

The Bulletin

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

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

Vol. 39 No. 10 **Supporting and Encouraging La Societe Public Relations for 39 Years** May 2024

STORYTELLING • AMBASSADORSHIP • PERSUASION



(L) Promenade Nationale's 2024 coin.

One of the original concepts of The Bulletin going back to its origins and development over the years was to provide Locale

and Grand L'Editeurs ideas, content and clip-art to help and assist them. Nothing has changed.

With todays software and programs, .pdf's, click-and-paste, it is easy to grab content from the Bulletin and insert where desired—and we encourage it.

Most will notice our content focuses on the following month to allow time to consider using in your own material.

All that being said—we will allow space here in the Bulletin for content sent to us for publishing.

We will soon be approaching forty years and I would like to see our membership in the Press Association of La Societe grow—we encourage sharing our content but not at the expense of membership. Join or renew now! L'Editeur

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P.A.L.S. since 1984—Past L'Editeur

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THE CLIPBOARD

Big tech is involved in almost every aspect of daily American life, from how we get our news to how we communicate with one another. And Americans aren't always thrilled about how big tech companies impact our lives.

According to data from Pew Research, 78% of all U.S. adults think social media companies have too much power in today's politics. That number jumps to 84% when looking at just Republicans. Regardless of their political stance, most agree that social media has had a mostly negative impact on the country — though Republicans have softened their stance on the negative impact of social media since 2020 while more Democrats now believe that social media is harming the nation.



“Awareness Days”

For a few years, here in the Bulletin, we used to show all the significant observances and awareness days for the following month. The purpose to remind everyone there may be an opportunity or desire to use that special holiday or day in support of your programs or participate as Voyageurs in your community. When we start our new year, we will bring it back but go out quarterly instead of monthly. As a matter of fact we focus on awareness in this month's Spotlight. But some things from marketing and public relations articles to consider...

Does an awareness day make sense for your marketing and PR goals? Ask yourself if this moment will best help you reach your audiences and convey the appropriate messages.

Does the awareness day have a natural association with your organizations key offerings, goals and programs? Is there a connection to your mission, vision and values?

L'Editeurs note: Not every awareness day or holiday makes sense for every Locale or Grand. However, some are a total slam dunk like military observances, patriotic holidays and special days aligning with our programs. PR pros should always question if these moments make sense for their organization and is contributing to that special days message. Likewise we cannot support everything—so we must pick and choose where our time and resources will best serve that special day. So what else is going on...

- Disneyland is planning a multibillion-dollar expansion to its Anaheim Park, according to Deadline. It's notable for a few reasons, including the fact that it's the park's largest expansion since its opening. But this Disney announcement is also newsworthy because it comes on the heels of a major fight between Disney against activist investors on its board, which led to some less-than-rosy headlines for the entertainment giant.
- Panera's highly caffeinated Charged Lemonades are being pulled from the chain's list of menu offerings. According to The Guardian, the changes come after two deaths and multiple lawsuits involving the drinks, and the change is being dubbed a “menu transformation. If you're being sued over lemonade that's allegedly killed people, it's probably well past time to change the menu. But notice how Panera kept their statement on the positive side, focusing on listening and the needs of guests. Maintaining a positive, customer-centric tone can help weather the storm of public scrutiny amid controversy.
- Weeks after the U.S. Congress voted to ban TikTok unless it's sold to an American company, the short-form video app is swiping back at the ruling. According to NBC News, TikTok is filing a suit against the government because it claims the law violates the free speech rights of not only the platform but its millions of users as well.

Today's Special! Buy one beer for the price of two and receive a second beer free!



P.A.L.S. Page—Unlocking the Potential of QR Codes

QR codes may seem like modern-day magic, but they are actually simple tools that can make life easier in today's digital world. Picture them as digital shortcuts, allowing your smartphone or tablet to instantly access information without the need for typing.

So, how do they work? When you scan a QR code, your device reads the pattern of black and white squares and interprets it as a message. This message could be a website link, contact details, or even a pre-typed email to a designated recipient.



