

The Bulletin

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Vol. 35 No. 4 **Supporting and Encouraging La Societe Public Relations for 35 Years** December 2019

As we end this 2019 year, as we do every year, the Public Relations Committee wishes everyone a safe, enjoyable, healthy holiday season however you may celebrate it and without hesitation—a very Merry Christmas and Happy New Year.



As with each new year—a chance to recharge, revive, restart and renew ourselves—and perhaps our relationship with La Societe. We can use this time of year perhaps to reconnect with members we have not seen for a while or have not yet renewed—and wish them well.

This issue is a lot of things, some old, some new and fresh ideas and the theme I guess is motivation—something to consider as we are beginning a new year very soon.

Whether it be membership or public relations or a program, we need to get back our “eye of the tiger” - see this months editorial!

Be safe, be happy and be thankful! - L'Editeur

In this issue!!

- Letter from PR Directeur Bob
- PR Clipboard—Writing Takeaways
- PR Editorial—“Eye of the Tiger”
- Special Observances in January
- Collective PR Thoughts
- Great Speeches—Winston Churchill
- Newsletter Filler, Trivia or Fun
- Spotlight on PR—Donations and PR
- Poster of the Month
- Back Page Motivation
- Bonus Page—Digital Only

https://twitter.com/The_40and8



(Ctrl-click)

"Unless we make Christmas an occasion to share our blessings, all the snow in Alaska won't make it 'white'." – Bing Crosby

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This month I want to deviate from my usual format. I will not include the usual reports on PR submittals and instead, offer some "Greybeard" reflections on La Société.

When I was invited to join the 40 et 8 I had no idea what it was. My sponsor took great care to present the reasons that I was being invited and what would be expected of me. I accepted the nomination and was truly honored to be counted among the Voyageurs in my Locale. Why? Because as I became aware of the other members identities, I realized that they were the real driving forces in virtually every other Veterans Service Organization in my community and even my State.

After my first year it was evident to me that the unique and admirable quality of La Société was the desire of its members to continue to serve not only their fellow Veterans but their whole community. I looked upon this unique quality as the extension of these individuals desire to provide service and support to their Comrades in Arms and the communities that they defended by their military service.

I was impressed with the Nurses Training Program and the Child Welfare Program that sought to aid their community by lifting those that required help to achieve their goals or survive disaster. These programs are Community oriented and not exclusive to Veterans or their families, but they emphasize our desire to help the communities that we were willing to defend by our service.

As we lament the decline in membership, I must emphasize my lead in statement that this letter is from a "Greybeard" and accept that is that group that I am a member of, that has dropped the ball! We cannot blame the "under fifty" members for the decline. We cannot take solace in the similar membership declines in other VSOs. We must take responsibility for our failure to invite, mentor, promote and encourage new members and leaders!

If you are proud of your title of Voyageur Militaire then you should also be proud of your ability [and responsibility] to seek out nominees for La Société. But and this must be emphasized; bringing in a new member is only the start. Your responsibility to mentor and support that member is ongoing. If you fail to fulfill this responsibility you will have just "recruited" a card carrier and that member will soon fall by the wayside. We are the 1% of the 1% and that must remain the "cream of the crop" and that is why I despise the term recruit. We must invite not recruit and before we invite, we must justify our desire to have an individual join our ranks to three other Voyageurs Militaire. That makes our job harder but is the reason that we have an organization to take great pride in. An organization that not only honors our Veterans military service but acknowledges their continued honorable service to their community.

Have you invited a new member this year? Can they rely on you to provide guidance with the traditions, rituals, programs and Officer responsibilities? If not, why not? Are you willing to concede defeat? If not, then provide at least one nominee this year and do everything in your power to mentor and encourage them to carry on when we Greybeards are only a memory!



Yours in service to la Société,
Bob "OB 1" Cearlock

THE CLIPBOARD



“Think about the term public relations: it’s your relationship to the public. That means being more of a community manager and less of a broadcaster, helping your group retain its loyal audience as much as trying to help attract a new one. For sure, it means less shouting into the void and more talking to your community.”

