woman called Jane, whom I had met at a party. Getting engaged lifted my spirits, and I realized while there's life, there is hope. There are many ambitious experiments planned for the future. We will map the positions of billions of galaxies, and we will better understand our place in the universe. But we must also continue to go into space for the future of humanity. I don't think we will survive another thousand years without escaping beyond our fragile planet.

It has been a glorious time to be alive, doing research in theoretical physics. The fact that we humans, who are ourselves mere collections of fundamental particles of nature, have been able to come this close to an understanding of the laws governing us and our universe is a great triumph, and I am happy if I have made a small contribution.

I want to share my excitement and enthusiasm about this quest, so remember to look up at the stars and not down at your feet.

Try to make sense of what you see, and wonder about what makes the universe exist. Be curious. And however difficult life may seem, there is always something you can do and succeed at.

It matters that you don't just give up. While there's life, there is hope."

*Wisdom from Stephen, whether you agree with him or not...*

*In a speech he delivered in March 2017, he claimed, "We are witnessing a global revolt against experts."*

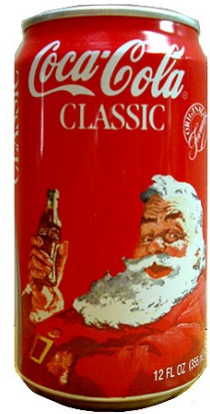
*With fake news becoming big news, Hawking responded to questions on the state of the media by encouraging us to listen to the advice of those who devote their time to studying problems. Hawking told the audience that solutions to our environmental challenges and potential AI threats will come from science and technology.*

*"We are just an advanced breed of monkeys on a minor planet of a very average star. But we can understand the Universe. That makes us something very special."*

*"For millions of years, mankind lived just like the animals. Then something happened which unleashed the power of our imagination. We learned to talk and we learned to listen. Speech has allowed the communication of ideas, enabling human beings to work together to build the impossible. Mankind's greatest achievements have come about by talking, and its greatest failures by not talking. It doesn't have to be like this. Our greatest hopes could become reality in the future. With the technology at our disposal, the possibilities are unbounded. All we need to do is make sure we keep talking."*

*For our Coke addicts...*

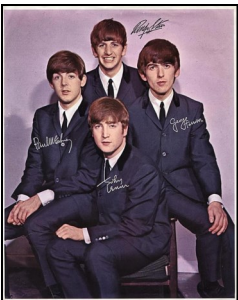
Though U.S. pharmacist John S. Pemberton invented Coca-Cola in 1886, his bookkeeper, Frank Robinson invented the name. Robinson had beautiful handwriting, and his flowering script is still used today. The very first Coca-Cola products contained cocaine, about 9 milligrams per glass. It was removed from the drink in 1903. The original Coke was also alcoholic. Mexicans drink more Coke than any other country in the world. Mexicans drink about 745 Coke beverages per year. Americans drink about 401 Coke products a year. Studies have proven that Coca-Cola, especially Diet Coke, is an effective spermicide. However, neither is recommended as a form of birth control. Coke invented the six-pack in 1932 to encourage people to drink more Coke. They initially didn't use a plastic six-pack ring; they used a printed cardboard carton similar to the 12-pack cardboard tubes used today. In 1931, Coca-Cola created the now ubiquitous image of the modern Santa Claus, with his contrasting red and white clothes, which mirror the colors of the famous soda.



1636—The Massachusetts Bay Colony organizes three militia regiments to defend the colony against the Pequot Indians. This was the founding of the United States National Guard.

According to face recognition software, the Mona Lisa is 83% happy, 9% disgusted, 6% fearful, and 2% angry.

By the age of 3, Mozart had learned to play a clavier, which was an old-fashioned stringed instrument that had a keyboard. By the age of 5, he was playing the harpsichord and violin as well as a professional. He was playing in front of royalty when he was just 6 years old. Mozart was a rare musical genius.

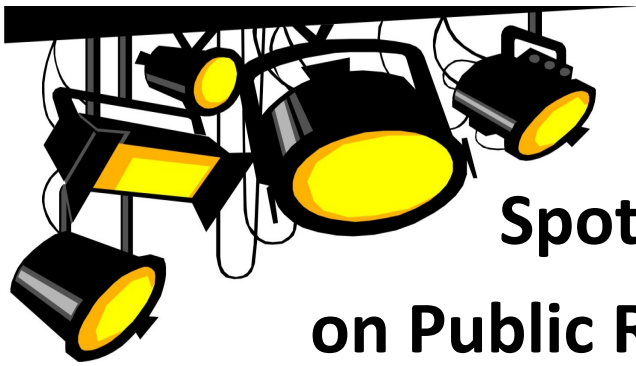


No one is quite sure where the name "Beatles" originated, though the most likely story is that John Lennon liked the name The Crickets after Buddy Holly's band. Early band member Stuart Sutcliffe suggested "Beetles," and they were for some time known as The Silver Beetles or, occasionally, Long John and the Silver Beetles before becoming the Beatles. The Beetles were also a rival gang in Marlon Brando's movie *The Wild One*, which may have also been an influence. John Lennon is usually credited with changing the spelling to "Beatles" to reflect Beat music and the Beat generation.

