



District 77 Officers 2007-2008

■ Immediate Past District Governor

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District 77 includes Alabama, Southeast Mississippi and the Panhandle of Florida

Fellow Toastmasters, the race has begun! Where will you place on June 30, 2008?

Clubs of District 77, now is the time to set your goals to end the year as Distinguished, Select and President's Distinguished Clubs. The Distinguished Club Program (DCP) is your track to success. To be eligible to participate in the DCP your club must have had a net increase of five members or a membership base of at least twenty members at the end of the previous program year (June 30, 2007). At this year's end, World Headquarters will calculate the number of goals achieved. Recognition is earned as follows:

Achieve five of ten goals - Distinguished Club

Achieve seven of ten goals - Select Distinguished Club

Achieve nine of ten goals - President's Distinguished Club

If your club earns this recognition, World Headquarters will send the president an attractive ribbon for display on the club banner and a congratulatory letter. District 77 will recognize the club's achievement by honoring the president with special reserve seating at the Awards Luncheon at the Fall and Spring Conferences!

To ensure your club is recognized as a Distinguished Club, achieve, what I think, are the easiest goals, Goal # 9 and Goal #10. Goal nine is having a minimum of four club officers trained during each of the two training periods. The first training period deadline was August 31. Please contact your Area Governor if your club has not yet had at least four officers trained. The second training period will be at the Winter TLI on January 26, 2008. More details are to come soon. Goal ten is one membership dues renewal report and one club officer list submitted on time. Your club's officer list was due June 30, 2007. Your membership dues are due October 1. Begin collecting dues in September. As your club officers are committing to attend training and



your dues are being collected, the club members should focus on achieving at least three more goals from the DCP. Find those members who will commit to achieving an educational goal by June 30. Each member of your club should commit to bringing guests and inviting guests to join your Toastmasters club.

"Turn Up the Heat!" all year long by staying focused on achieving all ten goals of the Distinguished Club Program. Your club is sure to cross the finish line on June 30, 2008 as a Distinguished, Select or better yet - a President's Distinguished club!

Serving You,

Sonja Bell, DTM

District 77 Governor 2007-2008

Check the progress of your club at www.toastmasters.org > under the article "A Funny Thing Happened..." , click on members.toastmasters.org > on the left side of your screen click on the tab Club Officer> at the bottom of the box in blue, click on Club Officer Resources > click on Distinguished Club Reports > Enter Club #.

District 77

Toastmaster's 2007 Fall Conference

Fort Walton Beach, FL

October 19-20, 2007

Register today so you won't miss out. The deadline is fast approaching...



Nancy Wade, our District LT. Governor of Marketing was recently asked what her vision for the District is as it relates to Marketing. Her duties involve motivating and circulating ideas to help get our clubs membership numbers increased and revitalizing sluggish clubs. Let's see what she thinks...

My goal for each club, area and division is to achieve Presidents Distinguished. Many clubs will obtain the educational goals that they have set but they will miss being honored for the distinguished clubs that they are because of their low membership. There are many, many ways and ideas that we can use to bring the clubs to distinguished. I feel confident and know that the clubs can put on a good show. One key thing is to prepare for your club meetings *before* you arrive. Have a plan of action and mini-goals set for that meeting. Meetings that are pre-

planned are super energized and create a positive learning experience.

I remember driving down to the last TLI with Betty Humphrey, 2186 Mason-Dixon's VP of Education. The ideas and goals for our club we shared while driving home were awesome! I love the meeting after the meeting. Here are a couple of the things we talked about:

- A Birmingham, AL club is celebrating the completion of six speeches. This celebration is called six-cessful. This is a play on words for successful.
- Why not do something different for recognition instead of giving the same old best speaker ribbon. We decided why not a Dentine fire and ice gum or red hot candies to the member who completes speeches #3 and #6? Betty and I took ideas we heard at TLI combined them with our

desire to turn up the heat and get out of our rut. Recognition is a key to energizing Mason-Dixon's meeting and the District as a whole. It is also the key to growing our membership. What ideas do you have? What have you tried that works? If we all work together, we CAN achieve it!

Nancy Wade

District 77

LT. Governor of Marketing

CONFERENCE REGISTRATION

Name: _____ Highest TM Achievement: _____
 Spouse/Guest Name: _____ First (1st) TM District Conference?: Yes No
 Club Name & Number: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Phone Number: () _____ E-Mail: _____

Conference Activities		Early Registration Before 9/30/07	Postmarked After September 30, 2007	Number of Attendees	Total
Choose a Registration Fee	Toastmaster	\$20.00	\$30.00		
	Spouse/Guest (Non-TM all ages)	\$5.00	\$5.00		
Choose Meal Options (optional)	Saturday Hall of Fame Awards Luncheon: (please circle one) Chicken Caesar Wrap Vegetarian Pasta Both served with Carmel Fudge Pecan Cake or Lemon Layer Cake for dessert.	\$18.00	\$22.00		
	Saturday Humorous Speech Contest & Banquet: (circle one) Chicken Cordon Bleu (Chicken breast with ham) Vegetarian Pasta (choose one) Both served with Mixed Spring Green Salad with Raspberry-Walnut Vinaigrette and Georgia Pecan Pie or New York Cheese Cake for dessert.	\$32.00	\$38.00		
Total (Registration plus any meals)					

NO meal orders taken at the registration table or at any time during the conference.

