



# TOASTMASTERS INTERNATIONAL NEWSLETTER

District News and Events

## District 39

March 2015

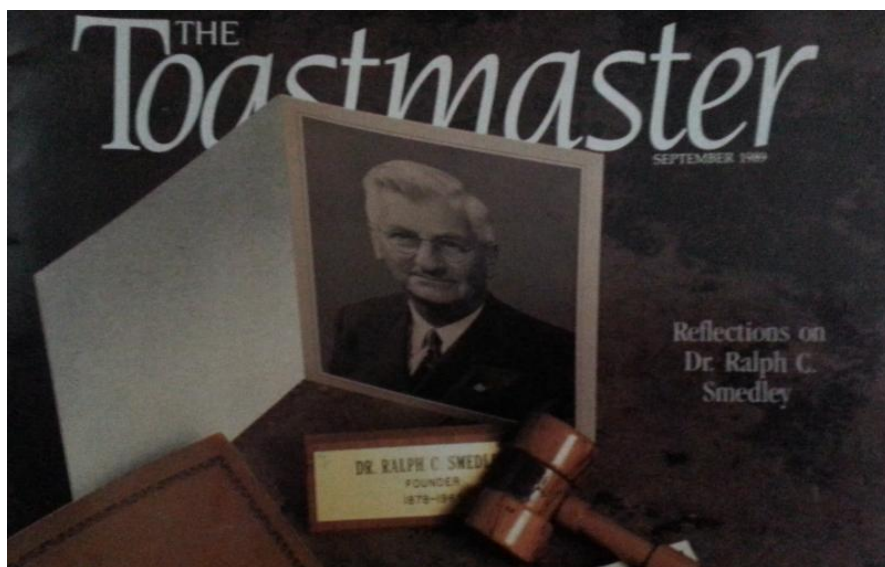
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## Governor's Message

Fellow Toastmasters,

It's all about perspective. You really don't know how well or poorly you are doing (or how tall or short you are) until you compare yourself to others.

Your District 39 Trio - John, Sondra and I - attended Mid-Year Trio training in Anaheim a few weeks ago along with trios from the 13 districts in Regions 2 and 10 that cover the west coast from Oregon to San Diego and the entire country of Mexico. (It was quite impressive to meet a district governor that represents an entire country!)

The districts ranged from a base of 2,626 membership payments and 64 clubs (District 49, Hawaii) to the largest, 13,325 membership payments and 269 clubs in District 4, San Francisco. We're not the biggest nor the smallest. We are in between with 6,479 membership payments and 181 clubs.

For us district governors who moved up the chairs, it was our third mid-year training together. I was reacquainted with my friends Tamala from District 52 and Marlow from District 1 (both in the Los Angeles area); Eliot from District 49 in Hawaii; Tod from District 57 in the East Bay; and Katy from District 33 south of our district. We felt like we were seniors in high school. We were the graduating class, proud to be upperclassman but a little sad that our district leadership journey was coming to an end in a few months.

At mid-year training, just like at international conventions, we learned valuable leadership skills over two full days from international directors, region advisors and facilitators from world headquarters. Great information. Loads of instruction.

To all of us, though, the most valuable part of the training came from sharing our experiences. We learned alternative strategies and tactics. We learned that even though we might think our situations were dire, they're not so bad and we're not the only ones dealing with them. Sitting at a table of six people, we were able to commiserate, emphasize and more importantly, offer possible solutions. We posed our problems and in turn, received ways to tackle them.

Those hours spent in groups gave us interesting perspectives and energized us for the next five months. One great lesson I learned: the District Governor from District 5(San Diego) taught me to never say never. His district had dire projections at the beginning of the year, with the impending closure of 36 clubs and membership dropping dramatically. They went into attack mode and turned it around to a success story from which we can all take inspiration.

Until you know how you line up with the others, you don't really know where you stand. It's all about perspective. I'm glad to report to you: Although District 39 will lose a few clubs this year, we will add at least 10 new clubs, offering the Toastmasters program to new people in new locations.