Picasso's full name is Pablo Diego José Francisco de Paula Nepomuceno María de los Remedios Cipriano de la Santísima Trinidad Martyr Patricio Clito Ruíz y Picasso, for a total of 23 words. His name includes references to saints and family members. Among Picasso's famous quotes is "Turn off the gray of your life and light the colors inside you." Picasso said, "When they say I'm too old to do something, I try to do it right now." Perhaps the most famous of Picasso's quotes is "Art is the lie that allows us to understand the truth." Picasso completed his famous "Guernica" in just three weeks. The black-and-white painting reflects the destruction of the town of Guernica on April 26, 1937, by Franco's German and Italian allies in the Spanish Civil War. The painting has become a symbol of the horrors of war. It is considered his best and most famous work.







# Spotlight on Public Relations



*U.S. Airforce Combat Cameraman*

## **“A picture is worth a thousand words”**

*A great photo complements a story no matter how well told. It brings attention to articles or maybe it is just a stand alone PR pic that just needs a caption. We have touched this subject before but lets take another look at why captions are important and how to write a great one...*

In most photo captions, the first sentence identifies the people and place in the photograph, and the date and location where it was taken. The second (and perhaps third) should provide contextual information to help readers understand what they are looking at.

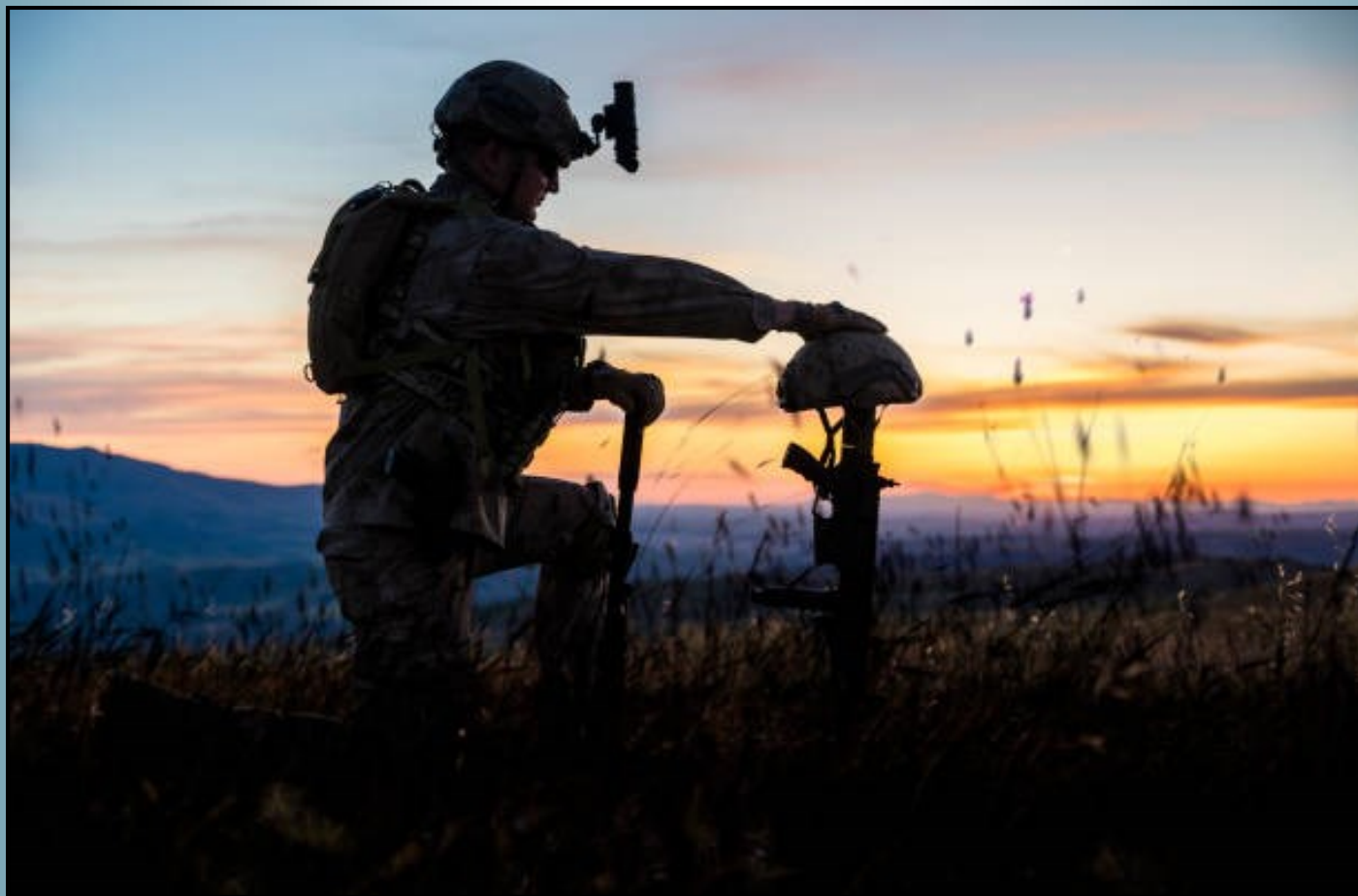
Clearly identify the people and locations that appear in the photo. Professional titles should be included as well as the formal name of the location. SPELL NAMES CORRECTLY. For photographs of more than one person, identifications typically go from left to right. In the case of large groups, identifications of only notable people may be required and sometimes no identifications are required at all.