Why should you care about QR codes? They are incredibly versatile! Whether you want to quickly access a website, share contact information, or make a payment, QR codes have got you covered.

Creating a QR code is easy. There are plenty of free websites and apps where you can generate one. Just input your desired message, like a website URL or phone number, and a custom QR code is generated for you.

Once you have your QR code, save it as an image on your device. Then, you can use it whenever needed. If you are printing it, ensure it is large enough for your camera to scan effortlessly.

Now, let us talk about how QR codes can elevate your marketing and branding efforts. Instead of cramming all the details into limited space on ads or flyers, you can simply include a QR code. By making your print ad vague, you entice the person to scan your QR code where you can offer more information, designed any way you like. You can update the digital spot at any time without re-printing the ad that got the person to your link. This code can direct potential customers to your website, the Nationale website, or someone else's website, providing them with a direct portal to learn more about our organization or services we are promoting.

But that is not all! With paid services, you can take your QR codes to the next level. Customize them with different colors, embed our logo, and even make them dynamic. Dynamic QR codes allow you to modify the destination URL or content even after printing, making them incredibly flexible for marketing campaigns. That means all those fliers you printed will not go to waste because of a website change. You can also re-direct people somewhere else if something changed that you could not predict.

Additionally, paid services often provide QR code analytics, showing you how many people have scanned the QR code. This data can be invaluable for measuring the effectiveness of your marketing efforts and understanding engagement.

In conclusion, QR codes are like digital keys unlocking a world of possibilities for businesses and individuals alike. With their simplicity and versatility, they are a valuable tool in today's digital landscape. Consider trying it out the next time you create a flier. (L'Editeurs note—How about your business card?)

Special thanks to Frank Hirrill for his contribution on QR Codes

History—The QR code system was invented in 1994, at the Denso Wave automotive products company, in Japan. The initial alternating-square design presented by the team of researchers, headed by Masahiro Hara, was influenced by the black counters and the white counters played on a Go board; the pattern of position detection was found and determined by applying the least-used ratio (1:1:3:1:1) in black and white areas on printed matter, which cannot be misidentified by an optical scanner.

The functional purpose of the QR code system was to facilitate keeping track of the types and numbers of automobile parts, by replacing individually-scanned bar-code labels on each box of auto parts with a single label that contained the data of each label. The quadrangular configuration of the QR code system consolidated the data of the various bar-code labels with Kanji, Kana, and alphanumeric codes that were printed onto single label. The rest is history... As of 2024, QR codes are used in a much broader context, including both commercial tracking applications and convenience-oriented applications aimed at mobile-phone users (termed mobile tagging).

Something for Flag Day—June 14th

Bob Heft loved flags, and he loved politics. So when his U.S. History teacher handed out a homework assignment in 1958, Heft had the perfect idea. He would design something nobody had seen: a 50-star version of the American flag.

Heft, a high school junior and Boy Scout in Troop 113 of Lancaster, Ohio, had been reading the news and knew that Alaska was poised to become our nation's 49th state, with Hawaii soon behind.



So he cut out 50 stars from iron-on material and arranged them on some blue fabric. He sewed this new field of stars to his family's 48-star flag. "I had never sewn in my life," Heft told StoryCorps in 2009. "I watched my mom sew, but I had never sewn. And since making the flag of our country, I've never sewn again."

Heft's teacher reacted with confusion.

"The teacher said, 'What's this thing on my desk?' And so I got up and I approached the desk and my knees were knocking," Heft told StoryCorps. "He said, 'Why you got too many stars? You don't even know how many states we have.'" The final grade: B-minus.

Not terrible, until you consider that Heft's friend picked up five leaves off the ground, taped them in a notebook and got an A. Heft was upset, so the teacher offered what seemed like an impossible-to-achieve bit of consolation.

"If you don't like the grade, get it accepted in Washington," Heft remembers the teacher saying. "Then come back and see me. I might consider changing the grade."

Two years and 21 letters and 18 phone calls to the White House later, Heft received a call from President Dwight D. Eisenhower.

