

**Keynote Address October 7, 2011 Parliamen-Top**

**Audrie Lawton, National President**

**Top Ladies of Distinction**

**Good Afternoon. Thank you so much for your introduction, Lady Drema, I am empowered now.**

**I need to thank you all for your vote of confidence. I need to thank all of you for the support, your many cards of encouragement, your calls of congratulations and your willingness to take on tasks and appointments. I could tell in your voices, some of you were hesitant to take my call because you knew I was calling for work. I know that Caller ID gave me away. But you were troupers, you said yes and I appreciate you. I am sure you said to yourself, I knew she was a little nuts, when I named you, published your name and then called you for your consent. One of you sweet hearts, said, when the National President calls you have to say yes.**

**I appreciate that. I know that the office is precious, it is important; it is my challenge to lead. It is my duty to support and it is my desire to be of service. Lady Drema and Lady Sharon have taken on the responsibility of moving our program to a higher level, the finance team transitioned with ease and professionalism like I have never seen.**

**Thank you Lady Barbara and Betty, Lady Vanessa, Lady Sandra and Lady Natasha.**

**Of course, I must thank my friend and confidant Lady Pam Humphrey. It is great to have a friend who speaks of us both as one. She boosts me up. We can do great things she often says. And I believe her. My chapter, the Houston Chapter who I am sure is happy that I have reached the top office; maybe they can rest after this. Lady Jackie Carter, my president, thank you.**

**Will the elected and appointed officers please stand, thank you. Will the chairpersons and co-chairs of committees please stand even if you found out today? Will the Past National Presidents please stand, thank you for your legacy. Lady Dean and I talk, she prays for me. Thank you. You need someone to pray for you. Will all of you stand and be officially named Team Impact?**

**Sisters,**

**What a wonderful day to be part of a movement of women who make a difference.**

**What a wonderful time of life to live and make this life worthwhile.**

**What a wonderful time to join a group of women who try and try to do good things in their communities.**

**If you believe in yourself and you believe in this program we will make an impact.**

**For the state of TLOD is good in spirit and good in programming, good in intent, good with dedication and good in ability, beliefs and our breakthrough is at hand.**

**Building on the past and moving to the future.**

**We have had a breakthrough empowering administration. We moved further into the technology world. Empowering Ladies to move, to think, to prepare our Teens. Empowering women to work on historical landmarks, helping women to face hard health issues, empowering women to take a National Day of service to communities to help feed the hungry.**

**We have made an impact. Well Lady Audrie what is the but I hear coming in your speech. It is really a question. How do you do to go from great to legacy makers? What are we waiting for?**

**What are we waiting for?**

**I ask you what we are waiting for.**

**Are we waiting for our beloved TLOD to total disappear?**

**Are we waiting for Teens to stop joining our TTA PROGRAM?**

**Ask yourself are they waiting for me? Well it is time to make an impact.**

**In the last year, so many of my loved ones have passed away. In truth most of us are closer to eternity than to birth. We need to make an impact now. We have work to do.**

**I have many challenges but I have outlined three for this two year administration.**

**I. Housekeeping- Getting our infrastructure strong and in order.**

**There are note pads in your bags, your designer see-through totes. They were cost effective.**

**What are we waiting for with our Teen Program? Our infrastructure needs help. We need to address:**

**Top Teens behavior at conferences;**

**TTA chapters not bringing Teens to conferences;**

**We will make an impact. We are not waiting any longer**

**Travel guide policy and financial responsibility.**

**We will be frugal. We will pay our bills; we will raise money internally and externally for our programs.**

**How we cannot wait any longer.**

**TLOD Mall- we have to find income streams that do not include us. My figures and calculations say we have found a way to repay ourselves the \$10, 000 per year as we promised, and put \$10,000 into our Beautification, Senior Citizen, Status of Women, Community Partnerships and TTA programs.**

**Our partner, Academy Awards has agreed to take on the inventory and offer us an easy way to purchase our TLOD items; others can help us by buying us gifts from the site. Our goal is \$20,000.**

**What are we waiting for? We are not waiting any longer.**

**I have formed a Corporate Funding and Economic Development Committee.**

**Because it is time. We have talked about getting funding for 20 years. I have been told that if we can get money, I have been asked, did you all try to call Exxon, and didn't someone contact Wal-Mart? I have heard and heard there is money out there, but where Ladies? We have not found it. I promise you people have looked. What is it? We have not taken on the challenge of moving to the next level of just asking.**