5 writing takeaways from terrible drivers

The same sorts of annoyances you see while commuting can nettle readers. Here are examples of roadway cloggers and their linguistic equivalents—with solutions for the latter, at least. Let’s consider the linguistic counterparts to these vehicular vexations:

Moseying mopos. These slowpokes wait for a solid five seconds after the light turns green before they even consider pressing the gas pedal. They also dawdle their way toward an intersection, thwarting your chance to make the green light—yet they glide through the yellow-turning-red signal, leaving you stuck and costing you time and souring your cheery mood.

Start your copy strong, and keep driving it forward to take your readers on an exciting ride. Use high-octane verbs to get your text firing on all cylinders.

Pedal pumpers. Some drivers speed up. And then slow down. Race furiously to an already-red light. Then stop short. Over. And over.

Many writers perpetrate this sort of choppiness, too, to nauseating effect. Have mercy on the poor reader, and embrace compound sentences—or at least complete ones.

Lane drifters. Perhaps distracted by texting (or coffee or a favorite song on the radio), these oblivious sorts blithely sway across the dotted line with little regard for where they’ll end up.

This happens, too, when writers lose focus and go off on tangents. That salient anecdote to illustrate a particular point all too often billows into bombastic bluster that goes on for paragraphs at a time. Stick to your point, and move forward with purpose.

Non-signalers and errant signalers. Turning without signaling, signaling without turning—both can cause havoc on busy roadways.

Likewise, misdirection of your readers can confuse them and send them off on another route—to someone else’s blog or website, that is. In a list article, keep your elements consistent and aligned. If you offer seven things not to do toward a specific end, avoid offering five don’ts and then tossing in two do’s.

Also, double-check words’ spellings and meanings for clarity.

Road sign ignorers. Yield signs, No Turn on Red signs, Stop signs? All are meaningless to this cadre of hazards.

The rules of the road are there for a reason; so are the rules of grammar, syntax and punctuation. Galumphing along, paying no heed to basic linguistic tenets, could result in a six-paragraph pileup, and no one wants to start a day like that. •

From www.prdaily.com, article by Rob Reinalda, Dec. 12, 2019

PR Editorial— Do you have “the eye of the tiger”?

When you say someone has the "eye of the tiger", you are talking about someone who is focused, confident, and has the look of being intense, with a never say die attitude. The phrase refers to the fierceness and strength of the tiger.

“The phrase became popularized with the song Eye of the Tiger, an 80's hit performed by the band Survivor. It was written at the request of actor Sylvester Stallone to become the theme song for the movie Rocky III.



In the movie, Rocky Balboa is shown resting on his laurels, living the good life, doing American Express commercials and photo-ops and slacking off his training regimen. In stark contrast were scenes of the ominous Mr. T, training hard, sweating, bleeding and pouring out every last ounce of effort to become the boxing champion of the world. After the death of Rocky's trainer Mickey, played by Burgess Meredith, Rocky's friend (and former rival) Apollo Creed, played by Carl Weathers, implores Rocky to get back "The Eye Of The Tiger," meaning his edge and his hunger to be the champ. This mentality will eventually lead Rocky toward his greatness and acceptance when he utters the iconic words, GO FOR IT! The Eye of the Tiger phrase has become a powerful call of action.” (From Idiom of the Day)

So now, perhaps more than any other time within La Societe—we as Voyageurs Militaire need to get that “eye of the tiger.” Membership is declining, some programs could use a boost, pin sales could be better—like Rocky Balboa, how many of us are resting on our laurels and past accomplishments, looking to the past, not focusing on the future.

What will it take for us to get back into the fight to move the Forty and Eight forward? Are we taking for granted our past accomplishments? Have we lost our faith in the Forty and Eight? I don't think so, but what can we do better?

Most have seen all or some of the Rocky movies. How many times has he gotten knocked down to just get right back up. How many Grands and Locales did not make goal last year—many! The great ones always get back up—so we must not allow set backs or failures to keep us down. That's the eye of the tiger in action. It's setting your eyes on the prize and going for it. It has fierce results. When you have the eye of the tiger, you know it. You're fighting for and expecting results.

It's about turning every opportunity into a reality rather than sitting there and complaining about members who have not renewed or PG's who have disappeared. Having this eye of the tiger is what will get you there. It's not the eye of the sheep, making you second-guess everything and afraid of the outcome. It's the tiger's eye that gives you the conviction, belief and will power along with ability to do everything you need to do to make it happen. That is how we become successful.

