

The Bulletin

L'Editeur, Renslar "Renny" Keagle, rennykeagle@gmail.com

President, P.A.L.S., Robert Cearlock, cearlock@aol.com



THE PRESS ASSOCIATION OF LA SOCIETE

MAIL P.A.L.S. DUES TO:

Renslar R. Keagle

8714 Marble Dr., El Paso, TX 79904-1710

Ph: (915) 346-6099 rennykeagle@gmail.com

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Vol. 39 No. 09 **Supporting and Encouraging La Societe Public Relations for 39 Years** April 2024

STORYTELLING

• AMBASSADORSHIP

• PERSUASION



A special day in May, read more inside.

Always looking for contributions, ideas and suggestions for the Bulletin. If you are doing something interesting in public relations—let me know. As usual, a bit of everything this month.

From time to time we revisit areas we have discussed before—to get a fresh view and stress it's importance.

Now is the time to think about your role for Public Relations. Whether you continue or seek another position, Grands will soon be making recommendations to Nationale.

Blessings and safe travels! - L'Editeur

In this issue!!

- Clipboard—The "Streisand Effect"
- P.A.L.S. Page—Blue Chevalier
- Award and Plaque Sayings
- Robert's Rules of Order—Public Relations?
- PR Editorial—"The Last Forty and Eighter"
- "Decoration Day" First Speech
- Newsletter filler, Trivia or Just for Fun
- Spotlight on PR—Awards as a PR Strategy
- Poster of the Month
- Back Page—Children of Fallen Patriots Day
- Digital Only—More Unremembered



P.A.L.S. since 1984—Past L'Editeur

George Hartley

Don Collins

Paul Chevalier

Is "Happy Memorial Day" the right thing to say?

NATIONAL PUBLIC RELATIONS COMMITTEE—2024

Directeur—Renslar "Renny" Keagle, rennykeagle@gmail.com, 915.346.6099

Sous Directeur Area One—David Cook, cookong1976@outlook.com 937.243.2749

Sous Directeur Area Two—Victor Graulau, vgraulaujr@gmail.com 703.864.0113

Sous Directeur Area Three—Lou Michaels, louthephotoguy@gmail.com 651.489.8006

Sous/Directeur Area 4—Bradley Heck, bheck@ionet.net 480.987.4210

Advisor—Mark Moots, moots@charter.net 256.582.5782





THE CLIPBOARD



Every heard of the “Streisand Effect”?

The Streisand effect is an unintended consequence of attempts to hide, remove, or censor information, where the effort instead backfires by increasing public awareness of the information. The effect is named for American singer and actress Barbra Streisand, whose attempt in 2003 to suppress a photographer's publication of a photograph showing her clifftop residence in Malibu, California, taken to document coastal erosion in California, inadvertently drew far greater attention to the previously obscure photograph.

Attempts to suppress information are often made through cease-and-desist letters, but instead of being suppressed, the information sometimes receives extensive publicity, as well as the creation of media such as videos and spoof songs, which can be mirrored on the Internet or distributed on file-sharing networks. In addition, seeking or obtaining an injunction to prohibit something from being published or to remove something that is already published can lead to increased publicity of the published work.

The Streisand effect is an example of psychological reactance, wherein once people are aware that some information is being kept from them, they are significantly more motivated to acquire and spread it.

Social Media Updates

Facebook

As every social network gradually becomes TikTok, Facebook has announced a revamped video player with a vertical orientation. This applies to Reels, Lives and longer videos, though horizontal videos can be flipped to be viewed Full-screen. Facebook also says it's improved its recommendation algorithm in the player, in your feed and on the video tab. It's an interesting step in the continued merging of Instagram Reels within Facebook proper, as well as yet another mark in favor of strong vertical video.

TikTok

Meanwhile, TikTok is copying Instagram as it moves toward the release of a photo app that appears to be called, somewhat confusingly, TikTok Notes. While no formal announcement has been made, some TikTok users are receiving notifications that photos uploaded to the platform, past and present, will also be available on TikTok Notes, unless they opt out. If this app is powered by that magical algorithm, it could be a whole new game for photo discovery and content. It might be time to brush off your photography skills and put down the video mode.

