



TOASTMASTERS INTERNATIONAL NEWSLETTER

District News and Events

District 39

April 2015

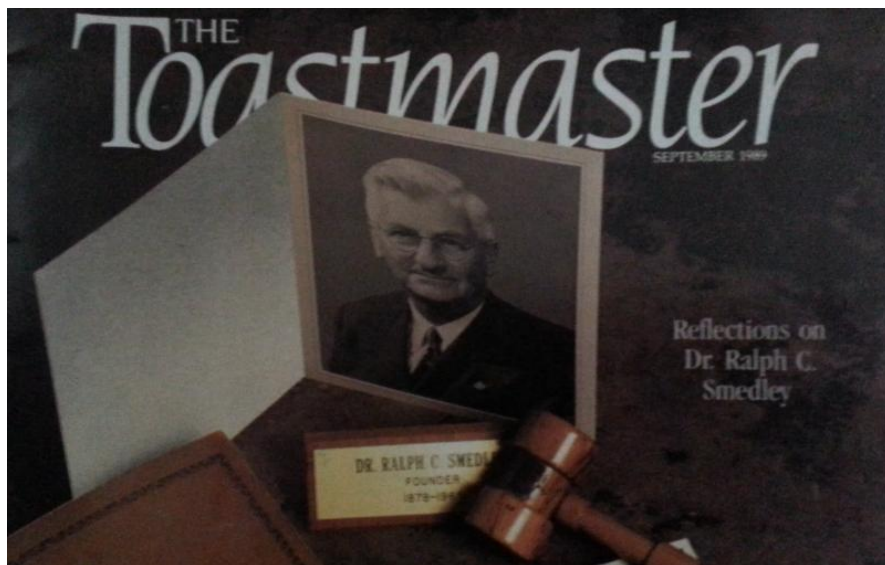
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Governor's Message

You ARE ready to be a leader!

Fellow Toastmasters and Leaders,

I discovered that yes, you can play trumpet with a split lip.

I had cut my bottom lip recently. Logically, I assumed I would not be able to attend band practice. I then remembered how assuming is unwise, so I tried to play. What did I have to lose?

To my amazement, I played fine even with the contusion. Pressing the mouthpiece against the cut did not cause any pain. To paraphrase Muhammad Ali, "I had confusion about my contusion - the pain was just an illusion."

Moral of the story: You never know how much you can do unless you try.

This also applies to becoming a leader.

I commend each of you who are stepping up to a club or district leadership position. Like most situations, you have assumptions. Some will be true. You'll learn later that some of those assumptions were unfounded.

One question asked frequently not about the specific duties, is: What do I do?

Simply, the responsibility of a leader can be distilled to having essential attributes.

- Doing what is expected.
- Doing what you promised to do.
- Doing the right thing. Always.

As a club or district officer, you are entrusted with fulfilling obligations. You are responsible for specific duties as outlined in the Toastmasters manual and policies.

By accepting your leadership position, you agree to complete a defined set of tasks. Failing to do so, you are not serving your constituents as promised and their Toastmasters' experience is adversely affected.

Your obligation starts the moment you agree to serve. It does not end until your term expires. The finish line is not a month or a week before that. During that period, many people will rely on you to do your duty and uphold your promises.

Being true to Toastmasters core values will guide you to the right path.

- Maintain integrity
- Respect for individual
- Dedication to excellence
- Service to the member

You will be successful by learning your duties and acting as a leader is expected to act. What does that mean? Remember that you are a role model for someone who aspires to follow in your footsteps, so be faithful to the core values.

Even if you doubt your abilities, others have confidence that you will succeed. You never know how much you can do until you try.

Blow your horn and enjoy the music!

Brian Hatano, DTM
District Governor

Toastmasters Website Updates

More changes have been applied to the TI website. The Find a Club tool lists 200 clubs at a time and meeting locations and times at a glance.

Proudly Show Your Colors to the World

Wear your Toastmasters pin outside of your club meetings. When someone asks you about the pin, that's your chance to tell them about Toastmasters and how it has changed your life!

