



**The District's Mission:** *enhance the performance and extend the network of clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:*

- \* *Focusing on the critical success factors as specified by the district educational and membership goals.*
- \* *Ensuring that each club effectively fulfills its responsibilities to its members.*
- \* *Providing effective training and leadership development opportunities for club and district officers*

## Sharon Johnson — District Governor

Toastmasters of District 77,

We are in the second month of this Toastmaster year. Last month we set goals. Maybe your personal goal was to complete your Competent Communicator (CC) or Competent Leader (CL), maybe even go for a triple, CC, CL and Advanced Communicator Bronze or Advanced Leader Bronze?

For the club, your goals may be to be Presidential Distinguished and add 12 new members, having club membership at 24. To achieve those goals you need to plan. This month we need to plan how to reach those goals. When you state your goals make them SMART; i.e., **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime bound. With this information you can write a plan. Consider how many club meetings are left this year vs. how many speeches are needed to reach your goal. Will one speech per month allow you to reach your goal? There are 26 tasks in the CL book, plan to do one each meeting. You will be finished by January. There are only 2 projects that are not accomplished at a meeting, # 6 and #8. Check them out. Plan now.... You can do it.

Plan also to attend the speech contests at your club, area, and division. Plan to help as one of the officials, or contestant, or just be an audience member cheering on your club contestant—learning from the presentations, and laughing with the humorous speeches.

Plan to attend the Fall Conference in Birmingham on September 23<sup>rd</sup>, 24<sup>th</sup> and 25<sup>th</sup>. Register online now at <http://www.toastmasters77.org/>

I plan to see you at the conference.

Let's plan to have a Successful district this year, let's plan to be a *Distinguished District* because we have all reached our goals. Lets have 300 CCs, 150 ACs, 21 new clubs, and 800 new members in the district. We can do it... Plan now to Succeed.

Sharon Johnson, DTM  
District 77 Governor

*Lights, CAMERA, ACTION!*

### 2011 - 2012 OFFICERS

• **District Governor:**

Sharon Johnson

• **Lt. Governor**

**Education & Training:**

Charles Lawler

• **Lt. Governor**

**Marketing:**

Rose McCall

• **Immediate Past**

**District Governor:**

Karen Threlkeld

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## NEWS OF NOTE



**Dues:** By now all club officers should have received an e-mail from International President Pat Johnson to let you know that TI dues will increase this year. As of October 1, TI dues will be \$6 per month. That's an increase of only \$1.50 per month — less than the cost of a cup of coffee! And we're worth it. This means \$36 International dues, plus club dues, need to be paid by October 1<sup>st</sup>. Please connect with your club treasurer so they can submit club dues to TI. If everyone pays their individual dues by September 15th, it's an easy way to achieve the club's goal of on-time submission — an almost guaranteed point toward Distinguished Club goals.

**Attention Club Presidents:** Take a picture at your next Executive Council Meeting of the attendees. Everyone **Smile!** Send the picture to [districtgovernor@toastmasters77.org](mailto:districtgovernor@toastmasters77.org) to be posted on the district web page. With the picture, include the club name, club number, the officers' names and their roles—let us know who everyone in the picture is. Do this by September 16th and the club will be entered into a drawing for Di\$trict Dollar\$ to be used at the Toastmaster International store. It can help you buy your new club banner.

### Can't Attend the 2011 Toastmasters International Convention? Watch it Live!

**Board Briefing** — Watch the Board Briefing live on Wednesday, Aug. 17 at 1 p.m. PDT by accessing: <http://www.toastmasters.org/briefing>.

**Social Networks** — To follow the Convention events elsewhere, join the Toastmasters groups on any of the following sites (click live links from <http://www.toastmasters.org/Members.aspx>):

- **Twitter:** For up-to-the-minute event updates search [#TI11](#) for the latest Convention-related tweets.
- **Facebook:** For videos, updates, pictures and more about the Convention experience
- **LinkedIn:** For business-related Convention discussions
- **YouTube:** For videos, updates and more about the Convention experience

**World Championship of Public Speaking** — Watch the championship competitions! Live (August 20th at 8 a.m. PDT) or one-time at-your-convenience viewing is only \$29.95 and can be purchased at <http://wcps.toastmasters.org>.

### Club Anniversaries—Let's help celebrate!

Club #	Club Name	Charter Date	anniversary
512	Vulcan Voices Toastmasters Club	07/01/1947	64
858	Tuscaloosa Club	07/01/1950	61
2837	Top Cats Club	07/01/1978	33
4945	Coffee County Toastmasters Club	07/01/1982	29
7055	At Eze Club	07/01/1988	23
8366	CAVHCS - West Club	07/01/1998	13
1153	Maxwell AFB Club	07/01/1998	13
8334	VA Gulf Coast Toastmasters Club	07/31/2002	9
673826	Talk of the Town Toastmasters Club	07/12/2004	7
2552	Downtown Club	08/01/1957	54
5625	Smooth Talkers Tm's Club	08/01/1984	27
3934	Round Table Advance Toastmasters Club	08/01/1996	15
817348	Crestview Club	08/09/2005	6

# IT'S TIME TO STEP UP!

## What is THE SMEDLEY AWARD?

An annual Toastmasters International sponsored recognition program for clubs that add five new, dual or reinstated members between August 1 and September 30 of the Toastmasters' year.