From a variety of public relations web sources

**“There are two basic questions we always ask before deciding to write about a topic:
Why do I care about this? Why now?”**

Blue Chevalier

The clock is ticking down to the launch of the Blue Chevaliers National Program. The Advisors are working diligently to get the organization structure organized and ready to implement.

You can help by ensuring that your dues are current. If they are not, remember that you can pay forward for five years for ten dollars. This will no longer be the case when the Program is launched. As a Program we will be taking on additional commitments and increased financial responsibilities. The new dues requirements have not yet been established but will definitely require raising.

I hope you all will continue to support our efforts. Congratulations to Officer Sarah Markusic of the Morris Illinois Police Department for her being the departments "2003 Officer of the Year."

Robert "OB1" Cearlock **Project Manager**

A lot of things to consider when implementing a new program like Blue Chevalier for 2025. What will be the duties of the Directeur, what the Sous Directeurs will do, financial issues, membership, etc.

All being worked on and considered. Also, what kind of awards will be considered and what information will be needed and captured on a report. This is of course organizational recommendations by the current Blue Chevalier Project Committee under the umbrella of Public Relations to help and assist getting the program off the ground in 2025.

All that being said, what is a primary concern at this point is getting our members renewed up to date. We have many members who joined us as 2022 charter members and they will soon be lost from the rolls when the program kicks off in 2025. So, if your card does not say 2024, you are not in good standing and how likely is a \$2.00 renewal going to last.

Where does your locale stand in support of Blue Chevalier - how many members and do you have a Project Coordinator soon to be a Directeur? All things to start looking at. This starts to become a busy time of year, we are planning Cheminot's and regional promenades - re-energized by Spring and starting to think about elections.

Let's take the time to remember our dedication and support of law enforcement and our support of Blue Chevalier.

Renslar "Renny" Keagle **Public Relations Directeur, Nationale**

Check your Membership Card. If it says
2023 you are no longer an active member.
Please renew ASAP!



The above is from the 9th edition of the Blue Chevalier Newsletter, "Roll Call"

**"It's ok for you to believe what you believe.
It's not ok for you to demand others believe the same way." - Pres. Calvin Coolidge**

Award and Plaque Sayings

Did you ever have to prepare an award for someone or responsible for getting a plaque? Then try to figure out how to get the right wording for the occasion? Take a look at these...

"This Certificate/Plaque Recognizes [Name] for Outstanding Dedication and Exceptional Performance."

"In Appreciation of [Name]'s Hard Work and Commitment to Excellence. Well Done!"

"Presented to [Name] in Recognition of Achieving [Specific Milestone/Goal]. Your Efforts Are Commendable."

"Acknowledging [Name] for Exemplary Service and Contribution to Our () Success."

"This Certificate Honors [Name] for Going Above and Beyond in Every Endeavor. Thank You!"

"Presented to [Name] with Thanks for Your Tireless Commitment and Outstanding Service."

"With Sincere Gratitude to [Name] for Their Exceptional Contributions. Thank You for Making a Difference."

"For Your Outstanding Leadership and Dedication. With Gratitude, [Your Organization]."

"In Honor of [Name] and Their Impact on Our Community. [Date]"

"Presented to [Name] for [Achievement]. Your Dedication Inspires Us All."

"Presented to [Name] in Recognition of Outstanding Leadership and Unwavering Commitment."

"For Exemplary Performance and Dedication to Excellence. Your contributions are truly appreciated."

"In Appreciation of [Name]'s Exceptional Efforts, which Have Set a Standard for Us All."

"Acknowledging [Name] for Going Above and Beyond in Every Endeavor. Your dedication does not go unnoticed."

"This Award Honors [Name] for Exemplary Service and Tireless Dedication to () Success."

"In Recognition of Your Outstanding Contributions. Your passion and hard work are truly admirable!"

"In Gratitude for Your Tireless Dedication and Inspiring Leadership."

"In Grateful Recognition of [Sponsor's Name]. Your Generous Support Made This [Event/Project] Possible."

"Presented to [Sponsor's Name] in Appreciation of Their Dedication to [Cause/Event]."

"This Plaque Honors [Sponsor's Name] for Their Visionary Support and Commitment to Excellence."

