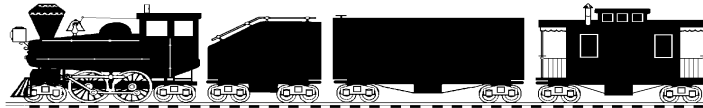




**Communiqué**  
**La Societe des 40 Hommes et 8 Cheveaux**  
**Grande Voiture du Missouri**



**December 2012 - Grand Chef de Gare Edward Jones**

**- L'Editeur Grant Willis**

**The Grand Chef Sez**

Fellow Voyageurs:

I hope everyone had a great Thanksgiving and now we can start saving our pennies for Christmas. I had a fairly slow month. I went to Warrensburg Legion Hall and attended the American Legion Social get together to welcome the National Commander James E. Koutz on 11-05-12. It was a nice evening. On 11-10-12, I went to Sedalia to attend the Veterans Day Parade. I was put into the back of a Ford Pickup (did I mention the truck cost \$55,000). I could have rode inside, but I chose to ride in the back. My grandson Noah rode inside. My many thanks to Chef de Gare Tony Gallagher V-333) for his invitation to attend. After the parade we went to City Hall, where a ceremony was held paying homage to the current and past veterans who served their country in time of need. It was truly a very touching display of patriotism. Afterwards, we were served an excellent bowl of chili. On 11-15-12, I attended V-130 Promenade in St. Joseph. I thanked them for their continue support of the Grande Chef de Gare du Missouri. They are a great bunch of Voyageurs.

Membership should be on everyone's agenda. We are currently ranked 38th and our next door neighbor Kansas is 37th. So I am asking those that have not paid their

dues, step forward, let's not let the Show Me State be beaten by the Land of Oz. Our goal of % 100 plus is still our goal. Working together is how we will get the Grand Membership to the top. Let's go Team.

God Bless You and God Bless America

**Ed Jones**  
**Grand Chef de Gare**

**Sous Grand  
 Correspondants Notes**

Articles for the Newsletter are due at the end of each month. The schedule for articles due from the Directeur's will be as follows:

- January – Americanism and Voyageur Activities
  - February – POW/MIA and Special Awards
  - March – Distinguished Voyageur Award
- Do not forget to send in any address changes to the Grand Correspondant.

**God Bless AMERICA**  
**and**  
**Merry Christmas**

# Grande Voiture du Missouri

## GRANDE CHEMINOT AND SPRING WRECK

April 12-14, 2013



Ramada Oasis Hotel and Convention Center  
2546 North Glenstone Ave.  
Springfield, Mo. 65803  
(888) 532-4338  
(417) 866-5253



Room Rate is \$ 75.00 per Night  
For Single or Double Occupancy

**Make reservations directly with Hotel by March 1, 2013**

Inform the Hotel you are with the Society of 40/8 when making reservations.

**Friday, April 12, 2013**

Registration: 3:00 - 6:00 P.M.

Hospitality Room 3:00 P.M. UNTIL

**Saturday, April 13, 2013**

Registration: 9:00 A.M. - Noon

2013 Spring wreck 9:00 A.M. Until Completed ( There will be a break in the  
Wreck from 11:30 A.M. - 1:00 P.M. for lunch).

Hospitality Room will open upon completion of the wreck until 6:00 P.M.

Grand Chef de Gare Passe Social Hour: 5:00 - 6:00 P.M.

Banquet will begin at 6:00 P.M. with a Social Hour

Hospitality Room will reopen following the completion on the banquet

**Sunday, April 14, 2013**

Grande Cheminot: 9:00 A.M. - 12:00 P.M.

**All Guests Try To Check-out By 11:00 A. M.**



To Register for the Wreck & Cheminot make Check payable to Voiture 400

Send To:

Kevin Johnson  
605 Wildwood Lane  
Waynesville, Missouri 65583

Last Name \_\_\_\_\_ Frist \_\_\_\_\_ Spouse/Guests \_\_\_\_\_

Voiture Number \_\_\_\_\_ Banquet \$25.00 per Person/ total number \_\_\_\_\_ \* \_\_\_\_\_

Registration Fee \$10.00 ( Voyageurs Only ) \_\_\_\_\_

TOTAL AMOUNT \$ \_\_\_\_\_

# **La Societe des Quarante Hommes et Huit Chevaux**

Michael S. Wood

Nationale Directeur Child Welfare

2631 Dell Rose Ave. \* Richmond, VA 23228-5552

Phone: 804-266-3985 \* Cell: 804-229-5133 \* Email: [Carblueheaven@aol.com](mailto:Carblueheaven@aol.com)

