



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 October already,

What a great conference. It was a real pleasure having David Hollingshead, a born and bred Alabamian and the Region 8 International Director, visit with us. Tough speech competitions kept the audience in suspense to hear who edged ahead and won this year. Congratulations to all who competed. And **Thank You** to all who worked on the conference, just to call out two: LGET Charles Lawler and Conference Chair Yolanda Turner. Thank you.

It's October already, how are you doing on your personal goals? Have you given two speeches yet? Have you invited five people to join you at your meetings? Have you shared an idea for a potential new club? Have you helped your club work toward Distinguished Club Program or club incentives? If not, start now, it's not too late.

It's October Go Team!!! Score, Score, Score..... Everyone has a favorite team, then root for this time of year: **Go Gators** or **Roll Tide** or We are all part of

another team, the Toastmaster District 77 team. We can be winners, too. We can be distinguished. Distinguished districts are recognized at the International Conference with a plaque and a walk across the stage in front of the whole attendance. We can do that, you can be part of that. The International Conference in August 2012 is in Orlando, Florida, you can be a member of the distinguished District 77

that walks across the stage. But to be distinguished we need each of the Toastmasters in District 77 to be successful, to complete their speaking and leadership goals, to invite people to the meetings to become members, and to keep our current clubs healthy and start new clubs. We can do it. We can be successful, **with your help. It's only October** — we can meet our goals by April if we work on them now. Go Team! Go District 77 Toastmasters!

Sharon Johnson, DTM
District 77 Governor



We could be here — on stage — when the convention comes to Orlando next year..

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 Ideas, incentives	2
Club Anniversaries	3
Educational Achievements	4
Congratulations!	5

Club Information

Free Updated Membership Applications

Be sure to provide current and potential club members with the most up-to-date [member application](#), which reflects the new October membership rates. Please note: The membership application will no longer be printed and is only available for free download as a PDF.

Update Your Club's Bylaws

Article III of the Club Bylaws requires that clubs state the amount of dues and fees they customarily collect from their members. Any active club officer can make changes to the club's bylaws pages by logging in and following these simple steps:

- Once logged in, click **Members** (top left of page)
- Click **Club Central** (middle left of page)
- Select the applicable club name and number (center of the page)
- Under **Conduct Club Business**, click **Update** my club bylaws.

Remember that any changes to club dues must be voted on by club members.

News for All

October 22nd is Toastmasters' 87th Birthday!

The first official Toastmasters meeting was held in Santa Ana, California, on October 22, 1924. Why not celebrate the organization's birthday with a themed club meeting devoted to Toastmasters' history? See the Toastmasters [Timeline](#) for additional milestones in the organization's history.

Earn District Dollars – Here's How...

Incentive	Begins	Ends
For the months of Aug. - Dec., Clubs will receive \$20 in District Dollars for 5 or more CCs earned & posted	7/1/11	12/31/11
For the months of Dec. - Mar., Clubs will receive \$10 in District Dollars for 5 or more CCs earned & posted	7/1/11	3/31/12
For the months of Aug. - Dec., Clubs will receive \$20 in District Dollars for 5 or more ACs	7/1/11	12/31/11
For the months of Dec. - Mar., Clubs will receive \$10 in District Dollars for 5 or more ACs	7/1/11	3/31/11
For the months of Aug. - Dec., Clubs will receive \$20 in District Dollars for 3 or more CLs	7/1/11	12/30/11
For the months of Dec. - Mar., Clubs will receive \$10 in District Dollars for 3 or more CLs	7/1/11	3/31/11
For the months of Aug. - Dec., Clubs will receive \$20 in District Dollars for 3 or more ALs or DTMs	7/1/11	12/30/11
For the months of Dec. - Mar., Clubs will receive \$10 District Dollars for 3 or more ALs or DTMs	7/1/11	3/31/11
If a club had all 7 club officers trained at the summer TLI, they will receive \$10 District Dollars	7/1/11	8/31/11
If they had 6 in attendance at the summer TLI, they will receive \$5 District Dollars	7/1/11	8/31/11
If a club has all 7 club officers trained at the winter TLI, they will receive \$10 District Dollars	12/1/11	2/28/12
If clubs have 6 officers in attendance at the winter TLI, they will receive \$5 District Dollars	12/1/11	2/28/12

Promoting Toastmasters: What Can We Do?

Division A had a brainstorming activity during their make-up officer training on ways to market Toastmasters in the division. Below are some of their suggestions... will they work for your division? Or can you have your own such brainstorming event and get marketing.

S denotes specific communities and G denotes general communities.



The ideas presented here are offered without comment...

Just some things to consider in your division

- State License Plate G
- Marketing video G
- Previous members/advertising G
- Road Signs G
- Speech drives G
- Advertise around town G
- Career Fairs/Job Fairs S/G
- Correctional Facilities S
- Debate S
- Word of mouth (make it so friendly) G
- Share with others who have to present S/G
- Pace Setters S
- Virtual TM group S
- Sporting events S
- Visitor Center Convention Bureau G
- Make sure media is up to date S/G
- Space and Rocket Center Youth Leadership S
- Jaycees S
- Speech craft (6-8 week specific course) S
- ESL S
- Facebook S/G
- Unemployment Office (job shop) S/G
- Restaurant Partnerships S
- Partner with non-profit orgs S
- Local Festivals S/G
- Meet-up.com S/G
- Flyers (Library/Work/Newspaper) G
- Flash mobs S/G
- Speakers Bureau S
- Speaking Reenactment S
- Bumper stickers/Election type signs G
- News media (Calling all TMs, Morning shows, Cover contests, Red Tie gala) G
- Chamber of Commerce G
- Linkedin.com S/G
- NPR G
- Hospitals, Schools, Universities (public speaking classes, school contests, scholarship) S/G
- Partner and take meeting on the road (extra meeting) S
- Open House G

Club Anniversaries—Let's help celebrate!