Check enclosed for \$ _____ Payable to **"District77 Toastmasters"**. Check must accompany registration form.

Mail registration form and payments to :
Anita Clay - District 77 Treasurer
1517 Grandview Circle
Birmingham, AL 35215

Cancellations need to be made in writing by e-mailing [Anita Clay at ACLAY@BCBSAL.org](mailto:ACLAY@BCBSAL.org) no later than Sunday, October 7th. For cancellations on October 8th or later, registration fees are non refundable. We will attempt to resell any meal reservation's and refund any sold portion. The District Treasurer will send refunds as we close out the conference records. Meals not able to be resold are nonrefundable.

Deadline for Room Reservations - 09/28/07

Four Points by Sheraton, Destin-Ft. Walton Beach

1-800-874-8104 www.fourpoints.com/destinfbw

Early Registration Rates: \$85.00 - \$155.00 plus tax and applicable fees.

After 09/28/07, reservations will be taken on a space available basis and at current rates.

Speak to Express, Not Impress

Submitted by: Heather Nicholson

Kennebecasis Toastmasters



We have all been tempted to use big words when giving speeches. When we do, our listeners will think we are smart. Right? Maybe. But the goal of giving a speech is to express our ideas, not impress the audience with our knowledge.

When giving a speech, as when writing, the KISS (Keep It Simple Sweetie) principle is a good rule of thumb. If you use 50 words to say something that can be said in ten, you risk losing your audience's attention.

Some of the world's best communicators used the simple approach. Author George Orwell said, 'Never use a long word where a short one will do,' and 'If it is possible to cut out a word, always cut it out.'

To illustrate this point consider the effectiveness of Alexander Haig versus Winston Churchill. Mr. Haig (the former U. S. Secretary of State) said things such as, "When we find ourselves in a dialectic fashion at one end of the spectrum." Now what does that mean? He also said "we find some disconnect on the airwaves" where he made the verb 'disconnect' a noun.

Mr. Churchill (former Prime Minister of the U.K.), on the other hand, was a master. When his people went to war and he wanted to rally the troops he chose these words: "We shall fight on the beaches. We shall fight on the landing grounds. We shall fight in the fields and in the streets. We shall fight in the hills. We shall never surrender." That's 33 words and 29 of them have one syllable. The point is made and nothing is wasted.

The trick is to remember your listener. Indeed, ignoring the listener is one of the biggest mistakes public speakers make.

So, you want to be a masterful communicator? First, learn to get rid of the fluff and say what you want and you'll see that less is really more. Second, speak to express, not to impress. It worked for Churchill. It will work for you.

District 77

Includes Alabama, Southeast Mississippi and Panhandle of Florida

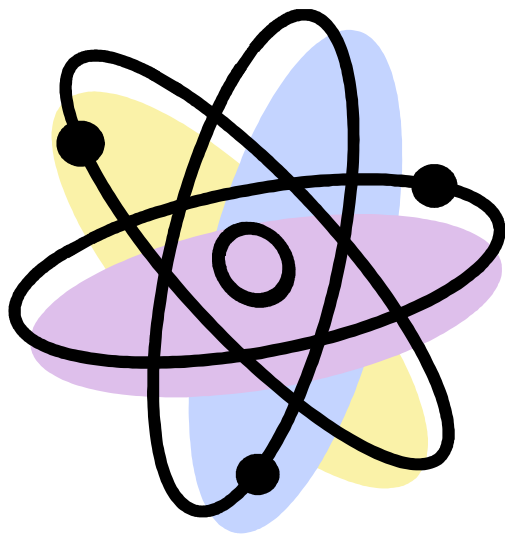
To submit articles or for
questions, contact:

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Visit our District's Website at

www.toastmasters77.org



The greatest asset any public speaker can have is ENERGY. In science, “energy” is defined as the ability to do work. “Work” is the product of a force, which moves an object, and the distance the object is moved. “Power” measures how fast the work is done per unit time.

Your appropriate use of energy during public speaking can work your audience to ponder specific facts or events. People will become more energized to contemplate their course of appropriate actions to resolve issues.

Energy comes in many colors and hues, from a whisper to a shout. Some will define energy as passion, enthusiasm or “fire in the belly”. With this fire, even a trivial message becomes compelling; without it, the most powerful message will fall unheard.

Fire your purpose with passion. Run it through your energy. Prepare. Practice. Then, present. The result will be enormous speaking POWER.