**We must be persistent.**

**Well Ladies those were always conversations, now is the time for action. We need, we must make an impact.**

**Our building fund, our 50<sup>th</sup> anniversary, our TTA Vivien Coe Richard Leadership Academy, our scholarships, we fund all of these. We need some help. This committee, if you are on it is about raising funds. Raising funds! Get on it and you will know that you are to raise funds. Lady Jackie Pope has agreed to chair that committee. Her co-chair is Lady Argentina James.**

**These are housekeeping issues.**

**II We need to deal with facts and figures: We have almost ½ the number of Teens than when I came into the organization. These are not good figures. And yet chapters are not bringing Teens to conference. Teens love to travel. Maybe they would join if they had the opportunity to see some part of the country. What are we waiting for?**

**Facts and figures. We cannot argue with them. Facts.**

**We are losing members, we are not adding members and we are not using our members.**

**What are we waiting for? We must do something. Ladies, as officers and chairman you have been chosen because you get along with people, but are you waiting for me to do this?**

**A new president? Are you waiting for me? So now take note of this.**

### **Facts and Figures**

**Teen membership and Lady Membership must increase, our dues structure must change and we must restructure how dues are used.**

**Vision- Our vision is, we are going to make an impact on our teens, our communities and our legacy through effective volunteer interventions. We are not waiting. What we waiting for? Nothing, we are going to make a difference, we are going to make an impact.**

**We are going to add members. I challenge you to add members this year. We need to have 4,000 members by 2014. If you are part of Lady Janet Simmons committee. You must move. You must make an impact or we could leave no legacy, just an organization saying what we used to do. Chapters will be given some tools by Lady Janet and her Membership Committee to add to the membership.**

**We must help the Boswell Foundation raise external money, for that is what it was designed to do. We have Teens who need scholarships, we want to increase our scholarships beyond what we, and TLOD gives. We need to help. In 2013 we will have an opportunity for you to step up and help. Pay your \$25 for membership dues and step up and run for a seat on the Boswell Board and help us.**

**What are we waiting for? The Boswell Foundation must have members, TLOD and Corporate, who seek outside funds.**

**Again that is my vision.**

**Chapter presidents are going to meet with Lady Mary Grant and Lady Hertha Echols to have all chapters become Five Star. Programs are what interest Ladies and Teens Programs make people want to be a part of our organization.**

**The website pages generate calls because they believe what we are about.**

**Do we have a lot of time? No.**

**My vision includes the Area Directors reaching all of their people. They must disseminate information from National and they must carry out the National program. I have met with all of our area leaders and we have said we will have one National Theme and we will no longer have Area themes and chapter themes which are not related to the national themes. It is power in unity. We can make difference.**

**Our conference themes should include the word, emphasis or at least the some reference to the National Theme.**

**Program Thrust chairs and Project chairs are fired up. We are going to do National Programs we are going to take a program to the highest level.**

**We will initiate a chapter program booklet. You can report with ease.**

**Our courtesy committee, Lady Brenda Williams, chairperson, is determined to let you know we treasure you and your life. We will display our love for your important events. We are not waiting to send you a spray. We are not waiting. We are going to celebrate with you. We want you as a member for a long time.**

**When in your chapter you should celebrate your members.**

**So for my vision: 4,000 members by 2014**

**Increase participation in the Boswell Foundation**

**Area Directors pushing the National Theme**

**And caring for our own**

**That is my vision.**

**Thirdly, what about our goals?**

**The Strategic Plan:**

**50<sup>th</sup> Anniversary - to celebrate our TLOD programs. The 50<sup>th</sup> anniversary is in Houston in 2014. We must succeed in carrying out our strategic plan by that time.**

**So now you have it the three broad priorities.**

**Three objectives this administration will push the vision, the goals and the change in our infrastructure. We will market our youth and intervene to make an impact on their lives.**

**We will volunteer in our communities with effective programs. Our**

**committees, organization, foundations, officers, members cannot continue to say; well we can't get the Ladies to do xyz. Well if you can't, why are you still trying? We need to let some Ladies just come to our events. Concentrate on the hard workers in your chapters.**

**We will make a difference.**

**To meet our objectives. You must believe we can do it you must move, you must not wait.**

**You must work with TEAM IMPACT. You must make it happen.**

**The Boswell Foundation election? Join and vote and run for a seat. What are you waiting for? We need your help. We need you.**

**Well this is my Impact Statement, next time I address you we will say we did not wait, we made and impact.**

**Thank you.**