



10:00 to 11:00 a.m.—Keynote Speaker - Roberta Perry, DTM, Past International Director

Roberta Perry joined Seattle General Toastmasters at the request of her boss in February 1974, six months after Toastmasters International voted in women. For those of you who do the math...she joined when she was two!

Roberta is the President of Roberta Perry & Associates. The entertainment industry knows her as a Business Development “Catalyst”. Why...because “she makes things happen” in the global location-based entertainment, theme park, museum, attractions, hospitality, and developers market place. She seeks out strategic global opportunities for her clients whether with owner/operators or synergistic suppliers.

She is also the co-founder of a weekly LinkedIn newsletter - “30 Minute Masters,” co-founder and Executive Producer of Zeitgeist Design & Production “Spirit of the Time” Zoom cast featuring the theme park legends of Disney, Universal Studios, and Meow Wolf.

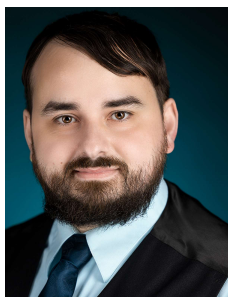
Roberta is the Past International President of the Nightclub & Bar Association and the Past International President of the Themed Entertainment Association (TEA). In October 2020 the TEA honored her with the “Master of their Craft” award for Business Development and Public Relations. She is a Past International Director for Toastmasters International.

She is an Amazon bestselling author in two compilation books by Natasha Duswalt, “Women Who Rock Vol. 1 & 2,” and in Craig Duswalt’s books “1001 Ways to Rock Your Life” and “Rock Your Life.”

11:00 a.m. to 12:15 p.m.—Distinguished Club Panel Discussion

Nine clubs in District 37 achieved President’s Distinguished Club (DCP) status during the 2021/22 year! These clubs deserve a standing ovation because they accomplished a tremendous feat while facing the challenges of COVID. How did they do it? What were their secrets to success? What can you learn from them and take back to your club so that you can be a catalyst for success? Officers from seven of these clubs will participate in the DCP Panel and will share their stories with you.

- **Vanessa Weller** – Queen City Toastmasters
- **Nick Brewer** – Wells Fargo Stagecoach Speakers Uptown Charlotte Toastmasters
- **Julie Richardt** – Transformation Toastmasters
- **John McNeil** – Friendship Toastmasters
- **Renee Twilley** – New Dimensions Toastmasters
- **Michelle Jackson** – Lowe’s Home Improvement Toastmasters
- **Vicki Johns** – Matthews / Mint Hill Toastmasters



1:00 to 2:00 p.m.—Marketing Your Club Speaker – Joshua D. Smith, DTM, D27 Finance Manager

Have you tried to determine how to market your club effectively? Did you know that there are effective resources already established by Toastmasters International that as a club, you can utilize, including the Rotary Alliance? The world is completely different since the pandemic started and adapting to the technology and delivery of marketing has also changed during this major change. Being equipped

with tools such as social media promotion, lead generation, talking with prospects and getting them to become a member, along with other partnerships/alliances that can be formed by clubs is more important than ever before.

Join two-time Distinguished Toastmaster and current Finance Manager for District 27, Joshua D. Smith, DTM who will share his decade of experience with Toastmasters, marketing to clubs and individuals. He has single-handedly been able to recruit hundreds of individuals across the globe to benefit from what Toastmasters offers personally and professionally. As a past Club Growth Director in District 38 in 2018/9, he chartered a dozen clubs during his time with the help of experienced Toastmasters passionate about the program. His passion will “radiate” through this presentation leaving you inspired to change the face of your club experience.



1:00 to 2:00 p.m.—Pathways – Carolyn Jenkins, D37 Division B Director and Pathways Ranger

Whether you are a new member or a “seasoned” member, there are always new things to learn about Pathways. Join Carolyn Jenkins as she covers what you need to know to navigate Pathways on your Toastmasters journey.



2:00 to 3:00 p.m.—FreeToastHost Speaker – Narayanan Doraswamy, DTM, D29 Past District Director

Does your Club have a FreeToastHost Website? Do you use it as effectively as you can? Did you know that every club officer can use the website to make their role easier? By attending this workshop, you will learn how to maintain your FreeToastHost site and to get the best from of your club's website to serve your club members. Narayanan Doraswamy, DTM, PDD served as the Web Administrator for several of his clubs and has presented FreeToastHost workshops in several districts including his home District 29.



2:00 to 3:00 p.m.—Youth Leadership Programs – Valencia Tims, D37 YLP Chair

Youth Leadership Programs (YLP) are a series of workshops which enable young people under the age of 18 to develop communication and leadership skills through practical experience. A former member left a legacy by establishing a trust for clubs in District 37 to conduct YLPs. Leading a YLP can count toward achieving Distinguished Toastmaster. Join Valencia Tims, the D37 Youth Leadership Chair, as she discusses how clubs can sponsor a YLP and how members can get involved.