

# Making A Difference . . .

## One Toastmaster At A Time



Volume 2

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### Sheri Pulis, DTM DISTRICT GOVERNOR



Happy New Year!

Half of this Toastmaster year has passed ... what have you accomplished since July 1, 2006? Are you on track to continue "Making A Difference"?

As a District, we have accomplished so much with our current paid membership of 2,707! How outstanding!

There's always more!

**Marketing:** We have welcomed 5 new clubs! I would thank each member who joined these new clubs and their Mentors and Sponsors for their commitment. Our new clubs are: GenOrators (Vacaville), GPSG Night Talkers Club (Vacaville), Yolo Yolkers Club (Woodland), Nooners (Rancho Cordova) and Mr. Rodgers NeighborWood Club (Sacramento). Our Marketing Team is doing an outstanding job and planning for more new clubs

"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is called New Year's Day."

Edith Lovejoy Pierce

to come! Thank you for your hard work thus far! You are "Making a Difference" ... One **Club** At A Time!!

**Education:** As of December 31, 2006 we have achieved 53% of our CCs (Competent Communicator) and 81% of our ACs (Advanced Communicator) goals. Our educational achievements are moving forward fast. The time is now to continue your commitments in completing an educational achievement, step into a leadership role, obtain new members for your club or Mentor a new member. If you have not made that commitment, what are you waiting for? You can "Make A Difference" . . . One **TM** at a time.

**Public Relations:** I am proud to introduce our new Public Relations Officer, Joe Velky. He is hard at work planning for our Presidents' Breakfast and Toastmasters week. He is also working on giving our website a facelift. Look forward to changes. If you have any ques-

tions, please do not hesitate to contact Joe, he is a wealth of information and we are fortunate to have him as part of District 39.

We are set to hit the ground running; there is so much coming our way. We will be hosting the Region I Conference June 8-9, 2007 at the Marriott-Rancho Cordova.

I am looking forward to working toward our goals as a District. Let's focus on:

1. Getting new members – the more the merrier, we are mighty in numbers. Your clubs will be able to serve your members in a greater capacity.
2. Education Goals – Set them, keep them moving forward. CCs, ACs!!!
3. Mentoring: If you don't have a mentor, get one, there are so many Toastmaster members that need your help. Or be a mentor to a struggling member of a club!

Here's to a wonderful 2007!!!  
"Making A Difference"

### Introducing your new PRO ... JOE VELKY, DTM



Joe is a member of Roseville Toasters, Traveling Trainers, and Foothill Toastmasters.

He has served in many offices, most recently as Division F Governor last year.

We thank Mary Streeper for her work at the beginning of this year and now with the New Year, we all have a chance to renew our goal of

"Making A Difference. . . in District 39" by making its members the best they can be.

**Presidents' Breakfasts** are planned for later this month and I encourage everyone to attend the one closest to you. Check the District 39 website for details soon at: district39.org.

During **Toastmasters Week**, what will you and your clubs be doing to tell the story of Toastmasters and what it means to you?

In the October edition of the TransSierran we shared many ideas for marketing your club. One more I'll share is to consider making some brief remarks to your City Council at one of its meetings during the time allocated for public comments. Call me for other publicity ideas.

May you start the New Year with renewed enthusiasm for  
Toastmasters!

## Gary Pettigrew, ATM-G



Congratulations District 39 for making a difference, one Toastmaster at a time **ONCE AGAIN!**

I am thrilled to announce that we are well on our way to meeting our educational goals for the year, with over half of our CC and AC goals already met! As you re-focus on your goals for 2007, don't lose sight of those fellow Club members who may need a little encouragement along the way towards achieving their goal. You never know, that person sitting next to you may

mizes leadership opportunities while providing the tools necessary to be a healthy Club. If every Club was a healthy Club there would be very few membership challenges. It's my desire for every Club to achieve Distinguished status this year.

Remember, if you have questions, you can call any of the District Committee Chairs listed in the District 39 Directory.

I'm looking forward to serving you in the months ahead!

Happy New Year!

be waiting for someone to say something, so SAY SOMETHING, TOASTMASTER!

The second round of Officer Training is being held throughout the District. Some of you may be asking, "I've already been trained, why must I get trained again?" The answer is simply this: Club success depends upon having Club officers who fulfill their responsibilities as leaders. When Club officers are well trained and performing their duties, members reap the benefit of a healthy Club environment. Every Club needs to be a healthy Club! Normally the training is led by someone dif-

ferent and oftentimes becomes an interactive session, which means a fresh perspective, learning how to improve from others, and having more fun! Our TLI coordinator has identified various locations and scheduled training mornings throughout the District. I know there is a perfect time and place for you! Please check the [district39.org](http://district39.org) website for dates and times.