"Is this Robert G. Heft?" "Yes, sir, but you can just call me Bob."

"I want to know the possibility of you coming to Washington, D.C., on July Fourth for the official adoption of the new flag." On July 4, 1960, Heft stood next to Eisenhower as the 50-star flag was raised over the U.S. Capitol.

And what about Heft's teacher? "He said, 'I guess if it's good enough for Washington, it's good enough for me. I hereby change the grade to an A.'"



In the decades after, Heft inspired people young and old with his follow-your-dreams story. He was a seven-term mayor of Napoleon, Ohio. He spoke extensively — as many as 200 engagements a year — and visited the White House 14 times under nine presidents. Heft died in 2009, but his legacy survives every time we fly his 50-star creation.

And if the U.S. ever adds a 51st state — perhaps Puerto Rico? Heft was prepared. Back in 1958 he designed a 51-star version that uses six rows of stars, alternating between rows of nine and eight.

From blogscoutingmagazine.org

"This flag which we honor and under which we serve is the emblem of our unity, our power, our thought and purpose as a nation." – Woodrow Wilson

Ad and Flyers are indeed Public Relations

Within the realm of La Societe, this time of year, we are having both Locale and Grand Cheminots, Promenades, Regional Promenades and of course Promenade Nationale. Ads are a big part of these events because brochures and program books raise much needed resources. Then if we consider ads and flyers for special events and other things—it is not a great leap to understand how this falls within the realm of public relations. I've seen many great program books so it is obvious there is a lot of creative talent out there and to be honest the monetary support is of the greatest importance. But if we are going to take the time and effort to create an important quarter, half or full page ad—what are some things to consider...

How many times have you received a program book and for your first look just quickly flip through the pages. Most of us do that and sometime later give each page more scrutiny. For my part, I always skim through to find an ad that I may have submitted just to see if it's in there and how it looks—and then quite naturally eventually take the time to look more closely at each page.

We've discussed on these pages, flyer and ad creation before—the use of color, appropriate fonts, spacing, the use of imagery, logos and more.

Remember for a full page ad—it really does not give you a lot of space to work with if you desire to have a lot of content (even less on smaller ads)—on the other hand, it could give you a lot of dead white space if your ad just provides some limited content.

Experiment with the use of lightly colored text boxes—or bold ones for striking attention—but not at the loss of easily and quickly reading text. Unless you are using a large font, bold is best. Got a few text boxes? Consider some perspective and orienting at an angle. (You'll get people to stop and turn their head!)

However, there is no need to reinvent the wheel! Simplicity and familiarity is always attractive. A lot of times in ads we see a list of the predominant officers, like Chef, Correspondant, etc. Get the group together and add a formal or informal picture. We read names and can never associate a face with a name and makes the ad more interesting and worth spending time on.

Consider the purpose —that should drive the content. Most of the time you can also promote yourself while congratulating others and show support.

*** I spent a lot of time on an ad (I create in Publisher) and then created a .pdf, sometimes doing a “scan and image”. Then found out it must be in Word. If you are seeking ads or working on an ad or flyer knowing what format is important and can save a lot of time and frustration.

I have just recently started playing with QR (quick-response) codes and they are easily created. I like MS Edge but easily added Google Chrome and now have both on my PC. Google Chrome in seconds creates QR Codes like the one on this page for my locales public relations Flickr Page. Next month we will have specific details on how and why they work and how to use them.

For our purposes here today, why not add a QR code to your ad or flyer to direct readers to a Locale or Grand website, Facebook page, etc.



**“Our flag is not just one of many political points of view.
Rather, the flag is a symbol of our national unity.” – Adrian Cronauer**

PR Editorial—Are we “chasing rainbows”?

There are lots of songs, movies, books and articles about “chasing rainbows”. Remember the Wizard of Oz?