Dues Reminder

April dues should be submitted in a timely manner in order for the district to operate efficiently. A club will need eight members (three of whom must be renewing) to be eligible to renew.

An Easy Way to Keep Payment Records

Club officers can now view a detailed receipt history in a user-friendly Excel spreadsheet. To use this easy record-keeping tool, log in to [Club Central](#) and enter your username and password.

1. Click the **club name and number**
2. Click **Search Club Receipts**
3. Enter the date range, click **Export**

Education and Training News

Revitalized Education Program

During the week of March 25, 2015, Toastmasters International held a number of webinars to provide updates on the Revitalized Education Program (REP). The webinars were led by Sally Newell, Chief Operations Officer of Toastmasters International.

Among the issues discussed was a description of the "member experience." In short, it involves each Toastmaster taking a personal assessment either on or off line to match the member to a customized education program. The REP will still have a number of awards and titles as Toastmasters progress through the program, though the names will probably be new. The program will continue to culminate with the DTM. The new program will be introduced a few Districts at a time. Members will have two years to complete the current program to earn awards, including the DTM, after the last Districts are added to the program. After the new program is phased in, both the old and new titles will be recognized. The dramatic differences in the programs will also require changes to the Distinguished Club Program (DCP) which is currently being evaluated for revision.

Though program development has been low key to this point, a number of supporting resources were announced to help explain and promote the program in the future. There will be a PowerPoint presentation for use by ambassadors accompanied by a script of talking points. FAQ's, social media, downloadable resources and continued updates will be available to keep members apprised of program structure, procedures and status. Look for more detailed information at the Spring Conference.

Check Your Officer Training Status

Club officers, please check with your Area and/or Division Governors to ensure you received credit for officer training attended during the December to February training period. All received reports have been posted to the Toastmasters website, including discrepancies noted thus far. If you feel there are additional discrepancies, contact your Area Governor.

Area and Division Governors, please check to ensure you have submitted all training reports. It is easy to miss a report for the multiple training sessions provided for your members.

The only category of officers yet to be reported are those of recently chartered clubs. Some officers of these clubs showed great conscientiousness by attending training even though the club had yet to charter. The issue occurs because the club and officer lists do not reflect prospective club information, preventing validation. In addition, the nonstandard forms of documenting attendance often lacked information that would allow assignment to a specific club or officer position. If you are an officer of a newly chartered club and attended training you will receive credit if the club is listed on the Toastmaster report form. However, it will take time to review all the rosters in order to locate this special group.

Proxies and Credentials

The District Council conducts district business twice a year at the District Conferences. This is a very important function and requires a minimum number of voting members present (a "quorum") in order for any business to be officially conducted. Achieving a quorum requires:

1. The voting member is present, or a delegate is present on their behalf with a signed proxy in hand
2. The voting member or delegate checks in at the credentials desk

Proxies

All Club Presidents and Vice Presidents of Education are voting members or delegates of the District Council. They have the responsibility of representing their clubs' interests by voting at the District Business Meeting. If they are unable to attend the conference to represent their club, they can assign their voting responsibilities to another club member as a proxy. The proxy form and instructions can be downloaded from the [District website](#).

Credentials Desk

The credentials procedure consists of the District Council members or their proxies checking into Credentials where they obtain voting ballots to be used during the business meeting. The members are validated and counted to see if enough voting delegates are present to form a quorum.

The credentials process is only open during specific time periods, as listed in the conference schedule. Toastmasters unfamiliar with the voting process often are unaware they need to check in at the desk. Others forget to check the times or set aside time to check in. Bottom line, it is essential that members determine when Credentials will be open and report to Credentials during the times the desk is open for processing. It is the only way for members to be able to vote at the business meeting and represent their clubs' interests.