"Acknowledging [Sponsor's Name] for Their Valuable Contribution to [Event/Project]. Your Impact is Immeasurable."

"With Sincere Thanks to [Sponsor's Name] for Making a Difference and Empowering [Cause/Event]."

"For your selfless service to our beloved community, you have our gratitude."

"In recognition from your peers, this award is being presented for..."

"Thank you for your () years of service to () and our community, state and nation."

"For your years of charitable service to (), our humble thanks."

"For your unwavering commitment and for the lives that you've touched through your selfless service, we thank you."

Just suggestions...try mixing, matching and customizing the above to find something just perfect.



"You never fail until you stop trying" - Albert Einstein

Robert's Rules of Order—Public Relations?

A good definition of RRO that I like..."Robert's Rules is a framework that is comprised of a set of codes and rules of ethics that helps groups hold orderly meetings that allow the majority to rule while allowing minority voices to be heard." So within La Societe, we have our rituals, constitutions, rules and processes but all within a framework of Robert's. To call it public relations may seem a stretch, but perhaps not. I am always reminding everyone the importance of "internal" PR—communicating internally with our own. We control our promenade agendas by our ritual but how we communicate internally and conduct our business must have rules—and we of course use Robert's Rules of Order. So from time to time we will look at some areas that may need some clarification or perhaps better said "for the good of the order".

So first let's look at to table or postpone—is there a difference?

My experience is that most fall into the habit of using the term "table" when they really mean to "postpone".

Tabling and postponing an item are different actions. When a matter is tabled, it is set aside with no provision for bringing it back at any specific time. It requires a subsequent motion to take it from the table.

Postponing an item requires a motion, second, it can be debated/discussed, and a majority vote to carry. A postponement should be defined and is included in a specific future agenda. Tabling an item requires a second to the motion and the membership must vote to table the item. It allows the board to bring the item up again at a later time in the meeting or at a later date.

My take on this is to look at the reason for delaying the action on the item. If it is an item that the body reasons that no action is to be take on the matter at this time—best to table it. If the delay is to re-look at the item at a specific date and time, it is postponed.

Let's look at "point of order" ...

In Robert's Rules of Order, a Point of Order (POO) is a procedural tool used to address a breach of rules during a meeting.

Basically...Any member who notices a violation of the rules has the right to call attention to it by raising a Point of Order. If you observe a breach of the rules that affects your rights or the rights of other members, promptly rise and say, "Point of Order" - even if it interrupts a speaker who has the floor. POO is not to be used to disrupt a speaker or try to take the floor. When recognized, state your reasons for believing the rules aren't being followed correctly. The chair will make a ruling, perhaps by asking the Avocat for advise or simply referring to our ritual, rules or Robert's.

Note—a "point of order" does not need a seconding motion. It cannot be debated—it stands as presented for the chair to make the final decision. Once ruled it cannot be revisited or debated.

Rules are put in place to protect members' rights, and when the rules aren't followed, those rights can get trampled. Fortunately, Robert's Rules says that any member who notices a breach of the rules has a right to call immediate attention to the fact and insist that the rules be enforced by raising a point of order. •

From a variety of web sources including Robert's Rules of Order.

When our perils are past, shall our gratitude sleep? - Michel de Montaigne

PR Editorial—“The Last Forty and Eighter”

It goes without saying that membership, goals, renewals, etc. are always on our mind and of great concern.

Membership of course sustains us and provides us with members who have committed themselves to years of service to La Societe. It is crucial and important that we recognize the time, effort and even sacrifices of our membership to the Forty and Eight. It is energizing to see younger members joining as we recognize our “oldest” and “youngest” at our birthday celebrations of La Societe.

But a reality is that our numbers are diminishing—our Taps rolls increase yearly as our membership ages. Getting new members willing to stay the course is at times a challenge.

I have actually talked to Voyageurs who have looked at membership from a statistical point and as we get smaller each year—have actually predicted when we will no longer exist. That is of course speculation and not a definitive prediction.

But it is not far out of the realm of possibility that at some time we can perhaps wonder who may be “the last Forty and Eighter”.

Have you ever noticed how we are more at ease with our Forty and Eight comrades? There is a natural tendency for us to want to be around other veterans sharing experiences and a special comradery. Being a part of La Societe is being a part of something greater than ourselves like our military service to our country. Quite frankly it is a way of continuing that service. But are we facing a crisis?

