



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,

It's almost time for the district conference. I hope you are all planning to attend.

A word about Toastmaster International rebranding. By now you have all seen the new colors — maroon, blue, and gold — **and the new tag line: "Where Leaders Are Made."** Elected leaders in Toastmasters spent a couple of years on the process and choices. The change is made. The colors are strong and regal. The Toastmaster program is basically the same with a new look. Change is not always easy, but change is always happening. **Just go with it and get the most out of the Toastmasters' program.**

Dues — yes they went up again after about 5 years. **But what hasn't increased? Gas, electric, paper, wages, health care, coffee... Just about everything. The dues increase is less than the cost of a cup of coffee a month.** I believe the value is still there. I hope you do, too. If not, how can you make it more valuable to you?

Toastmasters is a wonderful program that lets us practice and improve our communication and leadership skills. I know of no other place where one can get evaluated and not ridiculed. Toastmasters is targeted at young professionals but provides opportunities for others too. It is a great social, educational, and networking opportunity. I hope each of you get the most from your membership in Toastmasters International.

We set our goals, we make are plans, and now.... Now? Now we start on our path to success. One speech at a time, one new member at a time, one new club at a time. If we each reach and work toward our goals, then we will succeed, and our club will be successful/ distinguished, our area will be successful/ distinguished, our division will be successful/ distinguished and our District 77 will be successful. We will be distinguished. **The district needs 300 CC's, 150 AC's, 200 Leadership awards, 1,000 new members, and 25 new clubs. It sounds like a lot.... But we can do it, you get your CC and CL, another Toastmaster will get their AC and invite 4 friends to become members, your company will see how you have grown and ask about supporting a new club..... It can happen... It will happen. We can make it happen.** District 77 will be distinguished this year, because you will be successful. **So when's your next speech? Who are you inviting to you meeting?**

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

INSIDE THIS ISSUE:

District Governor message	1
Club Building Strategies	2
Educational Achievements	4
Club Anniversaries	5
In Memoriam	8



CLUB BUILDING *Strategies*

By LGM Rose H. McCall, District 77

As Toastmasters we must meet the challenges of our members to provide “quality” training, access to TI resources and provide opportunities for growth in Toastmasters. Below are my **THREE** Club Building strategies for the year:

THE SPEAKER'S VOICE

- 1.) Visit your City Chamber of Commerce and get a copy of the City's Business Directory if they have one. Select **FIVE** businesses that may have a need for a Club for their employees and then contact the Human resources or Employment Office for that Company. If the contact is favorable, call your Area or Division Governor and let them know about this possible resource and then set a date to discuss the District and Toastmasters with the company's manager or HR representatives.
- 2.) Visit or contact three churches in your area and set up a time and date to talk to the Church leader/Pastor or Official about a possible Demo Meeting on a Wednesday night or Saturday and ask them to invite the membership of the Church and anyone who might be interested.
- 3.) Finally – **BE** the Catalyst to bring new members into your club. **ASK** friends, coworkers, church members and complete strangers to come to your club. Hand them your Toastmasters business card or Club Brochure (**YOU** should have one for just such occasions) and **INVITE** them to a meeting.

Have a great Toastmasters Day!

Toastmasters: What do I get for my Money?

Craig Cecil, CC, CL—Area 11 Governor



“Here is some food for thought since it is time for membership dues again (especially since dues have recently increased)...”

Toastmasters International dues are now \$36 every 6 months (not including club dues). Are the benefits worth it? Let's take a look...

Mentoring: New members are assigned a Mentor to help get them started and guide them through their first 3 speeches. If your Mentor meets with you twice a month for an hour each time, and you get through your first 3 speeches in only 3 months... Then 1 hour/meeting X 2 meetings/month X 3 months = 6 hours of mentoring. \$36 dues / 6 hours of mentoring = \$ 6 per hours! Where else could you get personalized help for only \$6 an hours? If that is the only benefit you use, your membership dues are well worth it!

Toastmasters Magazine: You get 6 editions in a 6 month period. \$36 dues / 6 magazines = \$6 per magazine. Each edition is full of great articles to help with different aspects of public speaking and leadership! If that is the

only benefit you use, then again your membership dues are well worth it!

Manuals and Awards: In addition to the certificates you receive... Once you complete the 10 Projects to earn your Competent Communicator Award, you get to choose 2 free advanced manuals. These usually cost a minimum of \$6 each. That alone helps offset the cost of membership. When you complete your Competent Leadership manual, Toastmasters will optionally send a letter to your manager telling them of your achievement! That benefit could very well help you get that promotion or raise!

