



TOASTMASTERS INTERNATIONAL NEWSLETTER

District News and Events

District 39

June 2015

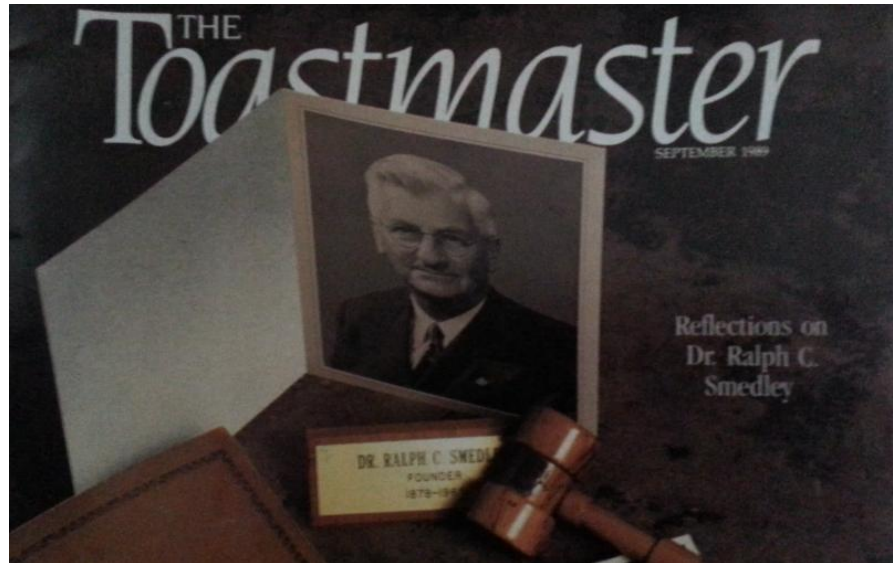
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Governor's Message

Fellow Toastmasters,

We just concluded our Spring Conference held May 15-16 in Sacramento. Many of you expressed your appreciation-as do I-to the conference committee headed by George Jarosik and Jayne Nielsen for putting on a great show.

The new year is just around the corner. On July 1, the new district leadership will take the helm: District Director George Jarosik, DTM; Program Quality Director Sondra Nunez, DTM; and, Club Growth Director Lance McMahan, CC. They are preparing their team for District 39's 62nd year. To help get them ready, we held a retreat on May 30 so the incoming division directors and outgoing division governors could share ideas and concerns.

After I end my term on June 30, I won't be going away altogether. I'll be working with

district leadership as the Immediate Past District Governor (just one more title that I will be the last). I'll assist them in building the district, adding new clubs and making the Toastmasters experience excellent for all members. I'm looking forward to serving as an advisor and doing whatever they want me to do.

But we're not done with this year yet. We still have until June 30 to accomplish our goals. You've come so far this year; don't fall short. Earn that one CL or CC, or get those last few members you need to reach 20 or a net gain of 5 so your club can attain Distinguished status. With a little extra effort, you can reach your goal.

It's a busy final month. On June 13, our final District Executive Committee meeting will be held at the University of Phoenix, 2860 Gateway Oaks Blvd., Sacramento, at 9:30 am. It will be followed by club officer training at an early-bird TLI event at the same location. See the [district calendar](#) for more information.

On June 20, the new division and area directors will attend training for a full day with the district trio. This training mandated by Toastmasters International serves as a springboard for the new year to prepare the incoming leaders for their new roles.

On June 27, the district will hold its annual end-of the year celebration and roast of the outgoing District Governor (me) at a location to be named later. If you're interested in attending or being a roaster, please contact the chair, Joey Waldrop, at jwaldrop@citilink.net.

Mark your calendar for the District Fall Conference scheduled for Nov. 6-7 in Anderson (near Redding) at the Gaia Hotel, with Tim Gard as the keynote speaker. If you haven't heard of Tim, check him out at timgard.com. I saw him at a Champ Camp in Las Vegas and he was hilarious. Plus, he offers lessons to help us become better presenters. You're sure to be entertained.

I'll see you there, or around the district. Thank you for a year that I will always remember fondly.

Brian Hatano, DTM
District Governor

Kudos to **Public Relations Officer Philip Williams** for doing an exemplary job getting the word out about Toastmasters and activities in District 39. He also headed the efforts of the website team, making District39.org a well-organized, informational one-stop resource for our members.

