

La Societe des Quarante Homes et Huit Chevaux

David L. Smith

Sous Chef de Chemin de Fer

Area 3

3203 N. Ocoee Street Cleveland Tennessee 37312
Phone (423) 244-7014 Email voldawg8398@att.net

100% RETENTION IS NOT OUR GOAL.....IT IS OUR STANDARD!

25 November 2011

Fellow TEAM Members,

As you saw in the video, any group of average Americans, regardless of age or gender, working as a TEAM, can indeed move the unmovable! Any obstacle that looms in front of us can easily be overcome by TEAMWORK; this includes retaining our existing members!

For more than 20 years we have demonstrated the inability to RETAIN the Members that we already have. Recruitment has done very well, this year alone we are averaging over 10%, but the question is: Why can't we keep them? Perhaps the answer to that question is looking back at every Voyageur Militaire each time we look in a mirror!

Over the years that I have had the honor to wear a Chapeau, and call myself a Voyageur, I have learned to talk less and listen more. As I have traveled around the country attending various events I have heard a recurring conversation nearly everywhere I've been. It goes something like this:

Bill: I'm worried about our Locale; everybody is getting up in years and just getting tired. It is hard to find anyone to work the programs any more!

John: Bill, I know what you mean, we are having the same problem.

Bill: These new members we've been getting are dumb as a rock, they just don't understand what this outfit stands for and what we do!

John: Tell me about it! And these younger veterans are the worst; they just don't have a clue. Why just last month at Promenade we had to replace a young fella who we put in as our Boxcar Directeur.

Bill: Yeah? Why is that?

John: Well we wrecked him in 3 months ago and then we put him in Boxcar, dumb S.O.B. didn't even order any pins! I told him if he was too stupid to do his job he should just let somebody else do it! Then he just walked out and left everything on the table!

Bill: Yep, just can't depend on them. Why we've lost 2 or 3 last year, they came to a couple Promenades, don't talk to nobody and then you never see them again.

Sound familiar? I would bet that it does! Fellow Voyageurs, the lack of retention is the most serious threat to La Societe that this 2012 Membership TEAM must face. Fortunately, there are many ways to overcome this problem, and we have more than 34,000 Voyageurs to assist us. Talk about retention at your next Promenade, have a list of Voyageurs that need to renew, ask everyone to contact one or two, go after the members that have dropped out recently, go for the reinstatements as well. Remember your obligations to the new Voyageurs that you sponsored as a

P.G., help them become acclimated to La Societe, help them to feel as if they are an important part of the 40&8 (which they are). But most importantly, be their Mentor; teach them the Customs and Rituals of our Order, help them to understand how and why we do the things we do. Prepare them to begin assuming the duties of the Offices of the Locale, and be there when they make a mistake or stumble in their duties, not to criticize but to help them up and dust them off and point them in the right direction ensuring that they have learned from their mistakes. But above all, LISTEN! When you are a Mentor you must listen to what your Protégé has to say, He or She just might have some great ideas to share with you. These are just a few of the ways you can do to help your Retention of members, remember, RETENTION IS EVERYONE'S RESPONSIBILITY!

All of this can be accomplished through TEAMWORK! So let's roll up our sleeves, calculate how much weight each member has to lift, and LET'S GO MOVE A BARN!!

Yours in Service to La Societe,

David

David L. Smith
Sous Chef de Chemin de Fer
Area 3

Cc: Chef de Chemin de Fer Molina
Correspondant Nationale Sampson
Nationale Committee on Committees
Nationale Membership Advisor Sims
Sous Chefs de Chemin de Fer
Nationale Membership Directeur Wood
Nationale Sous Membership Directeurs
Area 3 2012 "I SALUTE YOU" Grande Membership TEAMS



