



# The Palomar Observer

“THE HONOR SOCIETY OF AMERICAN VETERANS”

Volume 7, Issue 1

[www.palomarvoiture1406.com](http://www.palomarvoiture1406.com)

August 2009

The Palomar Observer is the official publication of Palomar Voiture 1406 of the Grand Voiture du California of La Société des Quarante Hommes et Huit Chevaux, The Forty and Eight.

**Correspondant:** Palomar Voiture is off to another year. We have the opportunity to grow significantly in the Voiture this coming year as the established member Legionnaires come to realize that in order for us to continue support for our wonderful programs we must expand beyond Legion doors and constraints and invite qualified veterans into to our midst. The past “glory days” of the Forty and Eight are now behind us. Now we proceed forward to make new glory days. Expanding our sphere of influence with in the entire veteran community and within our own local cities and towns is now our overall goal. Keeping in mind, first and foremost, is the individual we are considering worthy of the honor of belonging to our prestigious organization, will he/she be of value? Will they devote the time to the Voiture and over all organization and be a benefit? Will they truly abide by our obligations to attend promenades and events

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## Palomar Voiture Officers for 2009

*Chef de Gare*  
Freddie Sisario

*Chef de Train*  
Howard Darter

*Correspondant*  
Carl Asher  
Grand Chef Passé

*Comm. Intendant*  
Ivan “Ernie” Pyle

Conducteur/ *Chef de Cuisine*  
Brock Thompson

*Guard de la Porte*  
Jim Cooper

*Drapeau*  
Mark Stephenson

*Commis Voyageur*  
Howard Haworth

*Avocat*  
Rene Cortez

*Lampiste*  
Bernard Homberg

*Aumonier*  
Louis Miller

*Cheminot*  
Joe Donovan  
Tom Rauscher  
Larry Lynch

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**Correspondant:** sponsored by our Voiture? Will they work the programs of La Société and Palomar Voiture 1406? Do they display the desire to be a leader and take on some of the responsibilities of the Voiture?

These are just some of the questions you should consider when proposing a qualified veteran to a membership in Palomar Voiture.

We have seen, and are experiencing, the quantity of membership that does little to enhance the value of the Voiture. Many of our members, about 1/3 are over the age of 80 and unable to attend our functions. For some reason, many of the younger members fail to support as well. We have about 13-15 members who attend our Promenade Locale, 13 of which are officers. They make the decisions for the other 56 members.

Some members have become so complacent about the Voiture they are dropping their membership. That is a sad thing. I note that most, if not all, have not been active in years, over 17years that I personally know.

We must replace those members, but let us use caution, select only those that you know will be an asset to the Voiture and the 40 et 8.

You that are active in the Voiture deserve to have Voyageurs that will pitch in and help run your Voiture and support your programs. You deserve Quality members.

Look at today's military units; smaller, more fit, better equipment, better educated, dedicated. Gone are the days (thankfully) that we would send 10s' of thousands of young men to engage in hand-to-hand combat while suffering huge losses.

Now with a sleeker more DEDICATED force, we see the losses spiral downward. Oh, there are still casualties, unfortunately, that is part of the art of war. We do not like it, but we, as warriors, accept those consequences. Apply the same philosophy to our Voiture and its growth and value. Be choosey about who you propose. Ensure they will be more than a card carrier. We do appreciate the dues, but that is only part of being a Voyageur Militaire. In addition, about 1/3 of our membership is paid by the Voiture their being over the age of 80.

We need the young, educated, sleek veteran, active duty and qualified veterans.

Palomar Voiture is open-minded when it comes to proposing members. We only ask that when they become members, they produce, attend Promenades and take part in our programs, fundraising activity and special events.

If they served honorably or are serving in the armed services and Coast Guard or National Guard or Reserves on active duty, of the United States of America, and have displayed honorable qualities in the community. They may qualify for membership in Palomar Voiture and La Société.

They are out there Voyageurs, waiting to accept their proposal for membership. When they do accept the proposal, as their sponsor, it is your responsibility that they have a general idea about the organization and the responsibilities of membership in our Voiture. It is your additional responsibility to "hold their hand" while becoming accustomed to our organization. Bring them along to Promenades, events and so forth. We do a breakfast at the Veterans Memorial Building in Escondido on the 4<sup>th</sup> Sunday of each month. This is a Voiture Activity; funds generated are for our programs and us. Just because you do not belong to the hosting post does not mean you should not be there to help our Conducteur/Chef de Cuisine. Bring a qualified veteran friend, we just might by them breakfast.

Carl

## Birthdays



August 2009

10 Henry Banks

13 Kirk Prohaska

25 Fred Sidebottom

29 Larry Lynch

Happy Birthday Voyageurs,  
and many more.

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## Public Service

We offer our thanks to Tod Lenhoff for his support of our Nurses Training Program. The past several years Tod has made substantial donations to this great Voiture program.

I hope to have a better copy of his card in the next issue.

If you are looking for assistance in your planning, please consider talking with him.



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## **Tony's Morning Message.** (Directeur Nationale Public Relations Tony Gallagher)

### **Why Is Building a Voiture So Difficult?**

This is an easy question to answer.

In the past 4 years Voiture 333 du Missouri has grown from 15 members to 163 at the close of fiscal 2009. In July our attendance at Promenade was 94. We have been averaging 86. Why? Because we market our Voiture. If you do not constantly market your organization, you do not grow!