Among the press releases Philip sent that resulted in published articles:

- District 39's Delta Breeze Club providing opportunities for inmates at Solano State Prison (appeared in Vacaville Reporter, April 20, 2015)
- Area 33 clubs joining the Yuba City-Sutter Chamber of Commerce and celebrating with a ribbon-cutting ceremony (appeared in Marysville Appeal-Democrat, March 1, 2015)
- California Chief Justice Tani Cantil-Sakauye receiving District 39's Communication and Leadership Award at the Fall Conference (appeared in Northern California Asian Journal, Nov. 21, 2014)
- Richard Ludke fighting fires using his Toastmasters' skills to effectively communicate (appeared in Sierra Sun (Truckee), Nov. 12, 2014)
- Brian Hatano being elected as District Governor (appeared in Nikkei West, July

Links to all press releases and stories are at district39.org/press-release-archive.

Education and Training News

John Davis, Lt Governor Education and Training

Time to Elect Officers

Has your club held its officer elections? As described in the Club Leadership Handbook, Toastmasters International suggests holding elections the first meeting in May for terms beginning on July 1. This gives time for a smooth transition of duties between outgoing and incoming officers. It also provides adequate time for the outgoing officers to act as mentors to the new officer. Club Officer Election Procedures are located in the Club Leadership Handbook.

Following elections, clubs need to update their officer information on the Toastmasters International website. A current club officer must log in to the TI site and select Club Central. Then select "View/Update/Print my club officer information" and use the drop down lists to update the information.

The updating of officer information affects several important aspects of club operation and performance. The timely election and reporting of officers has a direct bearing on the club's Distinguished Club Program, Goal #10. Another way the club is affected is to ensure accurate contact information for officers is available to TI, the District, and other Toastmasters conducting official business. The updated information is used to produce Toastmasters International's official list of club officers that the district uses in recording credit for district sponsored club officer training that is reported to TI. In addition, the information is used to update the District Directory so the sooner clubs update their officer information, the sooner the district can produce an accurate District Directory.

Club Officer Installation

Now is a good time to consider a formal officer installation for your new club leaders. The ceremony will benefit your club in several ways. An official ceremony is a display of professionalism and reminds the officers of the seriousness of their responsibilities. It inspires both the leaders and club members and sets the tone for a successful, goal oriented year. It reenergizes, rededicates and reinvigorates the club.

The ceremony is most effective if a respected dignitary officiates. It is customary for clubs to invite the Area or Division Governor (now called Area or Division Director) to conduct the ceremony. It is a special event and appropriate to invite family and friends as guests. Information on officer installations, including a script for the installation ceremony, is located in the Club Leadership Handbook.

Club Officer Training

Once elected and reported, officers should select dates for training. There are two Club Officer Training sessions in June. The first opportunity will be Friday, June 12 at the University of Nevada, Reno. Contact Division Governor Mike Sullens, msullens@washoecounty.us, or Assistant Division Governor Education and Training, Russ Steele, russ.steele@district39.org, for more specific information.

The second officer training opportunity will be Saturday, June 13 at the University of Phoenix, 2860 Gateway Oaks Blvd., Sacramento, CA, with a scheduled start time of 12:30 PM. The training will follow the District Executive Committee Meeting (DECM) scheduled from 9:30 to 11:30 AM and will address each officer position individually. Contact Sondra Nunez, sondra.nunez@district39.org, for more information.

These sessions offer newly elected officers the opportunity to attend training before beginning their terms in office. These sessions are especially beneficial to members holding office positions for the first time because the sessions will provide extended and detailed discussions on performance standards for the individual offices. Another benefit to attending is that the training will qualify as District sponsored training for the Distinguished Club Program. Members who are considering volunteering to serve in a particular office may attend to get a better idea of what the duties and responsibilities entail. Since "life happens", officers may consider taking advantage of this early opportunity to attend training rather than wait and possibly have a conflict with a later date as often occurs.

Important Note: As a club officer attending training for credit, you are required to sign an attendance roster. Much of the information on the roster is required by Toastmasters International so provide as much of the requested information as possible, including your club name, club number and area. Please ensure the information is legible.

Club Success Plan

As the year comes to a close it is time to review your Club Success Plan to ensure you are on track. Make any updates and adjustments needed to complete your Distinguished Club Program goals. Do any of your members need to be put on the schedule more often so they can complete an education award? Do completed awards still need to be submitted? Did you hold your officer elections and submit the names to TI?

Use this status check as a transition for creating a plan for the coming year. The exercise in planning can help ensure a successful year for your club and its individual members. It gives members and the club direction, helps maintain focus, and at the end of the year provides an objective measurement of success that answers the question, "How are we doing?" Your club's executive committee should draft the plan and then have it approved by a vote of the club members. Participation in creating the plan provides added incentive to complete education awards. Members actively pursuing goals make for more interesting and effective meetings. Better meetings are the key to a healthy club and attracting new members.

Legacy Clubs

Legacy clubs are defined as clubs that have achieved distinguished or higher status for at least the last three consecutive years. They represent the foundation of District high performance. They have developed a culture and tradition that helps ensure their success. Legacy clubs find it easier than other clubs to achieve distinguished status and expect to do so. Their meetings are typically fun, effective, and smooth running. They

have more members so there is less burnout from duties and meetings are more diverse. Problems are rare and when they occur are resolved with little effort.