Pay Dues to Stay Contestant Eligible

The Division Speech Contests have begun even while some Area Speech Contests are still being conducted. The Division Speech Contests signify the quickly approaching District Conference. Those officiating or competing in the Division contests should remember a very important eligibility requirement, that contestants must be members in good standing. In other words, contestants and the clubs they represent must pay their semiannual dues. This requirement is sometimes missed as the new semiannual dues period begins in April, in the middle of the contest season. This is one more reason for club members to renew membership on time.

Club Membership Growth and Retention

Primary concerns among many clubs within District 39 are club membership growth and club membership retention. Over the past few months, I have spent time visiting a wide variety of clubs, making observations, forming my own opinions as to why clubs struggle with membership and one main thought keeps running through my mind:

*Most people join a Toastmasters club to gain personal confidence and improve communication skills. Most people **do not** join a club to improve and practice club management and club marketing skills.*

Yet, as Toastmasters has shifted to a program of **Where Leaders Are Made**, club management and club marketing is exactly what we ask members to do.

So where does a club start in training members to be good club managers and successful club marketers? I think training starts with a good understanding of individual member needs and how meeting those needs can be tracked through the Distinguished Club Program. Let me explain.

The Distinguished Club Program (DCP) consists of a group of 10 goals designed to track member speaking and leadership growth and to provide a guideline for healthy club management.

Goals 1 and 2: Competent Communication Awards

Achievement of these two goals showcases good club management skills are being utilized to ensure members (especially new members) are provided continued opportunity to practice public speaking skills.

Goals 3 and 4: Advanced Communication Awards

Achievement of these two goals highlights a club atmosphere which encourages members to go beyond the beginning stages of speech presentation and work towards more advanced speaking skills, thus helping members practice higher levels of communication, creating greater self-confidence.

Goals 5 and 6: Leadership Awards

Achievement of these two goals shows how well the club is doing in providing leadership opportunities for members and how well more experienced members are mentoring newer members to reach for greater personal growth and success. It also highlights how well the club is working together to ensure all members are assigned to a wide variety of club meeting duties and are encouraged to learn new skills by planning club events, helping to promote the club, presenting education modules and serving in club and district leadership positions.

Goals 7 and 8: New Club Members

A few examples of how healthy clubs convert guests to new members are:

- Club meetings are well planned and enjoyable with emphasis on creating a safe and friendly learning environment.
- New members are assigned club mentors and continually encouraged to work towards personal and professional goals.
- Positive feedback is provided to help members move beyond their current skill level.

Goal 9: Training Club Officers

As individuals are hired for a new job, there is usually at least a minimal amount of

training provided by the company with the goal of offering the new employee the greatest opportunity for success. It is the same for club officers. As new members courageously take on leadership positions, we want to give them the information they need to be successful. When many or all of a club's officer team attends training on a regular basis, this ensures club leaders have the most up to date club management information, are exposed to new ideas and take advantage of networking with other Toastmasters, all of which directly contributes to the success of the club.

Goal 10: Club Administration

When clubs routinely submit club membership dues and club officer lists on time, it shows club officers are actively working to ensure the club is managed for the benefit of its membership. Club members may confidently submit education awards and participate in district events knowing their club is in good standing. Adhering to club administrative deadlines contributes to building trust among club members and to setting a standard of excellence for future club officers to follow.

Are there many other factors beyond the Distinguished Club Program involved in successful club marketing? Yes! But before you start looking for ways to market the club to the community, consider first taking a good look at what is going on inside the club. Come together as a team to create and maintain the strongest club possible so your guests will feel great about becoming new member and will feel excited when inviting their friends, family members and coworkers to stop in for a visit.

Public Relations

Save the Date!

The District 39 [Spring Conference](#) will be held Friday, May 15 to Saturday, May 16, 2015, at the Crowne Plaza Hotel in Sacramento.

Look for more info coming soon regarding the speakers and educational sessions scheduled for this year's Spring Conference.

Online Resources



[District Events Calendar](#)



[Spring Contest winners bracket](#)



[Official Facebook page](#)



[Spring Conference central](#)

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District 39 Toastmasters | P.O. Box 13955 | Sacramento | CA | 95853