



La Société des Quarante Hommes et Huit Chevaux Voiture Nationale



Gena K. Keller
Sous Membership Directeur (Region 1)
P.O. Box 42
Revillo SD 57259
Telephone: 605-880-0655
Email: legiongirl31@gmail.com

Fellow Voyageurs, Grandes: CO, IN, WY, MA, NV, NM, UT, SD, MD

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Greetings from South Dakota!

Your greatest barrier might be simply not asking. Are you one of those who are intimidated by asking someone to join the 40&8? Are you afraid they will say no? Let's look at this in a different way. How about we look at the various denominators of membership success. For any sales, or in this case membership to be successful, one of the factors has to be the value of what that sale or membership has to offer. Sales and memberships drive most organizations financially so they can provide the mechanism of that value. In our case, value to help veterans, their families and communities through all of our programs. This next month of October, I ask you to look at your Americanism program. You are selling the 40&8 through the eyes of your community by Americanism Programs. Wouldn't you agree that through this you are instilling an articulation of the American identity? A set of traditions. Through this, honoring all those who signed the blank check to serve in our Military. To defend this nation.

You are benefiting the 40&8 by working this program, by directly representing the product of the 40&8. Build the product, it will sell itself. But you have to be part of the denominator that starts the process.

So here we go, I can go on with the percentage by Grande, and ratings, but for this letter, I am not. Rather, lets simply concentrate on the programs, lets concentrate on building relationships, lets create a new mindset on our membership. Let's apply proven success in what we have to offer.

In closing, I know we are going to have a great year, and if there is anything that I can do to assist you in your goals, please do not hesitate to reach out to me. Let's fill this year with memories and membership!

En Service,
Gena K. Keller