“The idiom “chase rainbows” is a common expression used in English language to describe someone who is pursuing something that is impossible or unrealistic. This phrase has its roots in the natural phenomenon of a rainbow, which appears beautiful but cannot be caught or touched.” (The formal book or clinical definition)

Let’s take a leap here—consider the Old California ’49’rs –thousands rushing to California, leaving their homes and families “chasing after gold”. So it’s not hard to believe that chasing after gold could also become chasing after their dreams ultimately “chasing rainbows”.



Very few got rich. From my perspective it can also imply wasting time on fruitless pursuits instead of focusing on more practical or important matters.

So the implication is that to chase rainbows is mostly negative but can we be mistaken? It’s important not to use the phrase in a negative or dismissive way towards our goals and aspiration within La Societe. While chasing rainbows may seem unrealistic by our definition, it’s important to encourage ourselves to pursue our dreams and goals—whether they be personal or those as Voyageurs Militaire.

Could “chasing rainbows” be instead looked at as having ambition and high standards. We can also look at chasing rainbows as finding purpose—an investment in time and energy. So perhaps we should start thinking like a rainbow? A rainbow is a sign of hope and a new beginning. A rainbow represents a lot of the choices we make as represented in the full spectrum of colors. What about the “pot of gold”? If you are Irish and believe in myths—it can be gotten. So why can’t we...

Could achieving membership goals, obtaining new and younger members, having motivated and inspired members, with active and energetic promenades, be at the end of our rainbow—and is it achievable? I think we can say some of our Locales and Grands have—I’ve seen and experienced it. If some can catch their rainbow perhaps more of us can.

For some it can be challenging, difficult or seemingly impossible as I have also seen and experienced in my discussions with many Voyageurs. Like the many colors of the rainbow, there are a variety of reasons we face challenges.

Lastly, it’s important not to use “chasing rainbows” as an excuse for giving up on our ambitions. While chasing rainbows may be difficult and require hard work and perseverance, it is possible to achieve success if one stays focused and determined. The more we work together, rather than as individuals, the closer that rainbow becomes.

Chase enough rainbows and you may find your own “bluebird”!

L’Editeur

“The way I see it, if you want the rainbow, you gotta put up with the rain.” – Dolly Parton

“You’ll never find a rainbow if you’re looking down.” – Charlie Chaplin

“Life throws challenges and every challenge comes with rainbows and lights to conquer it.” – Amit Ray

“Don’t turn around. Don’t look back. Keep moving forward. Keep pushing. The pot of gold is at the end of the rainbow, not the beginning.” – Ziad K. Abdelnour

“If life is so blue then select another color from the rainbow” – Unknown

“Rainbows apologize for angry skies.” – Sylvia A. Voirol

"Not humans, but birds often witness the most beautiful mornings in this world!"- Mehmet Murat ildan.

Lt. Colonel George Armistead—Inspiration for our National Anthem

The story of the Star Spangled Banner ends with Francis Scott Key, but begins with George Armistead. Born on April 10, 1780, in Caroline County, Virginia, George was one of five brothers, all of whom later served in the War of 1812. On his taking command of Fort McHenry in June 1813, Armistead ordered a flag made "so large that the British will have no difficulty in seeing it from a distance." He earned his enduring place in American history under that flag at Fort McHenry whose stalwart defense of Baltimore against British attack in 1814. Following the battle, Armistead was soon promoted to the rank of lieutenant colonel, but was much weakened by the arduous preparations for the battle. He died at age 38, while still in command at Ft. McHenry only three years later. Historian Benson Lossing, wrote "the tax upon his nervous system during that bombardment left him with a disease of the heart ... on the 25 of April, 1818 he expired, at the age of thirty eight years. Armistead's family heirs donated the flag to the Smithsonian in 1907.

In the Spring of 1814, the war between the British and the still-young United States looked pretty bleak for the Americans. The War of 1812 had started with a bang for the U.S., with American troops crippling the war efforts of Native tribes in the south and making incursions into British Canada in the north.

But 1814 was a turning point for the British Empire. It had just defeated Napoleon and sent the Emperor to exile on the island of Elba. This victory allowed Britain to move 30,000 veteran soldiers from Europe to North America, where a three-pronged plan threatened to cut the new republic to a shell of its former self.

