



LA SOCIETE DES QUARANTE HOMMES ET HUIT CHEVAUX

Joseph Steil

Sous Directeur Membership Region 2

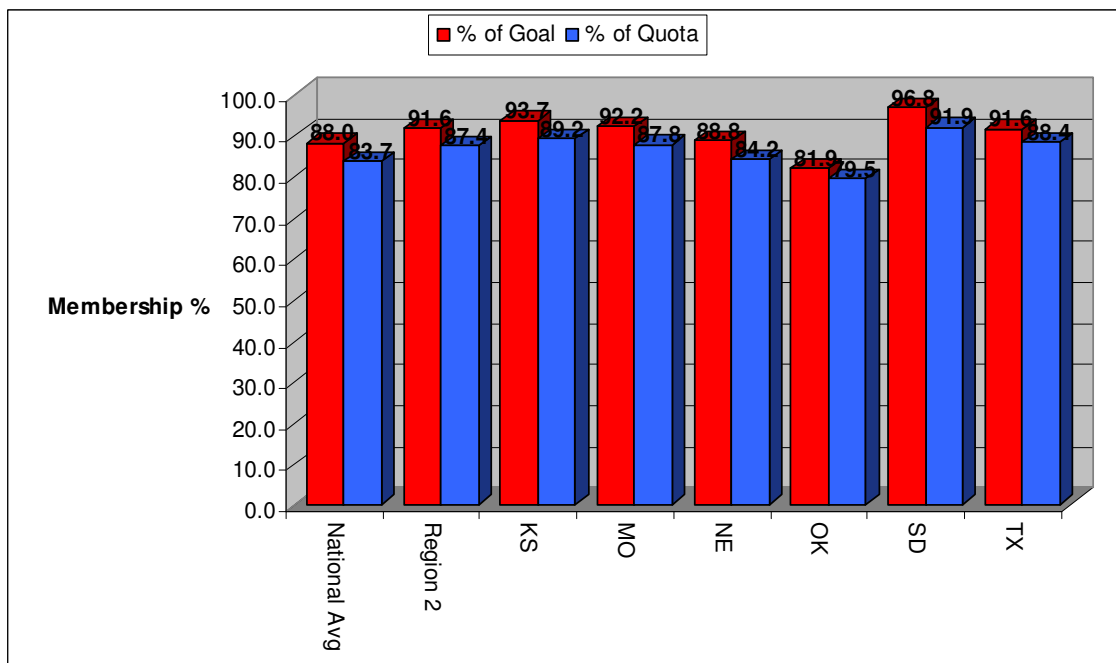
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To Voiture Locale Chef de Gares, Correspondants, and Membership Directeurs:

Region 2 is doing well, but we still have work to do. The graph below shows percentage of Goal and percentage of quota for each Grande in Region 2 as of 25 February. Grand du South Dakota is still leading Region 2 with 96.8% of quota.



But we still have work to do to make 105% or better by the end of this 2010 membership year. Our next goal is 100% by 15 April, and I'd like Region 2 to reach 105% by then! On the bright side, out of 86 Voitures in Region 2, 33 have already surpassed 100% and another 20 are above 90%! So **KEEP UP THE GOOD WORK!**

I keep harping on this, but never miss an opportunity to push membership, which is the 'life blood' of our organization! Work hard to ensure that the 40 & 8 remains healthy and well! While the end-of-the-year *quota* established for each Grand is 100%, the *goal* is 105%. With the large pool of eligibles out there (including all honorably discharged veterans and active duty military personnel), there is no reason we can't do much better and exceed 110%.

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The 40 & 8 is the “Honor Society of American Veterans”. We should be proud to be in an organization that recognizes “a veteran is a veteran”.

A few words from one of the latest ‘Keeping On Track With Tony’:

If people are not aware of your existence they cannot possibly decide to listen to you. This, on high end marketing circles, is referred to as a “no - brainer.”

Objective number one then becomes devising a strategy that won’t break the bank for getting you a little “spot light.” I suppose that if I had to admit it, this is where traditional marketing gambits come into play. From advertising to direct mail; from personal contact to phone calls; monthly or bi-monthly newsletters, these are the way a good voiture chooses to get “known”.

I know you must get tired of hearing about Voiture 333 but this is where you see the reality of what I am saying. This week in the daily paper we had 5 news items or letters to the editor. One issue 40 & 8 was the front page headline. In the weekly paper Voiture 333 was on the mast of the paper. Sure, it takes lots of work and you have to believe in the organization or you will fail.

Getting known, becoming visible and staying visible over time is a key element on today’s quest to position ourselves and the 40 & 8 as the go-to source. In Sedalia and Pettis County 8 out of 10 people can tell you about the 40 & 8. We are not hiding in the closet!

Once your targeted audience becomes aware of your existence however,

Your job is far from over. It becomes your responsibility to make certain that they do not forget you. Never have six small words carried so much weight: **“Out of sight – out of mind.”** Said another way, it is in your and your voiture’s best interest if your desired audience remembers you over time. This can be considered a “brain-no-no but you would be surprised how many organizations allow this truth to fall through the cracks. Bottom line: **Get known – Stay known.**

Again, Congratulations on a job well done so far! Please keep up the good work so we can make this a banner year for 40&8 membership. Thanks for your support of the Forty and Eight!

Yours in Service,



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