With your help, we can continue to share the value of Toastmasters.

Live for Excellence!

**Brian**

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## **Toastmasters Enhances New Website with Improvements**

[Toastmasters International's redesigned website](#) offers a sleek design, easier navigation, mobile-friendly access, an improved shopping experience and more resources than ever before.

The redesigned website launched in December. Since then, the following updates have been implemented or are in progress:

- Website FAQs offer tutorials to assist in navigating the site.
- The Find a Club Advanced Search tool helps users locate clubs by country or district, and you can export the results to a spreadsheet. Find it in the Leadership Central section under Club Officer Tools and District Leaders Tools, which are available after logging in to the site.
- The Search function provides results for both products and content. You may choose to view either.
- Enhancements to both the Search and Shop functions will be made throughout the first quarter of 2015.

Member feedback is a key reason these improvements are being made. TI appreciates your comments and reviews them regularly. Please email them your comments.

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### **Club Officer Kits Coming**

In May and June, club presidents will receive seven copies of the Club Leadership Handbook to distribute to incoming officers.

These handbooks are part of the Club Officer Kit, which will be sent to your club mailing address on record.

**To ensure your materials arrive at the correct address, please complete the following steps by March 15:**

1. [Log in to Club Central](#) using your username and password.
  2. Select your club name and number and then click "Update my club mailing address"
  3. Confirm or update your mailing address and language preference for officer manuals.
  4. If you enter changes, click Save at the bottom of the page. Otherwise, if no changes are needed, click "Return to Conduct Club Business"
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### **Deadline for District Officer Nominations Extended to March 15**

It is time to select our leaders for District 39 for the upcoming Toastmasters year starting July 1, 2015 and ending June 30, 2016.

The following offices are open for nominations until March 15:

1. DISTRICT DIRECTOR (Formerly District Governor)
2. PROGRAM QUALITY DIRECTOR (Formerly Lt. Governor Education and Training)
3. CLUB GROWTH DIRECTOR
- 4 through 12. DIVISION DIRECTORS A-I (Formerly Division Governors)

Interested members, visit [District39.org>About District 39>District Nominating Committee](#) for links and documents. Immediate Past District Governor Joey Waldrop is the Nominations Chair.

## **Education and Training News**

### **Spring Conference**

Mark your calendar for the 2015 Spring Conference on May 15th and 16th. Conference planning is in full swing with keynote speakers Region II International Director Gloria Shishido, DTM and Darren LaCroix, 2001 World Champion of Public Speaking, motivational speaker and speech coach. Both will provide two presentations with Director Shishido delivering the keynote on Friday night as well as participating in the Distinguished Toastmaster Award Ceremony. She will present a workshop on Saturday morning. Darren LaCroix will deliver the keynote following breakfast Saturday morning and will provide a workshop Saturday afternoon. There will be an additional education session with a choice between three of the best presenters in the District. If you wish to be a presenter, [visit District39.org to obtain, complete and submit an application to present](#).

The best way to get the most from a conference is to participate as a volunteer. It will provide insight into organizing an event and various leadership methods. You will have opportunities for networking and practicing your own leadership skills. If you wish to support the conference as a volunteer, please contact George Jarosik, DTM, Conference Chair ([george.jarosik@district39.org](mailto:george.jarosik@district39.org)), or Nancy Sanders, Volunteer Coordinator.

The conference will be held at the Crowne Plaza Hotel, 5321 Date Avenue (Madison and I-80) in Sacramento, CA. A block of rooms have been reserved for attendees. Full conference registration fees are currently \$135. You can go online to register or download a registration form to send in by mail. Further information about the conference is posted to the District 39 website. More information will be posted as it is developed and confirmed.

