

# LA SOCIETE DES QUARANTE HOMMES ET HUIT CHEVAUX

**Joseph Steil**

Sous Directeur Membership Region 2

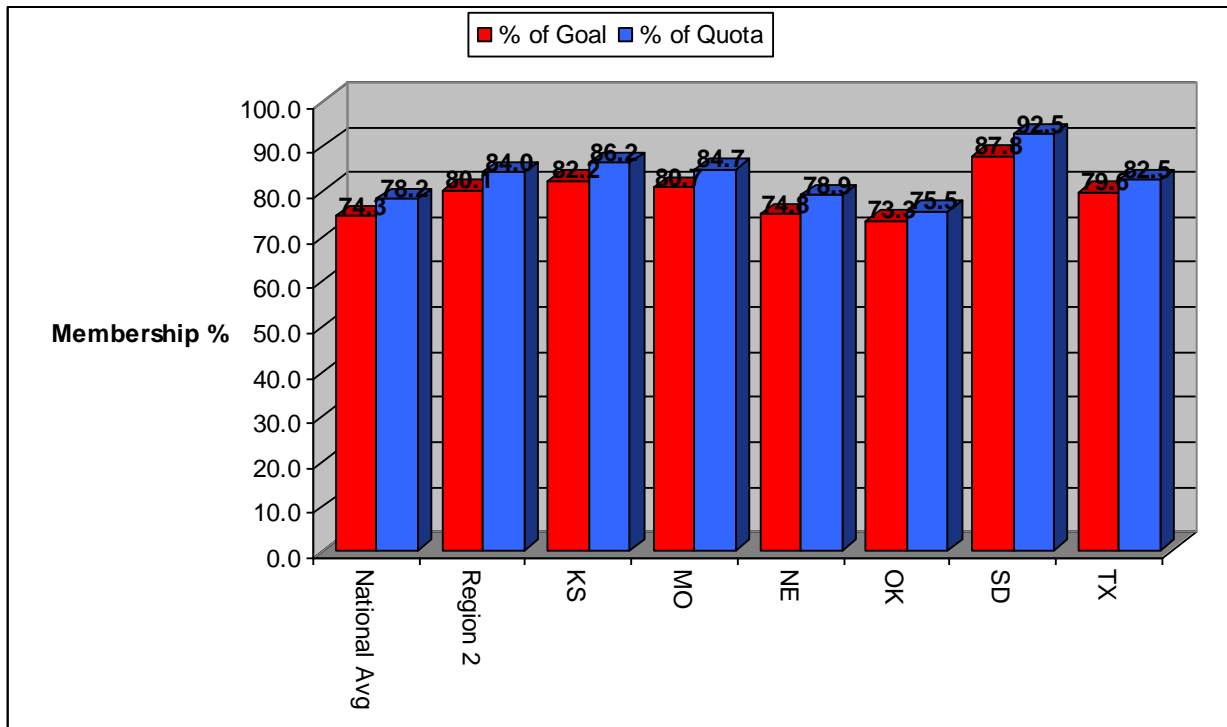
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To Voiture Locale Chef de Gares, Correspondants, and Membership Directeurs:

Congratulations and Thank You to all of Region 2! We met our 15 January 2010 membership goal of 75%. The graph below shows percentage of Goal and percentage of quota for each Grande in Region 2 as of 14 January. As you can see, Region 2 is well over the 75% milestone for quota and goal. As you can see, every Grand in Region 2 met the 75%. Great job! Congratulations to Grand du South Dakota for leading Region 2 with 92.5% 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! There is still 1 Voiture at 0%, and I'm sorry to say it's in my home Grand. On the bright side, out of 86 Voitures in Region 2, 25 have already surpassed 100%! So **KEEP UP THE GOOD WORK!**

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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%.

***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".

The latest 'Keeping On Track With Tony' from our 40&8 Nationale Public Relations Directeur, Tony Gallagher, includes the following:

I'll Take **"Membership"** Every Time

I saw a TV news clip on New Years Day that caught my attention ... like it does every New Year's Day. A bunch of half naked people freezing their privates off while most of them successfully dodge another heart attack make the news. Some are older than others. Some a tad more buff. Some should avoid television at all costs.

I must admit that although I have come to learn that there are a bunch of weird people in the world, I still have trouble coming to grips with **The Polar Bear Club**. To me, this exercise is spelled **"strange behavior."**

This year, however, I looked at the **PBs** and thought of something entirely unrelated to splashing around in cold water. I thought of you, and the 40 & 8 membership. .. and the year ahead. The Polar Bear people, as whacko as they appear on television, are action people when it comes to freezing one's butt off. They are not your normal swimmers. They are not your normal people. Even in 85-degree temperatures most would be swimmers take hours tracking down the right bathing suit; locating their favorite flip flops; finding a bottle of 35 sun-tanning lotion that isn't empty or stuck closed; grabbing a dry towel; some reading material; a pair of their favorite shades; their IPOD; a cell phone; before heading out to take a swim ... or simply hanging out by the pool catching some rays. The average "swimmer" seems to do everything they can think of but get wet. They act a good game, but they just can't seem to pull the trigger, and jump in the water.

**Enter the Polar Bears.** These lunatics don a pair of skivvies and take a flying leap into the frigid abyss. ... regardless of what their mothers once told them. That is what is known as **"action."** Once in the water, they must realize that they are card-carrying lunatics. They cast all signs of sanity to the wind, and don't seem to worry about what others think. (Me included) But just the same, they all appear as if they are enjoying the moment. They are doing their thing. They are accomplishing their yearly mission.

**Back to membership ... and you** Most voyageurs spend the majority of their time "getting ready" to recruit. They talk a good game and spend the majority of their time getting ready.

**They also spend too much time thinking about what others will think.**

As Tom Peters once said. "Most people in the oil business do everything they can think of to avoid digging a hole. But that's where the oil is ... in the hole. Voyageurs make the same judgment error. They manage to do everything, but say, "How bou-dit?" No. No. No. I am not endorsing impetuosity. A little thought goes a long way ... both in a 40-degree ocean and in the recruiting arena. I'm simply suggesting that you just might find the recruiting game a bit more exhilarating if you jump (take a leap of faith) in the water and "make the call." ... "take the plunge." What's the worst thing that could happen? You get a "cold" shoulder? This is 2010 my friends. We have never been here before. There are no rules other than the ones related to honesty and fair play. Get up ... get out ... and make some veteran glad they met

you in 2010. Then do it again ... and again ... and again ... and again ... and again. Don't shy away from the cold ... and don't worry about what others may think. Just ..... JUMP IN. Become a card-carrying, certified, action-packed recruiter in 2010. Just like those crazy Polar Bears. Do what you gotta do. Trust me. Asking somebody if you can help them is a lot more comfortable than getting half-naked and taking a cold-water dip. Let's go recruiting this year. Let's jump in the water.

**GERONIMOOOOOOOOO!**

Tony  
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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,

*Joseph Steil*

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