You having the eye of the tiger is great if you have it or trying to find it—remember it is a choice. Once you have that mentality, it must spread it to the rest of your membership for it to have the most power and benefit. The more you exhibit the eye of the tiger the more powerful it gets!

So in more simple terms the eye of the tiger is plain and simple motivation and planning and strategizing with purpose and dedication to achieve your Locales and Grand's goals. Those goals could be membership or programs and something else—but without that “eye of the tiger” getting up after being knocked down will be so much harder. •

L'Editeur



“Focus on what you care about, everything else is a distraction.”

“Forget the mistake, remember the lesson.”

“I will win, not immediately, but definitely.”

“Will it be easy, nope, will it be worth it, absolutely.”

“Be strong, you never know who you are inspiring.”

Special Observances in January

Month:

National Bath Safety Month

National Blood Donor Month

National Braille Literacy Month

National Hobby Month

Hot Tea Month

National Oatmeal Month

National Soup Month



January 4th—National Spaghetti Day

Spaghetti is one of over 600 shapes of pasta. It is by far, the most popular shape. Many people think of Italy and Italian cuisine, as the birthplace of spaghetti. In reality pasta, or macaroni, dates back to ancient times. Ancient cultures were cooking pasta noodles well before they were introduced to Italy and other parts of Europe. Marco Polo has been erroneously credited with bringing spaghetti and pastas to Europe. But, records show Europeans cooking pasta well before Marco Polo began his travels. Peering even farther back in time, Arab cultures were selling dried spaghetti-like noodles in open markets in the early 1200's. The Chinese were cooking pasta noodles as far back as 5,000 B.C.



While ancient cultures were making and eating spaghetti and other pastas well before it came to Europe, it's the Italians who popularized it in cuisines. It was introduced into the United States through the travels of Thomas Jefferson, who brought it back from Naples, Italy in 1789. Italian immigrants also brought it over with them to the U.S., where its popularity quickly spread.

Spaghetti in Italian means thin string or twine.

January 4th—Trivia Day (Here's some...)

4,000 years ago in Babylon, a month after a wedding, the bride's father would supply his new son-in law with all the mead he could drink. Mead is a honey beer. This period was called the "honey month", hence the term "honeymoon". To get rid of the foam "head" at the top of beer, stick your fingers in it. Medicinally, beer helps prevent kidney stones.



January 5th—Three Kings Day—Feast of the Epiphany

Caspar, Melchior and Balthasar were the three kings from the Orient. They are also known as the Three Wise Men or the Three Magi. They were merchants who saw the star over Bethlehem when



Christ was born. They followed the star, to find the Christ child lying in the manger on January 6th. They brought the Christ child gifts of gold, frankincense and myrrh.

The word "Epiphany" comes from the Greek word "to reveal". This day is known as "Theophany" - the revelation of God to Man.

The Feast of the Epiphany is also known to some as Three Kings Day, and Little Christmas. It marks the end of Christmastide. In eastern Europe, it is as important as Christmas Day. Some people also refer to this day as "Saint Nicholas Day. However, the Feast of Saint Nicholas is celebrated on December 6th.

For many, the nativity scene, with the manger and figurines of those at the stable on this day, are kept up through January 6th, and are the last decorations to be put away until next Christmas.

Did You Know? The song "The Twelve Days of Christmas" refers to the period between Christmas and The Feast of the Epiphany. Many, if not most people, erroneously associate this period as the twelve days leading up to Christmas.

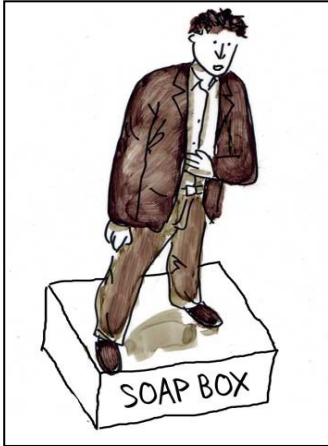
January 26th—Spouses Day and Military Spouse Day

Spouse's Day is a time to enjoy and appreciate your better half. You can use this day as a prelude or warm up to Valentine's Day, perhaps. But, its not as much of a gift giving event. Rather, use it as a time to show your spouse that you care and appreciate all of the things that he/she does for you and for the household. Over the long years of a relationship, its easy to take for granted the many things your spouse does. He/she's always there. They do so many big and little things as a routine event. So, take today to notice and to say thanks. As for the "enjoyment" part of the day...we will leave that up to you to enjoy your spouse however the two of your desire....