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### **Consider Completing Your DTM Sooner Rather Than Later**

If you have been slowly moving through the Toastmasters Education Program at a leisurely pace, you should think about picking up speed. You probably know that Toastmasters International is working to develop the New Revitalized Education Program. Once introduced, members will have a grace period in which they can complete the current system to earn a Distinguished Toastmasters (DTM) Award. While the coming program is an unknown system with many questions, the current program is well established. The present education system is designed as a self-paced program with progressive education awards culminating with the DTM. Progress through the program can be compared to levels of traditional education. Like that system, the further you go in the program the more benefits you receive. Each level of progress in the program magnifies the skills and knowledge earned as it compounds on the previous level. Viewed in this manner it is easy to see that completing the entire program amounts to more than just giving additional speeches.

The DTM is a highly respected and noteworthy award. Largely due to unfamiliarity or misunderstanding of requirements, some members may view it as unattainable. Three reasons most cited for stopping short of the award are the need to complete the High Performance Leadership (HPL) program; be a club sponsor, mentor or coach; and serve as a district officer. Luckily all three requirements are easier to complete than most members think.

By name alone the HPL suggests completing an extraordinary and complex project. In fact it is much less about the project than discovering your leadership identity. The real objective is to develop a fundamental strategy for successful project conclusion that takes advantage of the leader's strengths.

When it comes to being a club sponsor, mentor or coach you are in luck. The district is actively recruiting all three positions. There are currently so many opportunities due to a number of new clubs and the need to assist struggling clubs. Along with assignment to the position, members receive instruction with the formal package and additional instruction from district training programs. Working with the associated club to create a strategy for success simplifies the duties and tasks involved with the position.

That leaves serving as a district officer, usually as an Area Governor. This requirement may be the most challenging because it is a year's commitment. Yet, most Toastmasters who have served in the position say Area Governor was the most fun and rewarding office in which he or she served. With the new term approaching, there may only be two opportunities left to count toward the current program. It is time to seriously

consider taking on that challenge. It is a chance to make a difference as well as grow personally.

The handwriting is on the wall. The new education program may take effect sooner than you think. Though little is known about how the new program will work, it is clear that it will be drastically different from today's program. Reference materials and mentors are available to help you understand and successfully navigate the current education program. If you have been ambivalent about obtaining your DTM, now is the time to take action, otherwise you must start a new program with unknown requirements and commitments.

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### **Club Leadership Training**

We have entered month nine of the Toastmasters year. That means we have reached another specific deadline that has a significant effect on whether this will be a successful year. The end of February is the cut off to receive credit for District sponsored club officer training. Though the training period is over, there is still time to report completed training and make corrections to the report. There are at least three outstanding reports expected to be received. Contact your Area Governor to make sure you received credit for training you attended. Having four of the seven officers of your club attend training in both the fall and spring sessions earns your club a point in the Distinguished Club Program.

Division and Area Governors should verify that all club officers for whom they are responsible receive credit for District sponsored officer training. [Go to District Central on the Toastmasters website](#) and check the "Record/review club officer training" report. Ensure that the information accurately reflects your records. Verify the information with your clubs. Turn in documents that support officer training. Contact the District Lt. Governor Education and Training if there are discrepancies so that the report can be amended.

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### **Area Governor Club Visit Reports**

This is a quick reminder to our clubs and Area Governors that the second round of club visits should be on the way. Some Area Governors have already completed the second round of visits for all their clubs. If you have made club visits and have yet to report them online, please do so. You must submit your reports by May 31 as prescribed by the Distinguished Area Program in order to get credit for the visits you have made. These visits are essential to being a support resource to your clubs, maintaining lines of communication and being familiar with the individual issues associated with the clubs. Club visits are the best ways to help the clubs under your purview achieve success.

### **Club Dues**

Toastmasters International is accepting online dues payments for the April 1st due date. This is significant because it locks in membership for the April to September semiannual period to count toward the membership requirement for the Distinguished Club Program (DCP) goals for that particular club. Members are not allowed to transfer membership until after July 1. It gives clubs a clearer idea of where they stand in achieving DCP status. That makes planning for success much easier.