06 November 2012

RE: Special Donation Appeal

My Fellow Child Welfare TEAM Members;

We have a need now to address a “Special Donation Appeal” to *every* Grande in La Societe. I am speaking of the recent disaster that has struck the Mid-Atlantic and Northeastern portions of our country in hurricane Sandy. This has been the worst natural disaster to strike the U. S. since hurricane Katrina and this storm hit a much more populated area than Katrina did. We all know that in the coming days and weeks there will be appeals for relief from this tragedy and it will involve thousands if not millions of children that were affected. These will be needs for such basic items as food, clothing and shelter that all fit under the Child Welfare banner. We are not speaking of a child’s needs for toys, candy or entertaining events, we are talking about the necessities of life.

The Child Welfare Program is set up to assist children in need through the Ardery Trust Fund and I am sure that there will be a great demand in those applications very soon. Now is the time that we, as the Nationale leadership of this program need to raise the funds to replace those that will be depleted by the demands that will be made on the Ardery Trust Fund by this disaster. We most likely will be receiving donation requests that involve children from other sources as well through Voiture Nationale, and those will be acted on by the Trust Committee, but now is the time to be prepared. I know that you all have seen the news pictures of the damage and suffering that was caused by Sandy, so you know the need is there for help. We have not seen the requests for aid as of yet because these people are in the process of just trying to recover to existence, but they will be coming in and we want to be able to help as many children in need as we possible can. Just imagine if you and your family were affected by something this horrendous and how much you would appreciate what could be done by your fellow man to help you. These people are not looking for a hand-out, they are looking for a hand-up. We, as Americans are the finest people on the earth when it comes to assisting our fellow man in a time of need and the Voyageurs of the Forty and Eight are the cream of the crop with their history of service to their community and Nation.

Now, for the purpose of this letter. I am asking that each Sous Directeur contact *every* Grande in their assigned Region and ask for a donation to this “Special Donation Appeal.” By every Grande I mean even the ones that have bought pins or have already made a donation this year. This is a special appeal for an unusual circumstance and therefore demands greater attention. We need to get these requests out immediately.

If every Grande can make a donation, we should be in a position to meet the needs of children that make requests to the Child Welfare Program. Please do not skip any Grande because you may think they won’t respond or have already made a donation. This is a “Special Donation Appeal” because of something that was unforeseen this year. When you contact the Grantees,

make sure that you explain that this donation is for the needs that may arise from hurricane Sandy. I assure you most Grandes will reply. Ask them to just donate what they can. No amount is considered too little. Every Grande is in a different financial situation, but on the other hand every Grande can afford to donate *something*. Please make it clear that this donation is in addition to their normal support of the Child Welfare program. These funds will be earmarked for children and administrated by the Trust Committee. I will recognize the generosity of these Grandes in the Winter Edition of the Forty and Eighter magazine when I publish the Child Welfare article.

This will be a one time appeal, but it can only be successful if *every* Sous Directeur contacts *every* Grande in their assigned Regions. This is where the very meaning of Team work and character will come into play. If we all do our parts 100%, this project will be a success and benefit many kids in the disaster areas of our country. Please copy me on your letters that you send to your Grandes on this project and let's make the Child Welfare TEAM "Special Donation Appeal" a rousing success, once again proving that the Voyageurs of La Societe are the true "Honor Society of American Veterans."

Please designate that donations be sent to:

Bert Coon  
Nationale Child Welfare Treasurer  
12 Brainard St.  
Whitesboro, NY 13492

Thank you and remember "*The Children are our Future.*"

Yours in Service

*Mike Wood*

Mike Wood  
Nationale Child Welfare Directeur

## Guide for Public Relations Directeurs



### La Société de Quarante Hommes et Huit Chevaux

**GOAL OF THIS GUIDE:** To provide information, direction, job descriptions and performance standards for Locale and Grande Public Relations Directeurs and Publicistes.

**Note:** The position "Publiciste" is the actual issuer of press releases. A "Public Relations Directeur" has a staff/committee. They both aim to issue Voiture news to the outside world.