The last half of this year brings a renewed focus on the Distinguished Club Program (DCP). Why DCP? The answer is simple: not only is this one of the greatest goal setting programs ever created, but it also maxi-

## Region I Conference

Save the dates—JUNE 8-9-2007  
Our District 39 is hosting this conference of 8 TM Districts from the Pacific Northwest and British Columbia, Canada here at the Marriott—Rancho Cordova.

Plan now to come and see the best of many Districts compete in Speech Contests, put on Workshops and give keynote addresses.

Learn by watching the best—

take your knowledge to the next level.

For more information and to register, go to:  
<http://www.region1tm.org/>

To volunteer to help, contact Conference Chairman, Arun Sen, DTM, Past International Director at:

[arun.sen@sbcglobal.net](mailto:arun.sen@sbcglobal.net)

## Value of Creating Communication ...

*This is a copy of the "Value of Creating Communication in Successful Projects" speech given by Lynn L. Jacobs, Director, Department of Housing and Community Development, to members and guests of the Third Street Masters Toastmasters Club on December 14, 2006 on the occasion of their annual Open House Celebration.*

I am honored to be invited to your holiday Open House. I enthusiastically commend your initiative to dedicate your time and energy to the Toastmaster communication and leadership programs. Your

commitment to continuing self-improvement is a wonderful reflection on your own professionalism and your company or organization. The mission statement of Toastmasters International states that one goal of the organization is to help members "...learn the arts of speaking, listening and thinking – vital skills that promote personal growth, enhance leadership, foster human understanding and contribute to the betterment of mankind."

As a member of your TM club, you have a head start on the path to achieving those goals. Many companies often speak about how your work changes lives. No matter your position, you all contribute to the activities and goals of the organization. I was asked to speak on the "Value of Communication in Creating Successful Projects." I could do that...but I think any one of you here in this room could also make that presentation. So I don't want to stand (con't on page 3)

### CLUB OFFICER TRAINING

Jan 13 La Bou Restaurant  
Bldg, 2248 Stockton Blvd  
9:30 am—11:30 am

Jan 13 Division B Univ of  
NV, Reno

Jan 18 Sac County Admin  
Bldg 700 H St  
6:15 pm—7:15 pm

Feb 12 noon @ B of A,  
10850 White Rock Rd, R.C.

Feb 17 La Bou Restaurant  
Bldg, 2248 Stockton Blvd  
9:30 am—11:30 am

Feb 23 800 Capitol Mall 4th  
Floor Cafeteria Noon

Feb 24 Win-River Casino  
Redding 10:00 am—1:00 pm

Feb 27 p.m. @ Raley's Com-  
munity Room, 3935 Park Dr,  
El Dorado Hills

Required by 2-28-07

## Debra Ledsinger, DTM



Sometimes at the beginning of a New Year, it is helpful to review the accomplishments of the past year – or in the case of District 39 – half year.

Congratulations to our **Membership Contest** winners. Serna Masters won the “Hot, Hot, Hot” contest by adding 13 new members between July and August 2006. The club received a \$50 gift certificate! Smedley Award winners for new members added in August and September were: Speaking Machine

pin and for 15 new members a TM necktie or scarf.

Congratulations to our 5 New Clubs – Welcome to District 39 Toastmasters! In the New Year we have teams in place to help you start a new club in 2007 – just call me with your leads and we’ll take it from there!

Be sure to check out the Presidents’ Breakfast in your area and participate in Toastmasters Week. Check out our new website at: [district39.org](http://district39.org) for details.

Thank You for all we’ve accomplished and Happy New Year!

– 7, Town & Gown – 5, Serna Masters – 13, and Toast at Noon – 7. These clubs will receive a ribbon for their banner!

Now on to the New Year! Our next TI promotion is “Talk Up Toastmasters!” for adding new members during February and March! During the “Talk up Toastmasters!” membership contest, encourage your club’s members to invite as many guests to your club’s meetings as possible. Consider conducting a special guest meeting – conduct a regular meeting, but specifically discuss the benefits of Toastmasters for them. Just

## Lt. Gov. Marketing

add five new, dual or reinstated members to your roster, between February 1 and March 31, and receive a special “Talk up Toastmasters!” ribbon to display on your club’s banner. The club will also earn your choice of one module from “The Better Speaker Series”, “The Successful Club Series” or “The Leadership Excellence Series”. Remember the Individual Recognition Program is ALWAYS in effect! For every 5 new, dual or reinstated members who complete the Form 400 listing you as their sponsor between July 1 and June 30, you receive a unique pin, with 10 a Gold Star