Some may say so, if not, when will that day come? Is the last Forty and Eighter already on our roles? We must get past many of our historical issues... the Forty and Eight struggled with racism as did our nation. Women not allowed and it took a long time to change La Societe into mirroring our countries social morals and diversity. Some may say why aren't there more women in La Societe—when a possible answer is that there has generally been fewer females in military service. Difficult to speculate and find definitive answers that everyone will agree with.

So what new can we offer a prospective member in joining the Forty and Eight? How do we get past “what is the Forty and Eight.” Storytelling is an answer as well as ambassadorship—all discussed in these pages monthly. With so many choices out there on joining this group or that organization and only so much time to devote, we have got to promote our differences. Family oriented veterans look for organizations family oriented.

As Voyageurs Militaire we need to focus on our uniqueness. It's fun and interesting just describing our name and attachment to World War I and boxcars. Our programs are unique and different. Our “language” is different and we are ritualistic. We should not be indifferent to our history and involvement with the American Legion.

Every word above is not new but bears repeating— like the continuous almost daily reminders from our leadership on membership—distracting but necessary.

Most of us will not look in the mirror and wonder if we are the last Forty and Eighter. But we must wonder is he or she is already in our midst? · *An opinion from L'Editeur*



“The greater the loyalty of a group toward the group, the greater is the motivation among the members to achieve the goals of the group, and the greater the probability that the group will achieve its goals.” - Rensis Likert

“Tell me what company though keepst, and I'll tell you what though art.” - Miguel de Cervantes

“It's not the will to win that matters—everyone has that. It's the will to prepare to win that matters.” - Bear Bryant

“Good teams become great ones, when the members trust each other enough to surrender the Me for the We.” - Phil Jackson

“Membership in the Forty and Eight has its privileges—can you name them?”

First Decoration Day Speech—General James A. Garfield

On May 30, 1868, a crowd of 5,000 gathered at Arlington National Cemetery for the first Decoration Day exercises. Before strewing flowers upon the graves of the dead, the crowd listened to an address by James A. Garfield (1831–81), then an Ohio congressman who had also served as a major general in the Civil War. In this first of such annual addresses at Arlington National Cemetery, Garfield, who in 1881 would become the 20th president of the United States, sets a standard by explaining what Decoration Day is all about and why it should be commemorated.

Garfield begins by asserting the poverty of speech in comparison to the deeds of the fallen. How does he ask us to regard the dead? And why should we the living envy them their lives and their deaths. What, according to Garfield, motivated the men to “condense life into an hour” and “joyfully welcome death”? What does he mean by invoking the “unconscious influence” of past heroic sacrifices? How can “this silent assembly of the dead” become “voices [that] will forever fill the land like holy benedictions”? Why is Arlington National Cemetery a fitting resting place for these dead?

I am oppressed with a sense of the impropriety of uttering words on this occasion. If silence is ever golden, it must be here, beside the graves of fifteen thousand men, whose lives were more significant than speech, and whose death was a poem, the music of which can never be sung.

With words we make promises, plight faith, praise virtue. Promises may not be kept, plighted faith may be broken, and vaunted virtue be only the cunning mask of vice.

We do not know one promise these men made, one pledge they gave, one word they spoke: but we do know they summed up and perfected, by one supreme act, the highest virtues of men and citizens.

For love of country they accepted death, and thus resolved all doubts, and made immortal their patriotism and their virtue.

For the noblest man that lives, there still remains a conflict. He must still withstand the assaults of time and fortune, must still be assailed with temptations, before which lofty natures have fallen; but with these the conflict ended, the victory was won, when death stamped on them the great seal of heroic character, and closed a record which years can never blot.

I know of nothing more appropriate on this occasion than to inquire what brought these men here; what high motive led them to condense life into an hour, and to crown that hour by joyfully welcoming death? Let us consider.