**PURPOSE OF PUBLIC RELATIONS:** To present our Voiture and the Forty et Eight in the best possible light, as broadly as we can, to the general public, via the broadcast media, in order to generate good will in the community and persuade our fellow citizens to support Forty et Eight's aims, efforts and programs.

**VALUE OF PUBLIC RELATIONS:** A news release is Forty et Eight's official voice to the outside world, where exists all possible new members and donors. Every news release published gains us a small fortune in free advertising as our message touches thousands of readers, viewers and listeners.

**TARGET AUDIENCE:** Our audience is our local community, the general public. Specific targeted audiences may include special interest groups such as other veteran's organizations.

**HONESTY:** Never lie or alter facts. By the same token, do not volunteer news unflattering to your organization. If unflattering news is forced upon your Voiture, deal with it frankly. Try to present the Forty et Eight in the best possible light at all times—but do so honestly. If we cannot say something that is true, the best policy is to say nothing.

**RELEASE AUTHORITY:** The Chef de Gare is responsible for all official news released by his Voiture. A Chef may grant release authority to his Public Relations Directeur or Publiciste. He should be aware of the content of your news release.

**JOB DESCRIPTION:** The primary duty of every Public Relations Directeur or Publiciste is to issue news releases. Other duties include; arranging press conferences, staging media events, answering press queries, preparing outreach materials (brochures, films, etc.), arranging paid advertising and outside publicity consultants, and in some cases webpage management.

**JOB OVERLAP:** The duties of the Correspondant (administrative communications), L'Editeur (internal bulletin), and other officers, occasionally overlap with that of the Public Relations Directeur/Publicist (external publicity). Clarify with your fellow officers a sensible distribution of any overlapping or unassigned communications duties.

**LOCALE DIRECTEUR:** Each Locale Public Relations Directeur or Publiciste will issue at least one news release per quarter (four news releases per year) to at least five local media news outlets. A copy of each release will be forwarded to the Grand Public Relations Directeur, along with the Annual Public Relations Report.

**GRAND DIRECTEUR:** Each Grand Public Relations Directeur will issue at least two Grande Voiture news releases per year to a minimum of ten Grande-wide media news outlets. A copy of each release will be forwarded to National Public Relations Directeur along with the Grande's Annual Public Relations Report. The Grand Directeur will review each Locale's Annual Public Relations Report.

**NATIONAL PUBLIC RELATIONS COMMITTEE:** The Committee will administratively promote and provide training for Grande and Locale level Public Relations and Publiciste officers and will oversee Grand P. R. Directeur performance.

**ANNUAL REPORT:** The Public Relations Annual Report encompasses each Voiture's publicity activities, including both public exposure (parades, etc.) and direct media contact (news releases, etc.) Public Relations awards are based on Voiture

publicity activities.

**PUBLIC RELATIONS PLANNING:** One definition of "Public Relations" is a written and planned group of activities aimed at influencing attitudes and behavior; planned publicity. Plan your publicity efforts well in advance to correspond with scheduled activities and community events.

Coordination with other Directeurs and Committees is vital.

**MEDIA OUTLETS:** Includes newspapers, magazines, newsletters, club bulletins, radio and television stations. Media outlets for your area can be found online. Voitures may also wish to consider having a "speaker's bureau" to provide speakers to other veterans groups and community service organizations.

**NEWS RELEASE FORMAT:** All who issue Voiture news should be familiar with the standard format: i.e. typewritten, double or triple spaced on Voiture letterhead. Your name and phone number at the top left as "contact". Title, bold faced and centered. Date and city of origin immediately precedes your first paragraph, which encapsulates a story that is narrowly focused. Added paragraphs explain details. The last paragraph tells readers who to contact for more information (normally the person in charge of the event). Include in every Voiture news release the words, "The Forty et Eight is a 501 (c)(19) tax exempt charitable organization of wartime veterans."

**WRITING A NEWS RELEASE:** Your best guide for

writing a publishable news release is your local newspaper. Write the way they write.

Proofread your text, have someone else read it, and then proofread it again. Limit each release to one item of news. Offer news which will interest the public. Use as little arcane terminology (French) as possible. Let your facts flatter your Voiture and your words be calm.

**TRANSMITTING NEWS TO THE MEDIA:** Most newspapers and media outlets today prefer to receive news as E-Mails for ease of "cut and paste" technology. Some small town papers still use fax machines, which requires they retype your words. If they require a letter, mail it. All Editors appreciate a nicely typed letter when you are inviting or thanking them but most today prefer to receive news via E-mail.