The British sent three expeditions, each with 10,000 fresh, skilled soldiers, toward three targets: New York City, Baltimore, and New Orleans. If any of them succeeded in capturing their objectives, the Americans would be forced to make disastrous concessions in the Treaty of Ghent, negotiated to end the war.

If New Orleans fell, it would have invalidated the Louisiana Purchase, which was made by Napoleon and recognized by no one else in Europe. This could have meant the cession of the entire territory to Britain or returning it to Spain. If New York fell, the British would have claimed most of Maine, where the crown established the colony of New Ireland.

The Americans at Fort McHenry knew the British would be coming for them. The commander of the harbor defenses of Baltimore, Maj. George Armistead wanted the British to know who controlled the point defense of Baltimore Harbor before the attack – and who controlled it when the smoke cleared.

Armistead He custom a large garrison flag from local flag maker Mary Pickersgill, who had to sew the massive 30x42-foot Stars and Stripes on the floor of a beer brewery, given its size. Pickersgill and five associates sewed

nonstop for six weeks in preparation for delivery. In August 1813, the flag was delivered to Fort McHenry.

When the battle finally came on Sept. 13, 1814, Armistead and his massive Old Glory were ready. The veteran artillery commander had 1,000 troops under his command, who had spent the past few months reinforcing the bricks and mortars of the fort. He'd even sunk a line of American ships in the harbor to thwart the passage of British warships.

Nearly 2,000 shots were fired at the fort. On the morning of Sept. 14, Fort McHenry's defenders hoisted Mrs. Pickersgill's enormous American flag into the sky over the area. With its 15 stripes, each two feet wide it weighed 50 pounds and required 11 men to raise.

With this massive flag flying, there was no doubt the Americans still held the fort.

With the land forces delayed, their commander mortally wounded, and Americans still in control of Fort McHenry, the British withdrew. The British overland invasion of New York had been turned away at Plattsburgh. The attack on New Orleans in 1815 would also fail, keeping the United States whole through the war's end.

Armistead's flag not only had a major impact on the outcome of the Battle of Baltimore but also touched an individual held aboard one of the British ships in the harbor - lawyer Francis Scott Key. His poem, the "Defence of Fort M'Henry, eventually became our nations anthem, The Star Spangled Banner.

From togetherweserved.com





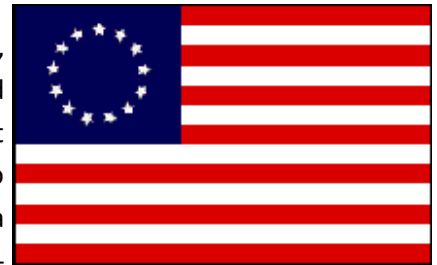
The U.S. flag has five-pointed stars because of various reasons. One of the key reasons is that Betsy Ross, the woman commissioned to sew the first American flag, suggested using five-pointed stars instead of six-pointed stars. She demonstrated that it was more efficient to cut and appliqué the mullets of five points rather than six. This made it easier to sew the stars onto the flag. These five-pointed stars were adopted by the committee, and since then, the U.S. flag has featured stars with five points.

What is the oldest flag in the United States? The oldest complete flag in the United States is the Bedford Flag. It is celebrated as the flag carried by the Bedford Minuteman, Nathaniel Page, to the Concord Bridge on April 19, 1775, at the beginning of the American Revolution. The Bedford Flag predates the official adoption of the Stars and Stripes as the national flag of the United States. (Flag displayed above—our first official flag had six pointed stars) Left is the Bedford Flag located at the Bedford Library in Bedford, Massachusetts. The Latin inscription "Vince Aut Morire" means "conquer or die." The arm emerging from the clouds represents the arm of God. The original is housed at the Bedford, Massachusetts Town Library.