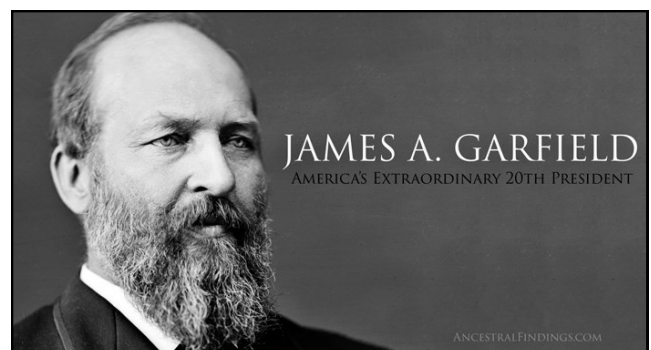
The faith of our people in the stability and permanence of their institutions was like their faith in the eternal course of nature. Peace, liberty, and personal security were blessings as common and universal as sunshine

and showers and fruitful seasons; and all sprang from a single source, the old American principle that all owe due submission and obedience to the lawfully expressed will of the majority. This is not one of the doctrines of our political system—it is the system itself. It is our political firmament, in which all other truths are set, as stars in Heaven. It is the encasing air, the breath of the Nation’s life....I love to believe that no heroic sacrifice is ever lost; that the characters of men are molded and inspired by what their fathers have done; that treasured up in American souls are all the unconscious influences of the great deeds of the Anglo-Saxon race, from Agincourt to Bunker Hill.

And now consider this silent assembly of the dead. What does it represent? If each grave had a voice to tell us what its silent tenant last saw and heard on earth, we might stand, with uncovered heads, and hear the whole story of the war.

The voices of these dead will forever fill the land like holy benedictions.

What other spot so fitting for their last resting place as this under the shadow of the Capitol saved by their valor? Here, where the grim edge of battle joined; here, where all the hope and fear and agony of their country centered; here let them rest, asleep on the Nation’s heart, entombed in the Nation’s love! ·



Newsletter Filler, Trivia or Just for Fun!

TRIVIA

The end of May is not a random choice for Memorial Day. Historians think it is a strategic date that ensures flowers across the country are in full bloom.

A Proper Burial—A mass grave contained 257 Union soldiers in Charleston, South Carolina. In 1865, emancipated African Americans found them and gave them a proper burial. Ten thousand people joined a parade and placed flowers on the new graves.

The Shifting Schedule—Memorial Day used to fall on May 30. In 1968, Congress passed a law moving it to the last Monday of May to create a three-day weekend. Other affected holidays include Presidents Day and Columbus Day. It took effect in 1971. The move favored the travel industry as more families went on vacation during the weekend. Gradually, the solemn holiday became a much-awaited period of recreation possibly detracting from its importance. Some groups call for the return to the original date. According to the Veterans of Foreign Wars, the long weekend undermines the purpose of Memorial Day.

Paltry Numbers—The erosion is hard to deny, even among adults. In May 2000, a Gallup poll showed that only 28% of Americans knew the meaning of Memorial Day. As a result—a “minute of silence” ...

A Minute of Silence—In 2000, Congress passed a law calling on Americans to stop and remember fallen soldiers at 3 pm on Memorial Day as a symbolic act of unity. During the National Moment of Remembrance, Amtrak trains across the US sound their whistles. Major League Baseball games also pause to pay tribute. Individuals who wish to participate but are out on the roads may turn on their headlights instead of making a stop. Why 3 pm? It is a time when many Americans make the most of their freedom, so it is appropriate to remember the sacrifices that made it possible.

To clarify, the National Moment of Remembrance does not replace the event of Memorial Day. It's only a complementary observance in respect of the soldiers from around the world who sacrificed for peace and freedom of the United States.

Waterloo, New York, is the “birthplace” of Memorial Day. President Lyndon B. Johnson declared Waterloo, New York as the “birthplace” of Memorial Day in 1966. On May 5, 1866, a ceremony was held honoring the veterans who had fought in the Civil War. According to the proclamation, Waterloo provided the first formal observance of Memorial Day.

It takes about 90% coverage of the Sun for us to notice any darkening during a solar eclipse. Even at 99%, the sky is no darker than civil twilight.