Include the date and day the photograph was taken. This is essential information for a news publication. The more current a photo is, the better. If an archive photograph or photograph taken prior to the event being illustrated is used, the caption should make it clear that it is a “file photo.”

Provide some context or background to the reader so he or she can understand the news value of the photograph. The following are more tips...

- Be descriptive. This first rule is the most important. Tell the reader exactly what is going on in the picture or figure. Why exactly are you including this image? The reader should be able to answer that after reading your caption.
- Save humor for elsewhere. Unless you are writing a humorous article, generally captions are better left serious due to the need for conciseness.
- Keep it concise. That is, it should be no longer than a paragraph, but really, a sentence should be sufficient, at most. In fact, captions don't even need to be complete sentences. For a photograph, it's okay to make it shorter than a sentence.
- Remove anything that isn't strictly necessary for the reader to understand what's going on in the picture.
- Consider citing your source under the article or photo if it comes from somewhere else.
- Do not use verbs or verb phrases such as “looks on,” “poses” or “is pictured above” when writing captions. They are obvious and boring.
- Do not editorialize or make assumptions about what someone in a picture is thinking. For example, “an unhappy voter...” or “a fortunate survivor...” The reader should be given the facts and allowed to decide for herself or himself what the feelings or emotions are.
- Do not characterize the content of a picture as beautiful, dramatic, horrifying or in any other descriptive terms that should be evident in the photograph. If it's not evident in the photograph, telling the reader won't make it happen. • *From a variety of web sources*

# POSTER OF THE MONTH



**We fight and die  
for your freedoms,  
including the right to say...  
MERRY CHRISTMAS**

## L'Editeurs Back Page...

### Do we have a sacred duty to La Societe?

Do we have a sacred duty to the Forty and Eight and if so what does that mean? Each of us needs to look at where we belong in La Societe and our role. This is a deeper meaning than just joining and taking an oath of obligation.

We are interconnected to each other in a type of brotherhood, sharing life and experiences first as veterans and then as Forty and Eighters. That is a fact—so what is our duty ?

First is an obligation to others and these are best served in our programs and our support of them. Next is an obligation to each other—the health and welfare of each of our members—caring that goes far beyond pushing for a renewal.

Finally, our sacred duty is to know and understand that it is not all about us as an individual—it is all about us together in faith, hope and charity. Merry Christmas! —L'Editeur



|  |         |                           |                 |                     |                         |
|--|---------|---------------------------|-----------------|---------------------|-------------------------|
| <b>APPLICATION FOR MEMBERSHIP TO THE BLUE CHEVALIERS</b> |         | <b>INITIAL MEMBERSHIP</b> |                 |                     |                         |
| NAME:  |         |                           | 40ET8<br>MEMBER | LA FEMMES<br>MEMBER | NON MEMBER<br>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