**PERSONAL TOUCH:** Make personal visits to your local media outlets. Find out who your "contact" should be, and discover what type of stories the outlet is most interested in. Don't overlook weekly and "shopper" newspapers - they have wide circulation. Volunteer your expertise to reporters. They may need your assistance in the future when a military or veterans story is in the news.

**PERSISTENCE:** As a Public Relations Directeur or Publiciste, you are responsible for issuing news. That can be frustrating because most news releases do not get published. If your

news isn't published, you must continue to issue new releases on a regular basis. When you go fishing, not every cast catches a fish. We cast until we catch one, and then we keep on casting to try to catch more. Keep throwing your hook in the water. The Media doesn't need us, we need them. Be persistent.

**NATIONAL MEDIA KIT:** Our Headquarters maintains a National Website, which includes a National Media Kit at

<http://www.fortyandeight.org/national-media-kit>

↓ Grande and Locale Publicistes and Public Relations Directeurs should include in their news releases an invitation for Editors to visit our National Media Kit, where they can gain a variety of basic facts and information about The Forty et Eight.

**SUMMARY:** The Forty et Eight is a wonderfully charitable organization. Our many good programs will "sell themselves" but only if others in our community hears the story of our good works. It is our job to tell that story.

**For additional information contact your Locale or Grande Public Relations Directeur or any member of the National Public Relations Committee.**

Developed by National Public Relations Directeur Robert Cearlock and Publiciste National Mark Anich, November, 2012.

# **40 & 8 Voiture #1541**

## **“Coon Supper”**

When: Saturday January 19, 2013

Time: 6-7PM Happy Hour. Meal 7PM

Location: Wentzville American Legion

Menu includes BBQ and plain coon, Ham,  
German Potato Salad, Green Beans, Dessert

Donations accepted after the meal

All proceeds benefit Child Welfare and Nurses  
Training programs. For any questions contact  
Chef de Gare James Hartley at (314)607-1433.

Thank you in advance for your support

**Let's have some fun**

The Grande is in need of funds. The Grande would appreciate any donations that any Voiture or Voyageur would like to make.

The Grande is going to have a fundraiser at the Spring Grande Cheminot & Wreck. Each Voiture that is represented at the banquet will have one male representative dressed up as a woman, the more realistic the better. Each Voiture will select their own male representative to dress as a woman. There will be a \$20.00 per Voiture entry fee. If a Voiture does not put up a male representative there will be a \$50.00 fine. At the banquet the men, dressed as women, will go around the audience to collect money. The top three that collected the most will win a prize. This is being done to have fun and make some money for the Grande. A new PG wrecked during the weekend should not be a Voiture representative. Lets everyone be creative. They could be made up so that they are not recognizable.

## Grand Voiture du Missouri Membership November 29, 2012

Voiture Name	Voiture	2012 Year End	2013 To-date	2013 Quota	Sh/Ov Quota	% of Quota
HEART OF AMERICA	3	58	44	58	-14	75.86%
SPIRIT OF ST. LOUIS	38	125	66	125	-59	52.80%
JESSE JAMES	130	30	29	30	-1	96.67%
HEART OF MISSOURI	292	52	49	52	-3	94.23%
CROSSROADS OF MISSOURI	293	11	10	11	-1	90.91%
RUSSELL H. MILLER	333	277	104	277	-173	37.55%
TABLE ROCK LAKE	447	2	2	2	0	100.00%
GATEWAY	448	117	79	117	-38	67.52%
CENTRAL OZARK	460	63	55	63	-8	87.30%
COON COOKERS	520	12	7	12	-5	58.33%
KICKAPOO	760	80	54	80	-26	67.50%
MARK TWAIN	966	6	5	6	-1	83.33%
CAPITAL	1292	80	39	80	-41	48.75%
MINERAL AREA	1321	69	14	69	-55	20.29%
NEUF COMPT	1379	46	36	46	-10	78.26%
HEART OF THE OZARKS ATCHISON NODAWAY HOLT Counties	1395	17	15	17	-2	88.24%
LAKE OF THE OZARK	1402	25	26	25	1	104.00%
LAKE OF THE OZARK	1403	37	21	37	-16	56.76%
TWO RIVERS	1541	70	47	70	-23	67.14%
Missouri Total		1177	29th 702	1177	-475	59.64%