These clubs set the example for other clubs. It would be impossible for the District to be successful without them. They are the source of volunteers and the institutional knowledge needed for successful District projects and programs. Last year there were 35 legacy clubs and 9 clubs that attained distinguished status for the second year in a row, meaning we could have 44 legacy clubs this year. By continuing to build the number of legacy clubs, we can ensure our District of sustained future success.

Club Leadership Manuals

Club Leadership Manuals were shipped to Club Presidents of Record during the month of May. The new manuals have several changes from the previous manuals, including the new district officer titles. Make sure to distribute the new manuals to your club officers, even if they are continuing in their offices and already have manuals. The new manuals make the old manuals obsolete. If you did not receive your new manuals, ask your Club President if the manuals have been received. If the manuals were not received, go online to Club Central and verify the address listed for your club's mailing address is legitimate or if it needs to be updated. If the address is good but the manuals were not received, contact Member Services at Toastmasters International.

2015 Toastmasters International Convention

The next Annual Toastmasters Convention will be held August 12 through 15 in Las Vegas, Nevada at the fabulous Caesar's Palace Hotel and Casino. A location so relatively close makes it a wonderful opportunity to discover what makes the event special as you are inspired, entertained, and educated.

The experience begins Wednesday, August 12 with a Pre-Keynote by Darren LaCroix, CSP. Opening Ceremonies will include the Parade of Flags and Keynote by Patricia Fripp, CSP, CPAE. There will be many more outstanding presenters throughout the convention as well as the Semifinals and Finals of the International Speech Contest. You will be able to meet Toastmasters from all around the world and participate in the Annual Business Meeting. You can attend the presentation of Toastmasters' most prestigious award, the Golden Gavel. For the past 53 years, it has been given annually to an individual distinguished in the fields of communication and leadership. Complete the event with the President's Dinner Dance as Toastmasters celebrate its newly elected officers.

Mark your calendar and start planning. The convention is only two months away and early bird registration pricing ends on June 14. Remember to make your hotel reservations soon to ensure specially discounted rooms are still available. Go online to www.toastmasters.org to get complete information on pricing, accommodations and event scheduling. Attending all or part of the conference may be one of the best decisions you can make.

Marketing News **Sondra Nunez, Lt Governor Marketing**

As we enter the last month of the 2014-2015 Toastmasters year, I want to thank all of you for working so diligently to ensure fun, exciting club meetings, and to attract new

club members and retain current members. Club meetings are much more enjoyable when the meeting room is filled with lively club members presenting interesting and informative manual speeches, entertaining table topics speeches and helpful, motivating evaluations.

In these last few weeks, I encourage you to think about why you joined Toastmasters and all you have accomplished through the program. I encourage you to keep inviting guests to your club meetings and sharing the story of your Toastmasters journey with them to help others understand why participation in Toastmasters club meetings is the quickest and most enjoyable way to improve public speaking and leadership skills. Community members, family members, coworkers and friends can all benefit from membership in your club.

I also encourage you to look ahead to the coming year. As new club officers are elected, start creating the club's success plan and set club goals **NOW**. Explain the Distinguished Club Program to your club members and invite every member of the club to achieve at least one communication and/or one leadership goal next year. Encourage your club officers to attend first round club officer training. Challenge your club members to see who can bring the most guests to club meetings.

Let's continue to work together to strengthen the membership of our existing clubs. Let's continue to work together to build new clubs. Let's continue to work together to ensure every member of our district is meeting his/her personal and professional goals.

Thank you all for a wonderful year!

Sondra Nunez, DTM
Lt. Governor Marketing

MEMBERSHIP BUILDING: IT MATTERS

***Did you know that...**Up to 40% of your current members will leave this year.*

Listed below are helpful membership building ideas taken directly from the Toastmasters International [Success 101 brochure](#).

IMPLEMENT A MEMBERSHIP BUILDING PROGRAM

CONDUCT A MEMBERSHIP DRIVE Participate in Toastmasters' annual contests outlined on the [Membership-Building Contests page](#) or create a contest of your own.

CONDUCT SPEECHCRAFT This short, seminar-style program is a great way to attract new members. Potential members learn basic speaking and evaluating skills. For more information about Speechcraft, go to www.toastmasters.org/speechcraft.

RECRUIT FROM ALL AVAILABLE SOURCES Hand out promotional materials at community organizations. Give short talks about Toastmasters at company seminars on related subjects.

PUBLICIZE YOUR CLUB Distribute fliers with your club information to local businesses, and display posters in strategic locations. Send news releases announcing your club's time and meeting location to local newspapers. For more ideas, go to www.toastmasters.org/membershipbuilding.