Military Spouses Day is a day to recognize and honor the real backbone of the military..... the spouses of our soldiers. This day recognizes the contributions made by military spouses to the spirit and well being of soldiers and military communities. •

Some collective PR thoughts...



The below was my very first PR editorial way back in 2007 republished in 2015—saw it so I thought it was interesting enough to include as we finish out the 2019 year...

I'm willing to bet that if you ask any number of Voyageurs Militaire to define "public relations" you would get a variety of answers. I believe the same would hold true if you asked them how to best implement or execute public relations. I profess to not being an expert in the public relations field although that has been my business in La Societe for a number of years. One of the earliest definitions of PR was created by Edward Bernays. According to him, "Public Relations is a management function which tabulates public attitudes, defines the policies, procedures and interest of an organization followed by executing a program of action to earn public understanding and acceptance."

Non-profit organizations, including (veterans organizations) schools and universities, hospitals, and human and social service agencies: such organizations may make use of public relations in support of awareness programs, fund-raising programs, new member recruiting, and to increase patronage and participation. That just about says it all...

"Today, public relations is an important management function in any organization. An effective communication, or public relations plan for an organization is developed to communicate to an audience (whether internal or external) in such a way the message coincides with organizational goals and seeks to benefit mutual interests whenever possible."

*"... if the circus is coming to town and you paint a sign saying 'Circus Coming to the Fairground Saturday', that's **advertising**. If you put the sign on the back of an elephant and walk it into town, that's **promotion**. If the elephant walks through the mayor's flower bed, that's **publicity**. And if you get the mayor to laugh about it, that's **public relations**." If the town's citizens go to the circus, you show them the many entertainment booths, explain how much fun they'll have spending money at the booths, answer their questions and ultimately, they spend a lot at the circus, that's **sales**.*

So what does your locale public relations "elephant" look like. Were talking about press releases, use of the Internet, publicity events, speeches, newsletters, raffles, media interviews, advertising of events and overall sales of ourselves as Voyageur's Militaire. Does your locale have its own pin? – what fun to sell or trade as you travel and meet members from around the country. What is your public image? – how many people stare at you when wearing your cha-peau in the community wondering who you represent. How many times do you have to explain what the "forty" and "eight" in the Forty and Eight mean?

Getting a public relations headache? Who is best suited to be the Publiste or person in charge of public relations. I have seen Chef de Gares in charge of PR, as well as Correspondents, Historiens – even Chef de Trains and Garde de la Portes.

I welcome input on any of the above subjects. I know somebody out there has it right.... Renny

*So just some random rehashed PR thinking here, a lot you may or may not have heard before. I'm always interested in what others are thinking and doing – let me know. Finally – to me it just seems logical that each Locale and Grand should have some kind of P.A.L.S. representation or membership. Consider it. **L'Editeur** •*

"There is only one thing worse in the world than being talked about, and that is not being talked about"
Oscar Wilde

"Next to doing the right thing, the most important thing is to let people know you are doing the right thing."
John D. Rockefeller

To You, America — A Thanksgiving Day Celebration—Winston Churchill

On Thanksgiving Day in 1944, Sir Winston Churchill gave a speech at the Royal Albert Hall. The Brits didn't celebrate Thanksgiving in the same manner as did the Americans. His speech was titled: To You, America — A Thanksgiving Day Celebration. Allow your imagination to color these words in Sir Winston's dulcet tones and accent. Read it slowly. It is a short speech, but contains a very big idea. Not only did it signify the special relationship between the two countries and the emergence of the US as a superpower, it also provided a profound lesson on forgiveness. The US and the Brits had fought two wars — the American Revolution and the War of 1812, but here we stood fighting together as inseparable allies for good when confronted by unspeakable evil for the second time in the same century.