## Value of Creating Communication—

Con’t from page 2

here and talk to you about something you already know. Would you be willing to agree that good communication is key to the success of any undertaking, whether it be a project at work, maintaining a friendship, organizing a family gathering, or persuading a spouse or a child to do something they should do but don’t want to? And, that without good communication we limit our potential for professional success, our possibilities for personal growth and our opportunity to lend assistance to those in need? If so, we can have a different conversation today. If we agree on the value of communication, and I think a room of employees just about anywhere in the world would concur with us - then it is curious that surveys of employees in all types of organizations, in many different countries, consistently yield the result that up to 70% of employees believe “communication” is not their responsibility – it is the responsibility of someone else in the organization. That should sound familiar to us in this room. That should sound like, “Yes, we need affordable housing, just not in my neighborhood.” (con’t on page 4)

## Education Seminars coming in 2007

New Year’s Resolutions—many of us resolve to improve ourselves and our careers every year. That’s why we joined Toastmasters!

This year check out these opportunities to grow:

**Mather Toastmasters Club** is hosting a one evening seminar on Weds., February 28 at the Sheriff’s Substation in Rancho Cordova. The program will feature speakers giving 4 minute

presentations on improving your skills in areas such as, being a Toastmaster, General Evaluator, Evaluator, lectern protocol, introductions and much more. Contact Suzan Hawbaker: [suzan.k.hawbaker@intel.com](mailto:suzan.k.hawbaker@intel.com)

**Leaders R Us** is presenting an 8 week course entitled Leadership. Patterned after Speech-Craft, this program will cover the foundational leadership skills and provide practice. The

course, designed by Past District Governor, Beth Mora, DTM, is based upon John Maxwell’s, “21 Irrefutable Laws of Leadership”.

The course begins on Tuesday, February 6 for 8 Tuesday evenings at Carl’s Jr. on Sunrise Blvd. at White Rock Road. There will be a \$10 cost to cover handouts.

Contact Kim Foulk: [kfoulk@marykay.com](mailto:kfoulk@marykay.com) for registration.

Check us out on the web at:  
[www.district39.org](http://www.district39.org)

Toastmasters District 39  
TransSierran Newsletter  
11530 Gold Country Blvd.  
Gold River, CA 95670

## **NEXT DISTRICT EXECUTIVE MEETINGS    All Toastmasters are welcome!**

January 20 at 1920 20th Street 9:30 am    February 10 at 1920 20th Street 9:30 am  
March 10 at 1920 20th Street 9:30 am

## **Value of Creating Communication . . .    Con't**

I would like to make what might initially seem like a slight divergence and offer another concept for your consideration which I will then tie in with our communication theme.

Harvard University has an approach that "leadership" is not a title; it's a way of conducting yourself effectively in circumstances where change is required to improve the human condition (Good news that Toastmasters and Harvard have similar ideas!). A title is formal authority. Leadership is often informal authority – the authority people grant to you even if you don't have a title.

If leadership is not a title, then anyone in this room, if they are willing to accept personal responsibility, can be a leader.

A "challenging" circumstance can be anything from responding to a natural disaster, which many of our divisions often do, to having a difficult, but necessary, conversation with a colleague or a co-worker.

Another definition of leadership I have heard is that it is "the ability to disappoint people at a rate they can absorb." (That could also be a definition of parenthood.)

An example would be the ability to stand before a room full of people who have been evacuated from their homes, leaving behind precious and irreplaceable belongings, and communicate that they cannot return now, and may not ever be ever able to return - and not leave them with a sense of hopelessness.

Another example would be, rather than Joe complaining to Fred and Sally about Mary, for Joe to accept personal responsibility to talk with Mary, constructively, and supportively, about what needs to change to improve the work product or process, the work environment, whatever.

Sure, it's easier to talk for Joe, to talk to others, than it is to Mary. But that's not communication, nor is it leadership.

And, in the context of our gathering today, it is not communication that is likely to lead to a "successful project."

I will wrap this up with a slightly paraphrased quote from Irish dramatist George Bernard Shaw, "The trouble with her is that she lacks the power of communication, but not the power of speech." Speech is not communication. Communication is the power to move people with words, to use your communication and leadership to change lives. Communication very often involves leadership – leadership requires communication.

Opportunities for communication and leadership come along every day, in everyday situations. If you summon your leadership to begin a challenging but necessary communication, you are already successful.