Leadership Opportunities: Each club member has the opportunity to serve in officer positions at the Club, Area, Division, District, and Regional levels. All of that experience for only \$6 a month! If that is the only benefit you used, you have more than made up for the cost!

Speech Contests: 2 Speech Contests are held every 6 months. There is no entry fee to compete in these. It is all a part of your membership dues. If you enjoy competing, then this alone is worth your membership dues!

Online Resources: There are many great resources available online at the Toastmasters web site. Many of these are only available to members. And a lot of them are free! Again, these are well worth the cost of the membership dues!

A Support Group of Fellow Members to Help You Improve Your Public Speaking and Leadership Abilities: PRICE-LESS!!!

So as you can see, any single one of these by itself would be worth the cost of the membership dues. And when you put them all together, Toastmasters becomes an even better bargain!!! The bigger question is: How can Toastmasters offer all of this for only \$6 a month?!?!?

Leadership Quotes to Note...

We trained hard...but it seemed that every time we were beginning to form up into teams, we would be reorganized. I was to learn later in life that we tend to meet any new situation by reorganizing; and a wonderful method it can be for creating the illusion of progress while producing confusion, inefficiency, and demoralization.

—Gaius Petronius Arbiter

A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be.

—Rosalynn Carter

Congratulations — Educational Achievements, August 2011

Award	Member	Member	Location
ACG	Jolly, Bruce A.	Emerald Coast Club	Eglin Air Force Base
ACG	Newton, June H.	Crestview Club	Crestview
CC	Threlkeld, Karen A.	Power Speakers Toastmasters Club	Birmingham
CL	Ogden, Patricia L.	Early Birds Toastmasters Club	Birmingham
ALB	Carr, Walter D.	Power Speakers Toastmasters Club	Birmingham
CL	Nixon, David K	Monday Nite Toastmasters Club	Pensacola
CL	Carr, Walter D.	Power Speakers Toastmasters Club	Birmingham
ACB	Gaston, Ted	Power Speakers Toastmasters Club	Birmingham
CC	Batson, Charlotte	Hattiesburg Toastmasters	Hattiesburg
ACB	Powell, William F.	Laurel Toastmasters Club	Laurel

Heath Represents District 77 Well

In his first time entering that competition, André Heath, ACB, CL represented District 77 proudly at the Toastmasters International competition in Las Vegas this past August. An aspiring motivational speaker, André is a member of Hattiesburg Toastmasters, Club #3553, and has served in several officer roles, including Area Governor, Club President, and Club VPE. André did not advance beyond the TI semi-finals this year, but has vowed to dust himself off and try again in true Toastmasters spirit!

A Crystal Springs, Mississippi, native, André obtained his B.S. degree in Psychology from the University of Southern Mississippi (USM) in 1996. He **earned his Master's of Education degree in Counseling and College Student Personnel** in 2002 and is currently completing a Ph.D in Human Capital Development at USM. He serves as Assistant to the Dean for Strategic Initiatives in the College of Science and Technology, where he assists current and prospective graduate students in their pursuit of graduate school enrollment and job placement.

André has a passion for motivating people and team building as evidenced in his participation in numerous professional and civic organizations. He enjoys speaking to groups and organizations on such topics as leadership, time management, facilitation, public speaking, and civic engagement.

He resides in Petal, MS, and is married to his college sweetheart, Amy. They have two children, Alyssa and Austin.



Just a Reminder...

Attention Club Presidents: Don't forget to take a picture at your next Executive Council Meeting of the attendees. Everyone **Smile!** Send the picture to 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.

Thoughts on Rebranding...



I have had an epiphany on the re-branding issue. As it has been presented to us it was only about changing the appearances and logos. It is much more than that.

One of the quality gurus of the 20th century, C. Edwards Deming, talked about how to improve production and performance.

You have the choices of holding the operators to quotas and having them pull lots of overtime to meet deadlines (usually artificial). **These acts by “managers” will cause temporary improvements in productivity/performance. It will look good on the Power Point graphs and the “managers” will get promoted and their replacements get hammered for not coming up to the “manager’s” performance.**

The other choice is to change the system. An analogy of changing the operators vs. system is the history of the bicycle.

The first bicycle was the Velocipede or Boneshaker. It had hard wooden wheels and was propelled by the operator pushing with his feet along the ground. There were no pedals, chains, or brakes. The operator could get maybe 3-4 miles per hour on level ground and I am sure that it got exciting down hill on cobblestone streets.

Next came the High Wheeler. The wheels were an improvement over the Boneshaker. The front wheel was **huge and was driven directly by pedals, much like a toddler’s tricycle.** No gears or brakes. There was some improvement in comfort and speed but, essentially no change in the operator.

