

Georgia Remembers!

Joyce Smith passed away March 16, 2011. Her vivacious personality and winning ways were a model for GFRW members during the political campaigns of 2008. Our memories of Joyce will continue to challenge us to be all that we can be . . . and to be strong team players.



Joyce Smith of Indiana was elected First Vice President of the National Federation of Republican Women at the 35th Biennial Convention in Orlando. Shortly after the election in Orlando, Joyce was taken to the hospital and a round of serious health conditions followed. Her friends



were elated to see her take the stage at the 2010 NFRW Fall Board Meeting in Charleston, SC. In her own vivacious, inimitable way—she challenged each board member to be all that we can be and to be strong team players. We will miss her inspiration and encouragement.

Previously, Joyce served as vice chairman of the NFRW Membership Committee, an NFRW member-at-large, and president of the Indiana Federation of Republican Women. During her term as IFRW president, she revitalized and financially stabilized the organization, and started 17 new clubs in an NFRW-charter-member state. Those new clubs included the first-ever federated College Republican Women's organizations at Indiana University and Purdue University, and a New Generation Republican Women's organization composed of young professionals and stay-at-home mothers.

Innovative programs the IFRW sponsored under her leadership included workshops at nine Indiana sites for Precinct Election Board Members, poll-book holders, watchers, and challengers; and IFRW members at polls as "Mitch Greeters" to help elect the

first Republican Governor in 16 years, and the first-ever elected female Lieutenant Governor of Indiana. In 2005, she received the NFRW Ronald Reagan Leadership Award for her efforts.

Joyce served on the Indiana Republican State Central Committee and held many political positions at the state, district, and local levels, including district chairman, vice-chairman and secretary, county chairman, precinct committeeman, and poll worker. She served as a delegate to state and national Republican conventions and worked on the campaigns of Republican candidates at all levels, from township official to President of the United States. She also served as a Trustee of her township.

As a small-business owner, Joyce served as Field Director for the Miss America Pageant, and worked as a makeup and wardrobe consultant for film and television personalities, as well as political candidates. She also was a continuing education faculty member at IU—Kokomo and Delta College in Michigan. She wrote and lectured on the psychology of color, and was an image consultant to businesses throughout the United States.

Joyce was involved with many community service organizations and was an active member of her church. She and her husband, Ed, have seven sons and 15 grandchildren.



Orlando
2009

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Joyce had many friends in the Georgia Federation of Republican Women. We will remember her as a vibrant speaker sharing ways to build membership. We will remember her as an ardent campaigner when she joined us as we went "Stompin' for Republicans" on our campaign bus in 2008. Her speeches and emails leave a legacy to treasure:

- Encouraging club presidents
"First I want to thank you for the leadership you are providing your members. Our local club leadership is the direct connection to the National Federation of Republican Women, keeping your members informed on our projects and events. Our members are essentially the heartbeat of the NFRW. Your leadership is the most important ingredient of a successful club, and to you I extend our most gracious appreciation!"

- Building membership in an off-election year 2009
"I want to share with you my thoughts on how the local clubs in our region can contribute towards building our organization strong and prepare for the upcoming critical elections in 2010 and 2012. Our objective will be to regain a majority on the hill in 2010 and the White House in 2012! The most effective project we can have in meeting our objective is to build our clubs and maintain a strong membership during this non election year. I encourage every club to engage every member in recruitment."

- Forming membership teams
"I also encourage you to form a membership recruitment team that will contact your local elected officials and precinct or parish precinct committee persons and their spouses to invite them to join your organization. Voter Vault can assist you in identifying every Republican Woman in your county or parish and provide you with their contact information."

- Involving new members just prior to an election
"The weeks prior to an election offer an outstanding opportunity to recruit new members. Please feel free to go ahead and collect dues for the current year from your new recruits, but if they are the least bit hesitant give them a complimentary membership to the end of year. This allows them to receive the benefits of membership with the NFRW (magazine, talking points, capitol connection, weekly updates etc.) plus they can visit the NFRW website and learn more about the national organization. It also gives each club the opportunity to invite new members to club meetings and get involved in grassroots projects the remainder of the campaign."

- Meeting the needs of our members
"Please note that some women you approach simply do not have the time in their busy lives to be involved, but joining gives them the opportunity to be informed by receiving our talking points and allowing them to become Ambassadors of Communication for our candidates. That alone is a very important role. **We as an organization have to meet the needs of our members, not expect them to meet our expectations.** Joining to financially support our organizations is also important and as life moves on for these members, and they have more time, they will become active."

I am wishing all of you happy campaign trails and the celebration of many Republican Victories!



Joyce and good friend Sue Lynch, NFRW President