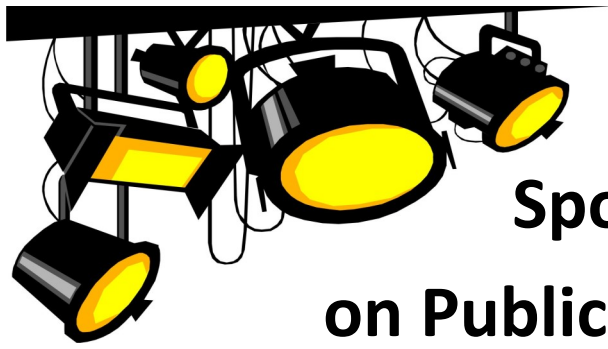


Schenectady Liberty Flag 1771—In 1771, a liberty pole was erected the center of the City of Schenectady, New York, as a protest of British policies and interference in the communities' affairs. On top of this Liberty Pole hung a homemade blue silk flag measuring 44 by 44 inches with the word "LIBERTY" in white sewed on one side. Later, this Liberty flag was reportedly carried by the First New York Line Regiment, who largely came from Schenectady, between 1776-1777 during the revolution. Today, it is one of a handful of a pre-revolutionary flags known to exist. It is housed in the Schenectady County Historical Society Museum.

Truth or fiction? The Betsy Ross Flag—According to tradition, in June of 1776, Betsy Ross, who was a widow struggling to run her own upholstery business sewed the first flag. Upholsterers in Colonial America not only worked on furniture, but did all manner of sewing work, which for some included making flags. According to the legend, General Washington, Robert Morris, and John Ross showed her a rough design of the flag that included six-pointed stars. Betsy suggested a five-point star because it was easier to make, and demonstrated how to cut a five-pointed star in a single snip. Impressed, the three entrusted Betsy with making our first flag. This is, of course, a legend started by her grandson 100 years after the Revolution was won, *and no proof exists that it ever happened or that the traditional design is of her making.*



The Star-Spangled Banner 1795—This flag became the official United States Flag on May 1, 1795. Two new stars were added for the admission of Vermont and Kentucky. This flag was used for the next 23 years, and it is the only flag to ever have more than 13 stripes. During the War of 1812, Major George Armistead, Commandant of Fort McHenry outside of Baltimore, Maryland, said he "desired to have a flag made so large that the British will have no difficulty in seeing it from a distance" if they attacked. A giant garrison flag (an oversized American flag is called a garrison flag) was made by a Baltimore flag maker named Mary Young Pickersgill. The Fort McHenry Flag was 30 feet high and 42 feet long. During the bombardment of Fort McHenry, Francis Scott Key wrote "The Star-Spangled Banner" in honor of the men at Fort McHenry and the very big flag that flew over the Fort. The British failed to capture Ft. McHenry and were unsuccessful on their attack of Baltimore. *All the above from a variety of official US Flag sources*



Spotlight on Public Relations



Observances—A Public Relations Resource—Nursing

Celebrating various awareness days is a great way for La Societe to communicate about our missions, causes, programs and raise funds through the year. Lets take a look this month at nursing..

The entire month of January is Nationale Blood Donor Month—Consider organizing a blood drive or getting many of your voyageurs to collectively give blood that month and then publicize it. Great way to serve the community and get recognition.

Nurses Training— Many dates throughout the year to use these dates to support your nurses training program.

March 19th: Certified Nurses Day—All active nurses are licensed through their states. This deems them competent to work in settings that fall within the nurse scope of practice. State licensure is required to practice. Certification is voluntary. A certified nurse chooses to go the extra step to stand out from their peers and prove they have advanced skill, knowledge, and experience. It requires a lot of studying, working 2000 hours in a specialty area, paying money, and then passing an exhaustive national test. Some Examples—Certified Emergency Nurse (CEN); Critical Care Registered Nurse (CCRN); Family Nurse Practitioner (FNP – BC). Note: Nursing certification requirements vary by education, experience and licensure levels. For example, RNs with BSN degrees may not qualify for the same certifications as APRNs with MSNs or higher.