ESTABLISH A GUEST PROGRAM

PROVIDE USEFUL MATERIALS Brochures are perfect for guests. The Guest Packet (Item 387) contains brochures and additional items that are great for handing out to potential members. A copy of the Toastmaster magazine allows guests to see what Toastmasters has to offer.

WELCOME GUESTS WARMLY Provide your guests with a name tag, have them sign the guest book and seat them next to someone friendly and knowledgeable. Present them with a ribbon or small memento to make them feel welcome.

MAKE SURE TO FOLLOW UP Send follow-up communication with details of membership benefits. Use The Benefits of Toastmasters Membership (Item 354). Additional follow-up should occur each time the guest visits until they join.

WELCOME NEW MEMBERS

CONDUCT A NEW MEMBER INDUCTION CEREMONY Formally induct new members into your club to create a sense of belonging. Present them with a Promotional Welcome Ribbon (Item 393W), if you didn't already do so when they were a guest.

DEVELOP A NEW MEMBER ORIENTATION PROGRAM Familiarize the member with all the meeting roles and education tracks. A Toastmaster Wears Many Hats (Item 1167D) and Toastmasters Recognition (Item 1212) are excellent resources for this. Direct the member to www.toastmasters.org to ensure they know what Toastmasters has to offer. The New Member Orientation Kit for Clubs (Item 1162) contains materials to orient and induct five new members.

IMPLEMENT A MENTOR PROGRAM Assign the new member a mentor. Train your seasoned members to be mentors using Mentoring (Item 296). The Club Mentor Program Kit (Item 1163) provides enough materials to mentor 20 new members.

INCREASE MEMBER RETENTION VIA SATISFACTION

EVALUATE INTEREST Increase member retention via satisfaction. Find out your member's needs and goals to ensure they reach their objectives. The Member Interest Survey (Item 403) is a useful tool to accomplish this. Base the focus of your club's educational program on the results of your research.

ANALYZE REASONS FOR MISSED MEETINGS Are members missing meetings because of the time or location? Consider changing it if the other members agree. Are meetings too long? A shorter program might be more effective. Are members not given the opportunity to participate as much as they'd like? Try a rotation method so that everyone gets a chance to fulfill all the roles.

NURTURE POTENTIAL NON-RENEWALS Has a member reached his or her original goal? Suggest a new goal, such as the advanced communication or leadership tracks. Are members "burned out" on fulfilling too many meeting roles? Lighten their load as needed. Start Achieving Now!

START ACHIEVING NOW!

KEEP TRACK OF ACHIEVEMENTS Plan your club's year using the Distinguished Club Program and Club Success Plan (Item 1111). Keep track of your club's goals using the Distinguished Club Program Goals (Item 1111C). Keep track of your member's educational achievements using the applicable wall chart. The Wall Chart Set (Item 306) is ideal for this purpose.

KEEP YOUR CLUB AND ITS MEMBERS INFORMED On a monthly basis, review the achieved and remaining goals with your club. Reward members as goals are achieved.

BEAT THE CLOCK
CLUB MEMBERSHIP BUILDING CONTEST
MAY 1-JUNE 30

Toastmasters are taught to run meetings on time, finish speeches on time and meet membership goals on time. "Beat the Clock" is about finishing the year on schedule - with a bang! Clubs adding five new, dual or reinstated members during these two months receive a "Beat the Clock" ribbon to display on the club's banner. Membership applications and payment for members who join between May 1 and June 30 must be received at World Headquarters or online no later than June 30. Transfer and charter members do not count for credit. In addition to the ribbon, qualifying clubs will earn a special discount code for 10% off their next club order. Discount code expires six months from date of issue and is not valid with any other offer.

Public Relations
Philip Williams, Public Relations Officer

District Speech Contest Videos

Videos of the International Speech Contest from the District 39 Spring Conference have been posted on the [District 39 YouTube page](#). If you were unable to attend, check out what you missed!

Toastmasters in the News

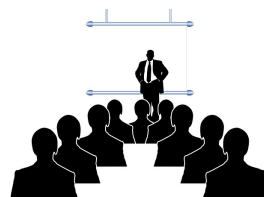
The [Sierra Sun newspaper](#) in Truckee, CA published an article on the Toastmasters clubs in the Tahoe-Truckee area. It provides a detailed overview of how the Toastmasters program works and the impact Toastmasters are making in their local communities.

The [Reno Gazette-Journal](#) published an article on the Washoe Zephyrs Toastmasters club, highlighting the experience at a typical club meeting and how the club has improved its members' communication skills.

Online Resources



[District Events Calendar](#)



[Officer Training Calendar \(coming soon\)](#)



[Official Facebook page](#)



[Fall Conference central](#)

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