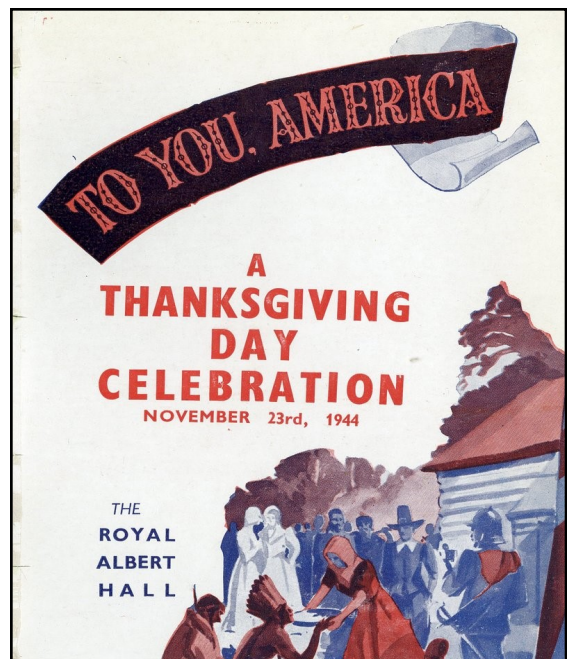
"We have come here tonight to add our celebration to those which are going forward all over the world, wherever allied troops are fighting in bivouacs and dugouts, on battlefields, on the high seas, and the highest air. Always this annual festival has been dear to the hearts of the American people. Always there has been that desire for thanksgiving, and never, I think, has there been more justification, more compulsive need than now.

"It is your Day of Thanksgiving, and when we feel the truth of the facts which are before us, that in three or four years the peaceful, peace-loving people of the United States, with all the variety and freedom of their life in such contrast to the iron discipline which has governed many other communities — when we see that in three or four years the United States has in sober fact become the greatest military, naval, and air power in the world — that, I say to you in this time of war, is itself a subject for profound thanksgiving.

"We are moving forward in this struggle which spreads over all the lands and all the oceans; we are moving forward surely steadily, irresistibly, and perhaps with God's aid, swiftly towards victorious peace.

"There again is a fitting reason for thanksgiving, but I have spoken of American thanksgiving. Tonight here, representatives of vaster audiences and greater forces moving outside this hall, it is British and American thanksgiving that we may celebrate today. And why is that? It is because under the compulsion of mysterious and all-powerful destiny we are together.

"We are joined together, shedding our blood side by side, struggling for the same ideals, and joined together until the triumph of the great causes which we serve has been made manifest."



The oldest a person has ever been recorded to have lived was Jeanne Louise Calment of France. Born in 1875, Calment lived to be 122 years, 164 days old. The oldest individual tree in the world is a 5,066 year-old Great Basin bristlecone pine located in the White Mountains of California. The dog known to have lived the longest was an Australian cattle dog. Bluey lived for 29 years and five months—that's over 109 years old in human years.

The official, original name of the "Happy Birthday" song was actually "Good Morning to You." The song is copyrighted until 2030.

All the gifts in the Twelve Days of Christmas would equal 364 gifts. The traditional three colors of Christmas are green, red, and gold. Green has long been a symbol of life and rebirth; red symbolizes the blood of Christ, and gold represents light as well as wealth and royalty. Alabama was the first state in the United States to officially recognize Christmas in 1836. Christmas wasn't declared an official holiday in the United States until June 26, 1870. President Teddy Roosevelt, an environmentalist, banned Christmas trees from the White House in 1901.



The Big Bang theory rests on an idea called inflation theory, which holds that at a fraction of a moment after the dawn of creation, the universe underwent a sudden dramatic expansion. It inflated, or ran away with itself, doubling in size every 10-34 seconds. The whole "bang" may have lasted no more than 10-30 seconds (one million million million million millionths of a second), but it changed the universe from something that could fit into a hand into something at least 10,000,000,000,000,000,000,000,000 times bigger. *I still don't understand it! L'Editeur*

People have only been on Earth about 2.5 million years. Dinosaurs lived on Earth for about 160 million years, which is about 64 times longer than people been around.