Single speed with balloon rubber tires and coaster brakes were next. I had one of those that I used to deliver newspapers. I could get maybe 10 mph on level ground. Again, no change to the operator.

The envy of the entire neighborhood was the kid who had an “English racer” with three speeds and skinny wheels. They were FAST!

Now we have folks able to do 25-30 mph, or faster, on level ground. They train hard but the operator is not fundamentally different from the rider of the Boneshaker. What has changed is the system.

The re-branding is more than appearances and logos. The new officers manuals bear little resemblance to the ones that have been around forever. The District officer manuals are way better than anything I have seen at District level in the past.

It is a real change to the system. The old saying about insanity is that you keep on doing the same old things while expecting different results. Our team is on the cusp of helping bring about changes that we cannot begin to imagine (and I have a pretty good imagination).

*Tim Powell, DTM
Division A Governor*

Club Anniversaries—Let’s help celebrate!

Club #	Club Name	Charter Date	anniversary
2165	Auburn - Opelika Club	09/01/1974	37
3963	Hi-Noon Toastmasters Club	09/01/1982	29
8422	Eastern Shore Toastmasters Club	09/01/1991	20
4520	SpeechCrafters Toastmasters	09/01/1992	19
9032	Thomas Hospital's Toastmasters	09/01/1992	19
3191	Monday Nite Toastmasters Club	09/01/1996	15
5539	Speak Saufley Toastmasters Club	09/01/2000	11
724908	Destin Toastmasters	09/24/2004	7
1235772	Sixth Avenue Toastmasters	09/18/2008	3
1380024	SAIC Huntsville Toastmasters	09/01/2009	2
1553559	UAB Toastmasters Club	09/27/2010	1

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 2 weeks away
but you can still REGISTER and show
YOUR RED CARPET STYLE !

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!

Send this to your clubs, club members and any guests who are thinking about joining Toastmasters and 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>

It's Time to **RENEW** *Your Membership!*

You don't have to "BREAK" into the
Piggy Bank to do it!

\$36.00
EVERY 6 MONTHS(*)

...is all it takes.

The **VALUE** in being a member
of Toastmasters is in the
details.

A. You receive great training
and educational benefits.

B. You improve your
presentation skills.

C. You enhance your
LEADERSHIP profile by
becoming an officer in
Toastmasters and helping
others to reach their goals!

Contact your Club Treasurer and **RENEW YOUR**
District 77 Membership TODAY!

(*the yearly amount is now \$72.00 for Toastmasters
International plus individual club dues)



In Memoriam: Michael J. Reed, Sr. — 03/14/1955 - 08/18/ 2011

On August 18, 2011, Toastmaster Mike Reed passed away at his home in Birmingham, AL, after a long illness. A loyal and faithful Toastmaster since May 1, 2002, Mike will be missed by all who knew him.

If the meaning of a person's life is measured by the positive impact he has had on the lives of others, Mike Reed surely lived a magnificently meaningful life. Above all, Mike lived by example; he was a man of high integrity, great knowledge and understanding, and a fine sense of humor.

Mike was a Distinguished Toastmaster (DTM), serving as President of the Data Center Toastmasters Club. He launched and served as President and charter member of Sixth Avenue Baptist Church Toastmasters Club. Additionally, he held membership in the Round Table Advanced Club of Vestavia, and Golden Voices Club at Miles College.

Mike is a past District 77 winner of the Evaluation Contest and he competed at the District level in the International Speech Contest. In 2010 Michael Reed was honored as Distinguished Toastmaster of The Year. He has appeared in numerous local and national television commercials, including *Realty South* and *Anniston Regional Medical Center*, among others. He has appeared on the stage, having starred in local theatre productions like **UAB's 2007 Christmas Story**, **"YuleTide In Dogtown,"** and the **Birmingham Festival Theatre's "Intimate Apparel" (2006)** and **"Voice Of Good Hope" (2006)**, among others. **His voice can often be heard on radio stations nationwide.** Mike has been the radio voice of Don Siegelman for Alabama Governor (2005), and the voice of New Orleans Mayoral candidate Mitch Landrieu (2006). More recently, Mike was the radio/television voice for Birmingham Mayor Larry Langford (2007). Mike appeared in corporate training videos for the U.S. Postal Service, Parisians, and AT&T, among others. Mike has appeared in independent feature film movies including *World Traveler* (2002) and *Magic City, The Movie* (2005).

Michael was a resident of Birmingham, AL, and worked for over 30 years for BellSouth, AT&T, and Electronic Data Systems (EDS).

Despite the numerous accomplishments, Mike's most favorite pastime was living the dream of being the self-proclaimed "World's Most Proud Grandfather." Along with his lovely wife, Melba, the Reeds have been blessed with three children and four grandchildren.