P.A.L.S. dues are annual from January to December

|   |  |
|---|--|
| <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 _____ <span style="color: red; font-weight: bold;">PUFL \$100.00</span> <input style="border: 2px solid red;" type="checkbox"/>   |  |
| Voiture Locale _____  |  |
| <b>ANNUAL DUES</b> MAIL ONLY: \$20.00 <input type="checkbox"/><br>MAIL AND DIGITAL: \$20.00 <input type="checkbox"/><br>DIGITAL ONLY: \$10.00 <input type="checkbox"/><br><span style="color: red; font-weight: bold;">PUFL down payment (minimum \$25)</span> <input type="checkbox"/> | <b>Checks made out to P.A.L.S.</b><br><b>Remit to:</b><br>Renslar R. Keagle<br>8714 Marble Drive<br>El Paso, TX 79904-1710<br><a href="mailto:rennykeagle@gmail.com">rennykeagle@gmail.com</a> |



## More Unremembered...

Jennifer Harris graduated from Swampscott High School in Swampscott, Mass, in 1996. She attended the Naval Academy, graduating in 2000 with a commission into the Marine Corps. A pilot, she earned her Wings of Gold in September 2002. Her first assignment was Marine Medium Helicopter Training (HMMT) Squadron 164 at Camp Pendleton, Calif., where she flew the CH-46 helicopter.

After training, Harris was assigned to the Purple Foxes of HMM-364—the first female pilot in the Purple Foxes Squadron.

On her third tour to Iraq, Harris flew as a Casualty Evacuation pilot. According to the Military Times, in February 2007, her helicopter was shot down on a mission a week before her scheduled return home. In her three tours, she had saved “a countless number of lives.” She was 28.

Named in her honor, The Captain Jennifer Jean Harris Memorial Trust Fund promotes leadership development in young adults who exemplify her qualities of courage, honor, compassion, and commitment to serving others. The Seven Stars Foundation was established in honor of the seven crew members of her helicopter. The Marine Corps League Captain Jennifer J. Harris Detachment 871 is named in her honor.



Henry Lamar Hunt was born on Dec. 13, 1932, in Lakeland, Florida, and was a graduate of Kathleen High School. He felt the call to minister and attended Southeastern Bible College during the Korean War. He later admitted, “I felt a little bad that my buddies went off to war and I went to school,” and so he later vowed that if the opportunity ever came again to serve his country, he would, no matter the cost.

In the 1960s, opportunity came knocking in the form of the Vietnam War.

Hunt became an Army chaplain because he “wanted to be with soldiers on the ground.” The 1st Cavalry Division gave him the chance to serve with soldiers on the ground and in the sky in Vietnam’s War Zone C. From the start, he saw combat and even had his helicopter shot down during a routine mission.

In February 1969, Hunt conducted what came to be known as “the Whispered Service.” He felt called to minister to a unit under heavy fire and flew to their location. With North Vietnamese soldiers only 200 yards away, the company commander refused to let Hunt conduct the service. The CO relented when Hunt promised not to make any noise, and the chaplain commenced to low-crawl along the jungle floor to the front.

“I passed the wafers around and passed the wine in a ration cup,” he later recalled. “We whispered the whole thing—it gave me chill bumps—and I murmured the benediction.”

Hunt would leave Vietnam with a promotion and two Bronze Star Medals (Valor). His faith was tested mightily during his tour of duty and he related that when he left for the States, “I sort of felt numb.” He went on to serve 30 years and retired as a Colonel. Hunt remained a pastor after the war—and involved with his local Veteran community.

When asked how his time with the Army Chaplain Corps impacted his life, he replied: “Profoundly. I identify myself as an Army chaplain.” Hunt died on Dec. 11, 2015.

Ryan “Andy” Bressler was born in Harrisburg, Pennsylvania, in 1928. He attended the University of Connecticut and joined the ROTC program, graduating in 1952 with a bachelor’s degree in Agricultural Economics and a commission as a second lieutenant into U.S. Army Infantry.

Shortly after graduating, Bressler was called to active duty for service in Korea. He was assigned to the 31st Infantry Regiment, 7th Infantry Division, and wound up leading a platoon at a site that would become one of the most notorious names of the Korean War: Pork Chop Hill.

The first battle that took place at Pork Chop began on April 16, 1953. Just one day later, Chinese forces infiltrated the American positions at night and encircled Bressler and his men. While directing the fight from the platoon’s command post bunker, Bressler was wounded when a shell collapsed the structure. While his platoon sergeant tried to save him, Bressler ordered him out of the exposed position and back to headquarters where the NCO could provide vital intelligence regarding the enemy’s dispositions.

Bressler died shortly after the platoon sergeant left on his mission. His body was later recovered, and he was laid to rest with full military honors at San Francisco National Cemetery at the Presidio in California. •