Regularly smelling peppermint may help decrease hunger and, consequently, caloric intake. Researchers believe the strong scent is distracting and helps keeps a person's mind off of their appetite.

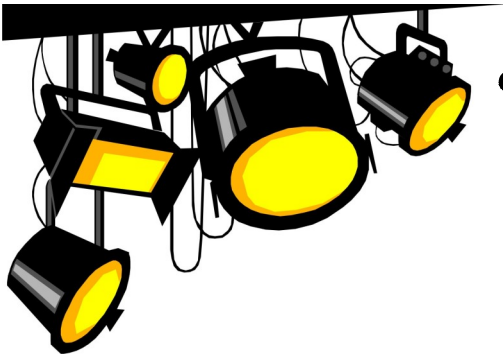


Warm or hot Dr Pepper was popular in the southern United States during the 1960s. This warm, syrupy drink was thought to help with colds and other ailments. It was also a popular drink at Christmas parties. Dr Pepper is not classified as a cola but rather a "distinctly flavored drink." This allows it to be sold in both Pepsi and Coke soda fountains and vending machines. The period in Dr Pepper was dropped in the 1950s to avoid any suggestion of a medical link.

Cheerleading is the most dangerous sport for female college athletes. The second most dangerous is gymnastics, and the third is track. Among female college athletes, cheerleading accounts for 66.7% of all catastrophic injuries. The cheerleader at the top of a pyramid is ten times more likely to get a concussion than a football player.

The worst death toll in the United States for a winter storm occurred in The Great Blizzard of 1888 in the Northeast. Over March 11–14, the blizzard dropped between 40–50 inches of snow in parts of New York, New Jersey, Connecticut, and Massachusetts. It blocked roads and wiped out telephone, telegraph, and rail service for days. It was responsible for over 400 deaths (200 in New York alone) and sank 200 ships. New York and Boston created the first underground subway system partly in response to the massive 1888 storm and the gridlock it created.

Thanksgiving is the day Americans eat the least amount of pizza. The most popular pizza topping in the United States is pepperoni, followed by mushrooms, sausage, ham, and green peppers. There are over 34 million ways to create a single Domino's pizza. Domino's delivers the most pizzas in the world, at over a million pizzas per day. •



Spotlight on Public Relations



Ways to use public relations to raise donations

My locale this year will need about \$2,600 to cover our Flags for First Graders Program and another \$2000 to \$2500 to cover nursing scholarship. Special events such as dinners, breakfast, raffles can only bring in so much. We primarily use public speaking and grants to raise as much as we can. Consider these public relations ideas...

1. **Promote existing programs:** You probably already have a variety of programs in place, but while you and your membership might talk about these programs regularly, do potential donors know about these programs? Make sure your existing programs are clearly explained on your website and highlight all of your programs on your blog, social media and talk to journalists about them. You'll probably be surprised that many possible donors don't know about some of your existing programs and may be persuaded to help fund those services after learning about them.
2. **Speak to potential donors:** Public speaking is an excellent way to promote yourself. Find groups in your local area that might include potential donors, such as neighborhood organizations, networking groups and professional organizations. Offer to give a 30 to 45-minute presentation about your organization, and be sure to discuss your nonprofit's mission, services and funding sources. Remember not to ask directly for funds at the end of a presentation but provide attendees with your website and contact information so they can donate if and when they choose. While it may seem counterproductive not to solicit money during your speech, a hard sell can turn off donors. Present your organization clearly and concisely, and you will be surprised at the number of people who share your message and donate. Tie your speech in with a special day such as Veterans Day, Constitution Day, Patriot's Day or some other.
3. **Share pictures on social media:** Photos are a great way to share your groups mission and programs. Share pictures of events and community activities such as Flags for First Graders, presenting scholarships, etc.— with a link to more information on your website or other social media—consider Flickr. Consider adding a means of communicating how and to who donations can be made.
4. **Discuss a heartfelt story:** Nothing solicits donations like stories that affect emotions. Share a story demonstrating how your organization has met a need in your community using information about a person, groups of other organization you've helped. Show how your events and activities have affected the community as a whole and use compelling words such as "suffering," "struggling," "life-saving" or "much-needed" in copy written for donors. Remember to leave these emotional words out of pitches to the media as communications with journalists should be editorial in nature.
5. **Share everything.** Willing to bet your newsletter goes out primarily to just your membership. Widen your readership by swapping newsletters with other groups—look at their calendars—seek opportunities for interaction.