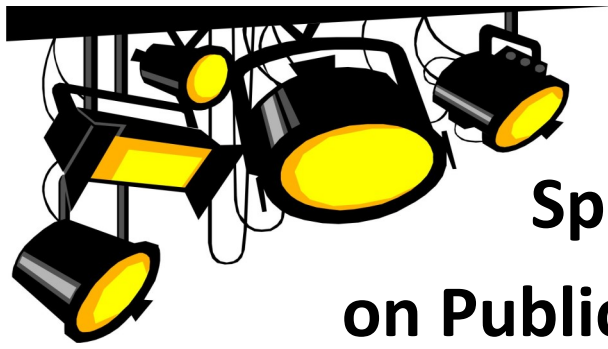
The Earth is about 400 times the Moon's distance from the Sun, and the diameter is about 400 times larger than the Moon's. This makes it look like the Sun and the Moon are about the same size, so when the Moon passes in front of the Sun, it blocks the light.

The Book of Joshua offers what many historians believe to be one of the first recorded instances of a solar eclipse, which occurred on October 30, 1207 BC.

The Moon is slowly moving away from Earth, which means that in about 1 million years, a solar eclipse will be impossible.

There are about two to five solar eclipses each year somewhere on earth. There is never a total solar eclipse at the north and south poles.





Spotlight on Public Relations



Using awards as part of your PR strategy

Giving out awards as well as receiving them is an important part of any public relations strategy. We've touched on this subject before, but let's look a little closer...

If you look closely at the Forty and Eighter, Voyageur Briefs, Grand and Locale newsletters, you will see that they significantly focus on presentations—both given and received. I get an honest impression, that beyond the actual presentation and a few pictures that may or not get published—it pretty much stops there.

We must stop and take the time to understand the focus and purpose of awards. Common sense tells us what awards are all about. Identify the award, set the standards, evaluate recipients, select the awardee and do the presentation. The last and most forgotten step is public relations.

Awards serve many PR purposes—they can serve to create an awareness of your Locale or Grand and of important achievements by individuals or as an organization. Awards can act as a powerful organizational brand building tool. They ensure that you are being spoken about in the same context as the other major players in our veteran community—but only if they are promoted.

Honestly—the effort towards some awards takes weeks or even months of preparation and evaluation prior to presentation. However, not awards are created equal... There are levels of awards starting at the Locale level working all the way up to Nationale. Some are for individual, team or group effort and recognition. There are dilemmas also surrounding awards. Do we want to go after all awards or those that we just seem competitive or have a chance of obtaining?

Does the award have legs? In other words, what will be the impact of the awards beyond its presentation. Awards can have a long term and lasting impact on an individual. This is where public relations comes into play. Awards getting media attention or an awareness out in our community have a greater impact on both the individual and the organization.

Award recognition and promotion is a legitimate approach to your public relations program and strategy. Winning an award is mostly about validating the efforts of your Locale or Grand and of course individuals. But when it comes to telling your story or sharing your brand, awards offer a number of important benefits. Awards celebrate achievements and can provide an excellent boost to team morale. An award win provides an excellent PR opportunity, and it is important to capitalize on that.

If the above points resonate with you, perhaps it might be time to start looking at what awards your Locale or Grand could consider. This starts with the leadership, perhaps a Locale Awards Directeur or your Locale Cheminot's forming a task group for awards—and a Publiciste or L'Editeur to promote awards once submitted and won.

In the end, seeking awards that validate what you are doing makes sense and these allow you to further your public relations effort giving you credibility and a reason to reach out to media or others who might be interested in learning that you or your group has achieved recognition. · *Inspired from a variety of web articles and sources*

“The measure of achievement is not winning awards.

It is doing something you appreciate, something you believe is worthwhile.” - Julia Child

POSTER OF THE MONTH



**The brave die never,
though they sleep in dust:
Their courage nerves a thousand living men.**

- Minot J. Savage

L'Editeurs Back Page—Children of Fallen Patriots Day—May 13th

To salute the sacrifice of military children who have lost a parent in the line of duty, May 13 has officially been proclaimed Children of Fallen Patriots Day. This date shows appreciation for the young people whose lives were forever changed in support of their parents' service to our country. Too often, this tremendous sacrifice is overlooked, which is why Children of Fallen Patriots Day was created to applaud their resilience and strength.

The date of May 13 was selected as Children of Fallen Patriots Day because it is also the day Arlington National Cemetery was established in 1864. This final resting place for many war heroes serves as a reminder of their sacrifices.

