

March 29, 2018



To: Southeastern Region TOPS and KOPS

From: Mary Reed, Regional Director

Re: This and That

Happy Spring!!!! It's so good to see the dogwood and azalea beginning to pop their buds. I believe that I am now suffering from cabin fever and am anxious to get out and among you. Florida will be the beginning the weekend after Easter and the right on to Alabama in the middle of June. Lots of miles and I'm looking forward to your smiles.

It was exciting working with your resumes and seeing all the success that has spread across our area. Many of you met the Million Pounds Mission Challenge by losing at least 10 pounds during the year 2017. Several chapters met their goals of an average weight loss of 10 pounds or more per members. I'm looking forward to presenting a special award to you at your SRDs.

IRD will be coming upon us in July. Plans are coming together to celebrate the 70th Birthday of TOPS in Montreal, Quebec, Canada on July 13th and 14th. The activities for field staff begins on July 11th and 12th so we'll be really busy. Our area has been assigned a time to serve in the promotions room on Thursday, July 12th from 3pm to 6pm. Since most of our field staff members are in meetings, I would ask that anyone who will be attending IRD and can spare those 3 hours to assist in the promotions room, we would greatly appreciate it. They are also asking to know if any of the volunteers has had experience with cash registers and credit card machines. Please email me if you will be able to do so, so I can send in the names. (mary4tops@nc.rr.com). Thank you in advance for your help.

The Regional Directors and Board had very productive meetings and news from those will be forth coming as soon as we get the official announcements. We were excited to hear from our new president, Rick Danforth. His theme, as he begins his tenure, is "Back to the Basics." We will do our best to work to grow TOPS by working on a few basic items. First and foremost is to remember our mission: TOPS Mission is to support our members as they take off and keep off pounds sensibly. It is shown that our own examples of success are one of the best recruiting tools available. The next basic is to invite our friends, relatives and coworkers to join us at our chapters. Our area had a loss of membership for 2017. In reviewing the statistics, I discovered that if every chapter had recruited just one more member, we would have had growth. Let's work toward growing our chapters this year. Let's work to getting back to the basics in our chapters by striving to provide every member with the wellness education that they are seeking when they come to us. Make visitors feel welcome. Support new members by providing New Member Coaches to follow up with them as they learn the eating plan and begin their journeys. Support new and current members as they continue down their roads by providing appropriate programming, time for discussion and recognizing achievements. A good discussion topic for your chapter might be: "What can we do to make our chapters better?"

Looking forward to seeing you soon,

Love,
Mary