## Rules for THE SMEDLEY AWARD

Add five new, dual, or reinstated members between August 1 and September 30.

## Tips for THE SMEDLEY AWARD

- Encourage your club's members to invite as many guests to your club's meetings as possible.
- Consider conducting a special meeting like an Open House.
- Sponsor a Speechcraft session.
- Work with your club VP of Public Relations to run a club marketing campaign.
- Check out local events where your club can sponsor a booth to promote Toastmasters.
- Increase traffic to your club website; use Web 2.0 technology!

## INCENTIVES!

By doing so you'll qualify to receive a Smedley Award ribbon to display on your club's banner. The club also will earn a choice of one module from *The Better Speaker Series*, *The Successful Club Series*, or *The Leadership Excellence Series*.

For more information please contact the Lt. Gov Marketing, Rose H. McCall at [LGM\\_MccallD77@hotmail.com](mailto:LGM_MccallD77@hotmail.com)



### Leadership Quotes to Note:

"Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them." —Robert Jarvik

"Leadership and learning are indispensable to each other."—John F. Kennedy

IT'S TIME TO REGISTER if you are going to do it online! PASS IT ON!

## IS YOUR "Red Carpet Style" Ready?



The District 77 Fall Conference is less than 6 weeks away and I WANT ALL of you to know that the TIME to REGISTER and show YOUR RED CARPET STYLE is now!

Get those Black Ties and party dresses ready. Shine those shoes and get out the “bling” and get ready to walk the D77 Red Carpet in Birmingham! Talk it up in your clubs, with club members, and any guests who are thinking about joining Toastmasters – show them that we party “Red Carpet Style” at the District Conference!

SEE YOU THERE SEPTEMBER 23-25, 2011

Register online at:

<http://www.toastmasters77.org/indexconferenceReg.html>

## Congratulations — Educational Achievements, July 2011

Award	Member	Name	Location
CC	Batson, Charlotte	Hattiesburg Toastmasters	Hattiesburg
ACG	Bayne, Tania G.	Bienville Toastmasters Club	Ocean Springs
CL	Bowers, Betsy E.	Ellyson Park Toastmasters Club	Pensacola
CL	Cargile, Jeffrey S.	Healthsouth Toastmasters Club	Birmingham
CL	Carr, Walter D.	Power Speakers Toastmasters Club	Birmingham
CL	Cecil, Craig	Intergraph Toastmasters Club	Madison
CC	Collyer, Carrie A	Thomas Hospital's Toastmasters	Fairhope
CL	Frank, Linda	Hi-Noon Toastmasters Club	Huntsville
LDREXC	Fredd, Susan	Power Speakers Toastmasters Club	Birmingham
ACB	Gaston, Ted	Power Speakers Toastmasters Club	Birmingham
CC	Hildreth, Gene Ann	Trinity Toastmasters	Prattville
CL	Hodges, Elizabeth L.	Confidentially Speaking	Redstone Arsenal
CL	Jackson, Mary Elizabeth	CAVHCS - West Club	Montgomery
ALS	Jolly, Bruce A.	Emerald Coast Club	Eglin Air Force Base
ACS	Kerr, Kathleen T.	Ellyson Park Toastmasters Club	Pensacola
CC	Manchester, James E.	SAIC Huntsville Toastmasters	Huntsville
ALB	Maxwell, Sylvia R.	Ellyson Park Toastmasters Club	Pensacola
ACB	Moore, Karen L.	Thomas Hospital's Toastmasters	Fairhope
CC	Moore, Kyle W.	Confidentially Speaking	Redstone Arsenal
ALB	Mosley, Thomas E.	Data Center Toastmasters Club	Birmingham
ACB	Powell, William F.	Laurel Toastmasters Club	Laurel
CC	Rhinehart, Rebecca A.	Laurel Toastmasters Club	Laurel
CL	Tejes, Pamela A.	Hi-Noon Toastmasters Club	Huntsville
CL	Troceen, Elsie P.	Data Center Toastmasters Club	Birmingham
CL	Van Horn, Dianna	Crestview Club	Crestview
CC	Varghese, Joe	BE&K Toastmasters Club	Birmingham
CC	West, David B.	SAIC Huntsville Toastmasters	Huntsville

## Toastmasters is Updating Its Brand

Toastmasters International has long been known as an organization that helps people improve their public speaking skills. A clear and consistent brand tells one story of an organization. An ineffective brand tells many stories – some of which are accurate and consistent, but the majority of which are inconsistent and inaccurate. In order to realize our mission, we must create consistency in the story we tell. Therefore, the primary objective of the rebrand is to create and deploy one consistent Toastmasters. That's why a new, refreshed Toastmasters brand will be launched on August 17, 2011. More than simply a logo and colors, the brand is represented through everything we do. Each of us will interact with the new brand in different ways, from how we communicate with prospective members, to building new clubs, to the materials used for district conferences and club meetings, to how we communicate the mission of Toastmasters International. More information will be available soon, through the Toastmasters International Website and District 77 information sessions.