Club #	Club Name	Charter Date	Anniversary
1374922	CPSI Toastmasters Club	10/01/2009	2
1408286	HealthSouth Toastmasters	10/28/2009	2
9626	Speaking Easy Toastmasters Club	10/01/1971	40
1919	Emerald Coast Toastmasters	10/01/1970	41
1932	Redstone Toastmasters Club	10/01/1955	56

Congratulations — Educational Achievements, September 2011

Award	Member	Name	Location
CC	Crompton, Lawrence Edward	Hilltoppers Club	Mobile
CL	Demory, Howard Lee	Redstone Club	Madison
DTM	Van Horn, Dianna	Emerald Coast Club	Eglin Air Force Base
ACG	Van Horn, Dianna	Crestview Club	Crestview
CC	Shambo, Ruth	Lake DeFuniak Toastmasters	DeFuniak Springs
CC	Corder, Ginger D.	SAIC Huntsville Toastmasters	Huntsville
CC	Smith, Bonnie Jean	Toast Of The Coast	Pensacola
CC	Vaughn, Melissa E.	Thomas Hospital's Toastmasters	Fairhope
CC	Holifield, Mary E.	Tuscaloosa Club	Tuscaloosa
CL	Hannon, Dallas Weston	Bienville Toastmasters Club	Ocean Springs
CC	Cummings, Chris	Downtown Club	Pensacola
CC	Nimetz, Larry Michael	Toastmasters Of Cordova	Pensacola
CL	Jolly, Bruce A.	Crestview Club	Crestview
CL	Salazar, Ruth V	Crestview Club	Crestview
CC	Walker, Wanda	Crestview Club	Crestview
CC	Havard, Dot	Hilltoppers Club	Mobile
DTM	Newton, June H.	Emerald Coast Club	Eglin Air Force Base
ACS	Johnson, Lois	Landrum Companies Toastmasters	Pensacola
DTM	Jolly, Bruce A.	Emerald Coast Club	Eglin Air Force Base
CC	Mason, Jenny J.	ALFA Econchati Club	Montgomery
CC	Love, Penny	Protective Pacesetters Club	Birmingham
CC	Tims, Michael G.	Navy Sounders	Pensacola
CC	Singh, Jasmin	Navy Sounders	Pensacola
CC	Thompson, Isabelle Anne	Navy Sounders	Pensacola
CC	Machac-Burleson, Melissa	Tuscaloosa Club	Tuscaloosa

Leadership Quotes to Note...

Leaders don't create followers/ They create more leaders.

—Tom Peters

If we are growing, we are always going to be outside our comfort zone.

—John Maxwell

Congratulations to these special folks...



The 2010 Fall Conference was just one of the times that Linda Hill was recognized for her efforts on behalf of Toastmasters.

At the Toastmasters International Convention, each August, the Presidential awards are presented to deserving members of our organization. A Presidential Citation award is not chosen by vote, but granted solely at the discretion of the International President. It is to acknowledge an outstanding Toastmaster, who, over the years, has made outstanding contributions to his or her club and district, as well as the organization.

At this year's convention, attendees from District 77 were thrilled to learn that Linda Hill was presented with the award this year. Linda was unable to attend the convention, so the award was presented to her during the District 77 Fall Conference, with District Governor Sharon Johnson reading aloud the words shared during the convention by Immediate Past International President Pat Johnson, DTM:

"Linda gives quietly wherever and whenever she is asked to contribute. She served as district governor in 2005-2006 and continues to contribute to the running of the district. She is a role model in service."

As we in District 77 know, those brief words barely begin to describe what Linda does for Toastmasters. Congratulations, Linda, for earning the Presidential Citation award. And thank you, for all you do for all of us.

Contest Winners...

The Fall Conference also included the long-awaited Humors and Table Topics contests.

Humorous Speech Contest winners were:

- 1st place—Sheila Talley, Division C
- 2nd place—Jeffrey Shon Campbell, Division A
- 3rd place—Armand Izzo, Division E

Table Topics Contest winners were:

- 1st place—Debbie Trumbull, Division A
- 2nd place—Bruce Jolly, Division E
- 3rd place—Jeffrey Flower, Division C



Congratulations to our winners, and to all participants for stepping up to compete — you really gave each other a run for your money and provided great examples for everyone to follow.

Winner of the **Basket Contest** was Social Voices, Birmingham, with **Best Basket**

Sign Up for Success Update:

Goal:	Earned:	Still Needed:
300 Competent Communicators	30	270
200 Advanced Communicators	10	190
200 Competent Leaders	22	178
1,000 New Members	167	833
25 New Clubs	0	25