**Looking for new members?  
Now is the perfect time to plan an Open House Club Meeting!**

### **What is an Open House?**

Hosting an Open House Club Meeting is one of the best ways to boost club membership. Open house meetings are special meetings during which your club plans a major meeting event around a theme or a community or business keynote speaker.

Open House meetings are a great way to publicize your club to your target audience. Are you trying to attract company employees? Invite one of the company directors or vice presidents to speak on communication and leadership. Are you trying to expand community awareness of your club? Invite a community leader to discuss community current events.

Encourage as many members as possible to be involved in planning the event. Set up a club membership building contest tied to the event and award prizes to the members who generate the most guest attendance.

### **Organizing Your Club's Open House**

1. **Set a date.** Choose a specific date for the event to take place. Allow at least one to two months of planning before your event so you have time to secure the perfect speaker and for event promotion.
2. **Select an Open House Chair and committee.** The event could be co-led by your VP Membership and your VP Public Relations. Or perhaps someone wants to lead this team for CL credit under "Team Building."
3. **Select a Keynote Speaker.** A member from the club who is a polished speaker could speak to the benefits of Toastmasters. Another option is to bring in an outside speaker such as a District officer, corporate or community leader.
4. **Design a special Open House flyer for this event.** This will go out to the community to get the word out about your Open House. Send a copy of your flyer to [webmaster@district39.org](mailto:webmaster@district39.org) for inclusion on the District calendar. Post flyers in local businesses and libraries. (Starbucks is a welcoming spot to place a flyer on their Public Notices board.) Company clubs: post flyers on company bulletin boards, in the break room, on the company intranet. Try your local newspapers. Consider online sources such as Meetup, Eventbrite, Facebook, and your own club website. Ask members to invite co-workers and friends to the event.
5. **Select a Refreshment Chair and committee.** People feel especially welcomed when snacks are available. The food doesn't have to be fancy or costly. Your refreshment committee could organize a pot luck that would help lower costs and provide a more personal touch.
6. **Create a special meeting agenda.** You want to have time to show what your meeting is like and still allow guests to have refreshments and ask questions. You may only have time for one speech, a brief round of Table Topics, and one evaluation. That's fine! Be sure to incorporate all the functionary roles as these are key aspects of the Toastmasters meeting. If time allows for two speakers, consider having the second speaker be a newer member who could speak about how the Toastmasters program has helped them up to this point. Consider using Table Topics as a way to elicit testimonials from your members.
7. **Have plenty of guest packets, brochures and APPLICATIONS.** Be ready to sign up new members at the open house meeting. Make sure all your club officers know how to fill out the application so no guest is left unattended.
8. **Have name tags for guests and members.** Remind all members to wear their Toastmasters name badge to help guests learn names. Consider setting up a Registration table to ensure guests sign your guest/visitor book, and are given a

name badge and a guest packet. Ask meeting greeters to introduce each guest to a club officer or experienced Toastmaster to explain the guest packet contents and the program in general.

9. **Ask for guest comments.** At the end of the meeting, ask the guests to comment on what they thought of the meeting (as you do at every meeting when you have guests). Let them know members will be available to answer questions after the meeting. Be sure to ask all guest to join the club or invite them back for another visit.
10. **Write thank you notes to attending guests.** A hand-written thank you note makes a great impact on a guest. If you plan to send the thank you note via email, send each guest a personalized note instead of a group thank you.
11. **Have Fun!** The Toastmasters program is a rewarding and enjoyable experience for all who choose to take advantage of the unlimited communication and leadership opportunities. Start planning your club's next Open House Meeting today!

## Public Relations

### Toastmasters in the News

On March 1, The Appeal-Democrat newspaper in Marysville, CA [publicized the ribbon cutting ceremony](#) that welcomed Toastmasters clubs from Division C into the Yuba-Sutter Chamber of Commerce.

More photos and press release available on the [District 39 website](#).

### Online Resources



[District Events Calendar](#)



[Spring Contest winners bracket](#)



[Official Facebook page](#)



[Spring Conference central](#)

[Forward email](#)



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