



# District Leader

## Biographical Information

Candidate's Name: **Terrence Armstrong**

Candidate's Office: **CGD** District Number: **217**

Toastmasters member since: **May 1, 2023**

Education:  
**Some College**

Toastmasters offices held and terms of service:  
**Secretary Cape Fear Toastmasters Aug 23- June 24, President Cape Fear Toastmasters July 24 - June 25, Area Director Area 21 District 117 July 24 - June 25, VPE Cape Fear Toastmasters, Fayetteville Trojan, Capital City Toastmasters June 25 - Present, Division Director Division C District 117**

Toastmasters honors and recognition:  
**DL5, EH5, EC5, MS5, PI4, PM2, WMENTORPGM,**

Relevant work experience and how it relates to Toastmasters and your role as a District leader:  
**My background as a retail store manager, U.S. Navy veteran, and processing plant supervisor has shaped a leadership style built on discipline, clarity, and people-first coaching. I've led diverse teams, solved problems under pressure, and created cultures of accountability and recognition. These experiences fuel my work in Toastmasters, where I empower members, support clubs, and drive growth with purpose and integrity**

What experience do you have in strategic planning?  
**My strategic planning experience comes from leading teams in demanding, results-driven environments. As a Retail Store Manager for ten years, I created and executed sales, staffing, and training plans by analyzing trends, forecasting needs, and aligning teams around clear goals. My service in the U.S. Navy strengthened my ability to plan with discipline, structure, and adaptability, breaking large objectives into actionable steps. As a Supervisor at Valley Protein Processing Plant, I managed production schedules, workflow efficiency, and long-range operational needs. Across all roles, I've used data, communication, and team collaboration to build plans that drive consistent, measurable progress—skills I now apply to Toastmasters initiatives and District leadership priorities.**

What experience do you have in the area of finance?  
**I have extensive hands-on financial experience from my 10 years as a Retail Store Manager and my service as a Supply Manager in the U.S. Navy. In retail, I was responsible for budgeting, inventory control, sales forecasting, shrink reduction, and managing profit-and-loss performance. I regularly analyzed financial reports, adjusted spending, and aligned resources to meet revenue goals. In the Navy, I oversaw supply operations, tracked equipment and material costs, managed procurement, and ensured accurate accountability of government assets. Both roles strengthened my ability to manage budgets, control expenses, and make data-driven financial decisions—skills that directly support responsible, transparent leadership in Toastmasters.**

What experience do you have in developing procedures?

I have extensive experience developing procedures from both my retail management career and my Navy service. As a Store Manager for 10 years, I created and refined processes to consistently meet monthly sales goals, improve workflow, reduce errors, and ensure teams followed clear, repeatable steps. I built systems for inventory control, customer service standards, and daily operations that kept the store efficient and accountable. In the U.S. Navy, I oversaw the procedures for loading and offloading munitions, ensuring safety, accuracy, and strict compliance with regulations. I helped standardize checklists, communication steps, and verification protocols. These roles strengthened my ability to design procedures that are safe, efficient, and easy for teams to follow—skills I now apply in leadership and organizational planning.

What lessons did you learn from previous leadership positions?

I've learned key leadership lessons from every stage of my career. As a Retail Store Manager, I discovered the importance of clear communication, consistent coaching, and recognizing people's strengths to build a motivated team. My service in the U.S. Navy taught me discipline, accountability, and how to stay mission-focused under pressure. As a Supervisor at Valley Protein, I learned the value of precision, safety, and keeping teams aligned in fast-paced, high-stakes operations. Across all roles, I've learned that leadership is ultimately about service—supporting your team, setting clear expectations, and creating an environment where people can succeed. These lessons guide how I lead in Toastmasters and beyond.

Why do you want to serve as a District leader?

I want to serve as a District leader because I believe in the power of growth, mentorship, and community. Toastmasters has given me opportunities to strengthen my voice and help others find theirs, and I want to expand that impact. My background has taught me that strong teams thrive when leaders provide clarity, support, and accountability. Serving at the District level allows me to help clubs grow, develop future leaders, and create a culture where members feel valued and inspired. I'm motivated by service, connection, and the chance to help our District reach its highest potential.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

The District mission's major objectives are to help clubs grow, strengthen the member experience, and develop leaders at every level. I believe the most important focus is the Members First approach implemented this year, and I want to continue building on it. When members feel supported, recognized, and connected, clubs thrive naturally. I would work to achieve these objectives by ensuring clubs receive timely guidance, promoting quality meetings, and creating clear pathways for member success. I would also collaborate closely with leaders to remove barriers, share best practices, and keep every decision centered on what benefits members most. A strong District begins with strong, valued members.

Additional information about yourself:

I have served as a youth leader and pastor since 1986, mentoring young people and helping them grow in confidence and character. I also coach track at Terry Sanford High School, where I motivate students to push past limits and develop discipline. These roles reflect my passion for guiding, inspiring, and empowering the next generation.