May 6th: National Nurses Day (May 6—12 National Nurses Week) - National Nurses Day is celebrated annually on May 6 to raise awareness of the important role nurses play in society. It marks the beginning of National Nurses Week, which ends on May 12, the birthday of Florence Nightingale. On National Nurses Day celebrations and receptions are held across the United States to honor the work of nurses. Among the most popular activities are banquets, state and city proclamations, and seminars. Many nurses receive gifts or flowers from friends, family members, or patients. Note: A great time to present a scholarship or send out a press release on your program activity—sure to get some notice this important week,

October 9th—Emergency Nurses Day (Emergency Nurses Week Oct 6 –12)—National Emergency Nurse’s Day is on the second Wednesday in October, specifically dedicated to the recognition of ER nurses across the country. We take this day to say, “thank you” and to honor and respect their commitment to their patients, families, and communities! ER nurses have seen it all! They are the “Jack of all Trades.” They are exceptional multi-taskers and are in many stressful situations. They have and always will continue to serve their communities with compassion and grace. Note: Schedule a visit to a near military or VA hospital emergency room and take some flowers, fruit basket, donuts, etc. and show our thanks as Voyageurs Militaire.

Pediatric Nurses’ Week (October 7—11) - Pediatric Nurses’ Week honors the specialized care provided by nurses to children. Pediatric nurses are experts in caring for young patients and addressing their unique medical and emotional needs. Their dedication ensures that children receive age-appropriate, compassionate care.

Space only allowed for these few important days but here is a link to a detailed and complete list of all days related to nursing: <https://www.cashort.com/blog/2022-healthcare-awareness-recognition-calendar>

“Blowing out someone else’s candle, won’t makes yours shine any brighter.”

POSTER OF THE MONTH



Freedom Tree Park , Missouri City, Texas—is a local historical treasure that many have never heard of. Located along Misty Hollow Drive near Lake Olympia Boulevard, the Freedom Tree stands at 70 feet tall and its branches spread over 100 feet wide.

The history of the Freedom Tree dates back to June 19, 1865, when General Gordon Granger officially put an end to slavery in Texas after the Civil War. That very day the overseer of the Palmer Plantation gathered his slaves together beneath the spreading of the boughs of The Freedom Tree and told them that they were free.

**The patriot's blood
is the seed of Freedom's tree.**

L'Editeurs Back Page— Lest We Forget—D-Day June 6th—80th Anniversary

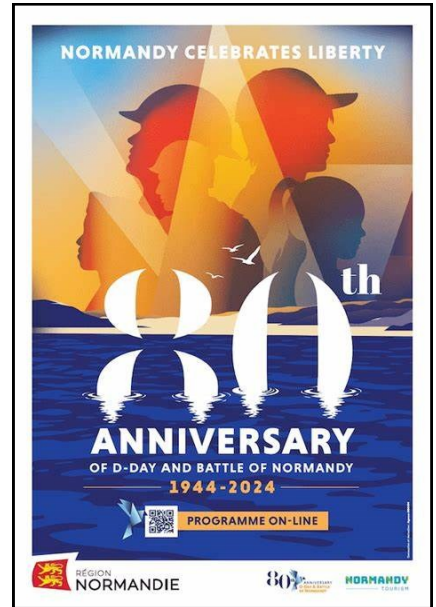
Only a few thousand D-Day veterans may be still alive; the youngest are in their late 90s.

Nearly 160,000 Allied troops landed in Normandy on June 6, 1944. Of those, 73,000 were from the United States, 83,000 from Britain and Canada. Forces from several other countries were also involved, including French troops fighting with Gen. Charles de Gaulle against the Nazi occupation.

They faced around 50,000 German forces.

More than 2 million Allied soldiers, sailors, pilots, medics and other people from a dozen countries were involved in the overall Operation Overlord, the battle to wrest western France from Nazi control that started on D-Day.

A total of 4,414 Allied troops were killed on D-Day itself, including 2,501 Americans. More than 5,000 were wounded. In the ensuing Battle of Normandy, 73,000 Allied forces were killed and 153,000 wounded. The battle — and especially Allied bombings of French villages and cities — killed around 20,000 French civilians.