L'Editeur and a variety of web articles

POSTER OF THE MONTH



When you think about stopping,
think about why you started.



FYI, if you already have or want to consider a PUFL membership, you still have all 3 options, digital only, mail only or both, just let me know on your application or email me.

I still get returned emails, if you have changed your please let me know so we can keep up our great communication. Be a P.A.L.S. advocate and sign up a new member!!!



(Motivation of the Month) Four Seasons & a fresh croissant

Steve Wynn, the founder of Wynn Resort & Casino, shared a story of his family’s vacation in Paris. They were staying at Four Seasons and had ordered breakfast in bed. His daughter only ate a half of a croissant, leaving the other half for later. Wynn and his family left to explore Paris, and upon returning to the hotel room, the pastry was gone. His daughter was disappointed, assuming the housekeeping had got rid of it.

On the telephone, there was a message from the front desk. They said that housekeeping had removed the half croissant from the room, assuming that upon arrival, they would prefer a fresh pastry. So the front desk contacted the kitchen to set aside a croissant, and room service was informed that upon request, they would need to deliver the pastry.

The level of teamwork and communication between different departments in the hotel was simply magical. All participants understood the end result – customer satisfaction. And everyone accepted their role in making the experience fantastic.

It shows that in order to achieve satisfaction on different levels within the organization, employees should be empowered to be creative, intuitive, thorough, and generous. •

“The abandonment of ego is what allows you to become part of a whole that is greater than the sum of its parts.”



DUES INCREASE effective January 1st—Mail only increase to \$17.00/year

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rennykeagle@gmail.com



Digital Bonus Page—More Motivation!

A rolling stone gathers no moss...

Mick Jagger, Charlie Watts, Keith Richards, and Ronnie Wood – The Rolling Stones – have played together for more than 50 years. However, they still recognize the importance of practicing together.



They understand that for excellence to become a habit, you need to define a shared approach to working together. You need to practice it over and over until it becomes second nature.

Before every tour, the band typically commits two months to rehearsing. They appreciate the opportunity to reconnect with their collective rhythm. The practice enables the band to perform with almost telepathic communication.

Richards says that he knows exactly what's happening by simply watching Watts' left hand. If the tempo ever drags, one glance from Richards to Wood speaks volumes. Together they will then step up the pace.

The Stones' success comes from each member having a distinctive yet complementary role. Richards is their spiritual leader, Watts the band's backbone, Wood the mediator, and Jagger is in control of everything he can be – a chief executive in many ways.

Each of the band's members is a talent in his own right, but it is the chemistry the band has on each of them that works best. Being part of the Rolling Stones remains the best way for each member to achieve their individual goals. The best teams are those who combine individual drive with understanding the importance and power of the team.

This is the secret to becoming an excellent team: There is no substitute for the ongoing commitment and deliberate practice required to build better teams. •

Who's packing your parachute?



This story proving the importance of teamwork is about a US jet fighter pilot in Vietnam – Charles Plumb. He had completed 75 combat missions when he was shot down. Plumb was ejected and parachuted into enemy hands, where he spent six years in a Vietnamese prison.

One day, a man came up to him and said, "You're Plumb! You flew jet fighters in Vietnam from the aircraft carrier Kitty Hawk. You were shot down!"

Plumb was confused and asked how the man knew about that. "I packed your parachute," the man replied.

The man then shook his hand and said, "I guess it worked!" Plumb assured him it had and said, "If your chute hadn't worked, I wouldn't be here today."

Plumb thought a lot about that man who held the fate of someone he did not even know, in his hands. He kept pondering how many times he might have seen the guy, and not even said anything because he was a fighter pilot and the stranger was just a sailor."

Charles Plumb is now a motivational speaker telling this story to hundreds. After telling it, he always asks his audiences, "Who's packing your parachute?" In our life, be it personal or work related, many people have a hand in our parachutes. Are you taking the time to acknowledge, thank, and reward them? It is very easy to overlook the work of many. It takes a lot of people to create a team. •