It became glaringly obvious to me over the years that most people are still not practicing the simple art of marketing with any degree or hint of consistency. Because there was (is) so much print on the subject, people were not being introduced to the finer (simple) points of marketing in a fashion that was being taken seriously.

#### **Marketing is just another name for public relations**

My focused observations confirmed that people either did not know enough to be concerned about public relations, or they thought they had already heard all there was to hear on the subject. That happens to be a popular error. We feel that since we have heard it more than once, we know all there is to know.

The truth of the matter is that knowing is not doing. And until we do, we don't know. "**Knowing**" might get you a gold star in the classroom. "**Doing**" pays the membership bill.

So this lack of appreciation and lack of marketing/public relations activity introduces what I consider to be an enormous opportunity to educate the masses in the Gallagher-Style of edu-tainment ..that's' *entertaining education*. For the rest of you, you can categorize it as business-building content with a giggle.

### **Copycat Marketing:**

One of the reasons marketing gets a bad rap is because many folks opt for the easy way out. And the easy way is to copy others who call whatever it is they are doing, marketing or public relations.

If you want a textbook example of what I am talking about, focus on your favorite airline - if there is such a thing.

I'll never understand why each airline has a Marketing Director. Exactly 24 hours after one guy/gal makes a creative marketing decision, all 247,000 airlines follow in step and do the exact same thing.

Incredible! Prices up. Prices down. Wider seats. Narrower seats. Penalties for this. Penalties for that. Charge for bags. Sell the napkins. If one does it, they all do it. (I think I just made myself sick.)

If you simply copy what isn't working for others, you are going to be disappointed while finding yourself without any new members in very short order.

**Use your imagination. Be creative,** if you don't you will find the time to watch all 227 episodes of Seinfeld reruns. Twice! As entertaining as this may be, it is not a sound formula for a bright future in recruiting.

Allow me to say exactly what is on my mind.

**MARKETING and PUBLIC RELATIONS** represents 95% of our problem.

Or should I say, **LACK OF MARKETING and PUBLIC RELATIONS.**

With this in mind, I want you to succeed. It is all about **MARKETING** and has nothing to do with **MORONS.** (If the truth be known, even a moron can work his/her way through public relations.)

If you have any intention of making this new year a worthwhile endeavor for your voiture and grand,

I strongly suggest you "get in the game." Or, "get back into the game."

Don't you want to succeed? Don't you feel that you and La Societe are worth the investment?

I have no intention of "begging" you to heed my advice.

I just have a hard time understanding why some people feel their lack of success is a foregone conclusion.

You can be doing better ... recruiting new members ... having more fun. Take a chance. Take a shot. Trust your instinct. I'll be looking for you.

Please go to my web site and look for the "Public Relations Manual". It is a guide to help you get started. It is being reposted for the next few months.

In 2009 we have lost a few Voiture's just as the Legion and VFW have lost posts. For La Société there should be nothing but growth.

Our membership is open to all veterans with an honorable discharge. They want to be part of an organization that **DOES ...but they are not going to come to you. You have to seek them out.**

Membership crosses all lines and occupations, both blue collar and white collar. We have one thing in common: We are all VETERANS who love our country and still want to serve.

### Good words to live by

One day I hopped in a taxi and we took off for the airport. We were driving in the right lane when suddenly a black car jumped out of a parking space right in front of us.

My taxi driver slammed on his brakes, skidded, and missed the other car by just inches!

The driver of the other car whipped his head around and started yelling at us. My taxi driver just smiled and waved at the person. I mean, he was friendly.

I asked, "Why did you just do that? This guy almost ruined your car and sent us to the hospital!" This is when my taxi driver taught me what I now call:

[Continued next column] →

### *"The Law of the Garbage Truck."*

He explained that many people are like garbage trucks. They run around full of garbage, full of frustration, full of anger, and full of disappointment. As their garbage piles up, they need a place to dump it and sometimes they will dump it on you.

Do not take it personally. Just smile, wave, wish them well, and move on. Do not take their garbage and spread it to other people at work, at home, or on the streets.

The bottom line is that successful people do not let garbage trucks take over their day. Life is too short to wake up in the morning with regrets, so... "Love the people who treat you right. Pray for the ones who don't."

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### A Visit to Grandma's.

A 5-year-old boy went to visit his grandmother one day.

Playing with his toys in her bedroom while grandma was dusting, he looked up and said, 'Grandma, how come you don't have a boyfriend now that Grandpa went to heaven?'

Grandma replied, 'Honey, my TV is my boyfriend. I can sit in my bedroom and watch it all day long. The religious programs make me feel good and the comedies make me laugh. I'm happy with my TV as my boyfriend.'

[Continued next column] →

Grandma turned on the TV, and the reception was terrible

She started adjusting the knobs, trying to get the picture in focus.

Frustrated, she started hitting the backside of the TV hoping to fix the problem.

The little boy heard the doorbell ring, so he hurried to open the door and there stood Grandma's Minister. The Minister said, 'Hello son, is your Grandma home?'

The little boy replied, 'Yeah, she's in the bedroom bangin' her boyfriend'.

The Minister fainted.



Palomar Voiture 1406  
276 N El Camino Real #19  
Oceanside, CA 92058-1728  
[www.palomarvoiture1406.com](http://www.palomarvoiture1406.com)

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