APPLICATION FOR MEMBERSHIP TO THE BLUE CHEVALIERS				INITIAL MEMBERSHIP		
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PHONE:				EMAIL:		

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



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

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More Unremembered—WWII and Vietnam



Richard C. "Dick" Higgins, one of the few remaining survivors of the attack on Pearl Harbor, has died at age 102. Higgins was a radioman assigned to a patrol squadron of seaplanes based at the Hawaii naval base when Japanese planes began dropping bombs on the morning of Dec. 7, 1941.

He recounted in a 2008 oral history interview how he was in his bunk inside a screened-in lanai, or porch, on the third floor of his barracks when the bombing began. "I jumped out of my bunk and I ran over to the edge of the lanai and just as I got there, a plane went right over the barracks," he said according to the interview by the National Museum of the Pacific War in Fredericksburg, Texas.

He estimated the plane was about 50 feet (15 meters) to his side and 100 feet (30 meters) above his barracks. He described "big red meatballs" on the plane, in reference to the red circular emblem painted on the wings and fuselages of the Japanese aircraft.

He was a humble and kind man who would frequently visit schools to share stories about Pearl Harbor, World War II and the Great Depression. He wanted to teach people history so they wouldn't repeat it.

It was never about him, "The heroes were those that didn't come home."

Higgins was born on a farm near Mangum, Oklahoma, on July 24, 1921. He joined the Navy in 1939 and retired 20 years later. He then became an aeronautics engineer for Northrop Corporation, which later became Northrop Grumman, and other defense contractors. He worked on the B-2 Stealth Bomber.

His wife, Winnie Ruth, died in 2004 at the age of 82 after 60 years of marriage. Not long after he went into hospice last week, he told his granddaughter, "I'm ready to go see Winnie Ruth."

Sergeant First Class Bennie G. Adkins distinguished himself by acts of gallantry and intrepidity at the risk of his life above and beyond the call of duty while serving as an Intelligence Sergeant with Detachment A-102, 5th Special Forces Group, 1st Special Forces, during combat operations against an armed enemy at Camp A Shau, Republic of Vietnam, from March 9 to 12, 1966. When the camp was attacked by a large North Vietnamese and Viet Cong force in the early morning hours, Sergeant First Class Adkins rushed through intense enemy fire and manned a mortar position continually adjusting fire for the camp, despite incurring wounds as the mortar pit received several direct hits from enemy mortars. Upon learning that several soldiers were wounded near the center of camp, he temporarily turned the mortar over to another soldier, ran through exploding mortar rounds, and dragged several comrades to safety.



As the hostile fire subsided, Sergeant First Class Adkins exposed himself to sporadic sniper fire while carrying his wounded comrades to the camp dispensary. When Sergeant First Class Adkins and his group of defenders came under heavy small arms fire from members of the Civilian Irregular Defense Group that had defected to fight with the North Vietnamese, he maneuvered outside the camp to evacuate a seriously wounded American and draw fire, all the while successfully covering the rescue. When a resupply air drop landed outside of the camp perimeter, Sergeant First Class Adkins, again, moved outside of the camp walls to retrieve the much-needed supplies.

During the early morning hours of March 10, 1966, enemy forces launched their main attack and within two hours, Sergeant First Class Adkins was the only man firing a mortar weapon. When all mortar rounds were expended, Sergeant First Class Adkins began placing effective recoilless rifle fire upon enemy positions. Despite receiving additional wounds from enemy rounds exploding on his position, Sergeant First Class Adkins fought off intense waves of attacking Viet Cong. Sergeant First Class Adkins eliminated numerous insurgents with small arms fire after withdrawing to a communications bunker with several soldiers. Running extremely low on ammunition, he returned to the mortar pit, gathered vital ammunition and ran through intense fire back to the bunker. After being ordered to evacuate the camp, Sergeant First Class Adkins and a small group of soldiers destroyed all signal equipment and classified documents.

Died April 17, 2020 and is buried at Arlington National Cemetery.