Children of Fallen Patriots Foundation aims to identify and support Gold Star scholars by providing financial assistance and educational counseling.



APPLICATION FOR MEMBERSHIP TO THE BLUE CHEVALIERS				INITIAL MEMBERSHIP		
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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:
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P.A.L.S./Blue Chevalier dues are annual from January to December

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rennykeagle@gmail.com

More Unremembered

Lieutenant Colonel Charity Adams

Charity Adams set the blueprint for Black women in the U.S. Army as the commander of the 6888th Central Postal Directory Battalion, becoming the highest-ranking Black female soldier in the Army during World War II.

Born on 5 December 1918 in North Carolina, she grew up in Columbia, South Carolina. Adams' service with the Women's Army Corps (WAC) began in 1942 when the Army commissioned her to serve as a staff training officer, station control officer, and company commander. In 1943, she received a promotion to Major, making her the highest-ranking woman at the training center. By 1944, she was commanding the 6888th.

The 6888th was the first unit of Black WACs to serve abroad. Their mission was to organize mail and get it to soldiers, handling about 65,000 pieces of mail a day. In this position, Adams routinely dealt with racism and sexism. She once prepared to file charges against a general who threatened her position. He said he would send a white First Lieutenant to show her how to do her job, to which she responded, "Over my dead body, sir."

Following her outstanding service, Adams received another promotion to Lieutenant Colonel in 1945. After leaving the Army 1946, she proceeded to give lectures on her wartime experiences. By the 1950s, Adams came back to Ohio and served on the board of Sinclair Community College, as the founder of the Black Leadership Development Program. She also sat on the board of directors of the Dayton, Ohio, chapter of the American Red Cross.

Adams paved the way for Black women in the Army, stating, "You don't know you're making history when it's happening. I just wanted to do my job."

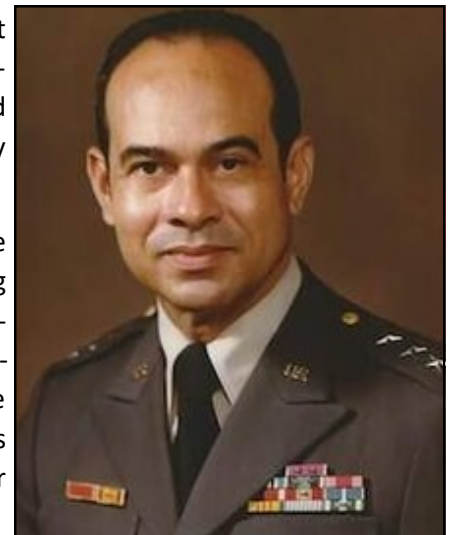
She passed away on 13 January 2002. In 2021, the women of the 6888th were awarded a Congressional Gold Medal, and **the Army honored Adams by changing Fort Lee's name to Fort Gregg-Adams in 2023.**



Lieutenant General Arthur J. Gregg

Became the first African American in the U.S. Army to reach the rank of Lieutenant General on July 1, 1977. Previously, he was the first African American to reach Brigadier General in the U.S. Army Quartermaster Corps on October 1, 1972. He served in the U.S. Army for over 30 years with his final assignment as the Army's Deputy Chief of Staff (Logistics) and retired on July 24, 1981.

In 2022, the United States Department of Defense announced that Fort Lee outside of Petersburg, Virginia would be renamed Fort Gregg-Adams to honor both Gregg and Lt. Col. Charity Adams Earley. An important criterion in the redesignation process was to select individuals whose career amplifies and corresponds to the installation being renamed. Gregg was a career logistician who was assigned to Fort Lee many times during his career. Adams supported the Adjutant General Corps (as a WAC). Fort Gregg-Adams is the center and home of logistics and sustainment for the U.S. Army



Arthur Gregg attended the April 27, 2023 renaming ceremony. He is the only living person in modern U.S. history to have an American military installation named in his honor.

The Department of the Army established in 2015 the Arthur J. Gregg Sustainment Leadership Award which is presented annually to recognize leaders in the U.S. Army who have made significant and measurable contributions to the Army's logistics operations. General Gregg was the eponymous first recipient of the award given in 2016.