



# TOASTMASTERS INTERNATIONAL NEWSLETTER

District News and Events

## District 39

May 2015

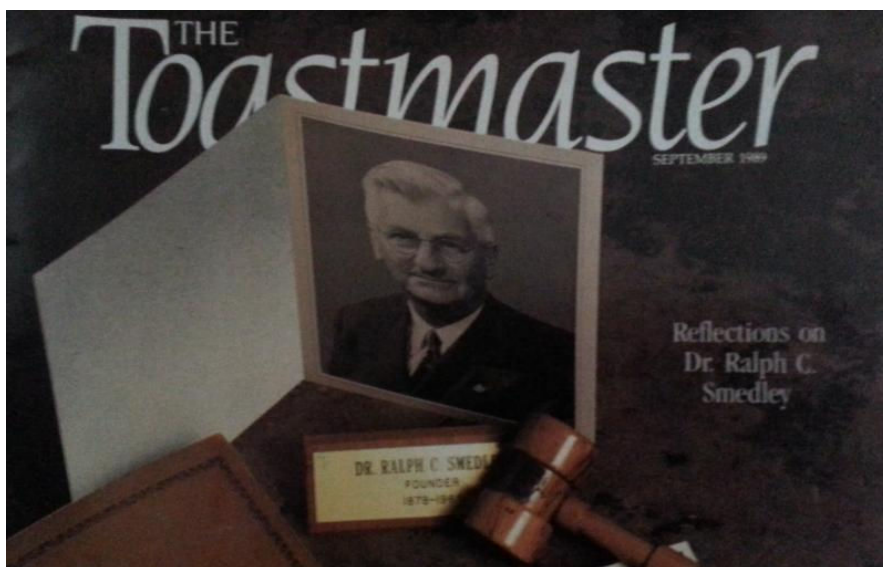
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## Governor's Message

Fellow Toastmasters and Leaders,

We're on the cusp of a great wave of change in Toastmasters - the Revitalized Education Program (REP). To successfully ride the wave and not get swamped will require awareness of how this program will impact our present and future members.

I experienced a startling revelation a few weeks ago. Now I understand why my parents didn't understand me when I was just out of college.

Some phrases used by Baby Boomers (us) are lost on the Millennials (our children). And vice versa. Just try texting with them. LOL. ;-)

We might as well be speaking another language if we don't choose our words carefully. Sometimes metaphors and analogies used by the older generation are so dated that those 20-and 30-somethings have never heard them. Or they're so new that we have

no idea what they mean. As a result, communication breaks down.

It was reminiscent of how my mother was unable to communicate in Japanese with a teenager on our trip to Tokyo - not because she was unable to speak the language well, but because the way she spoke was lost on that generation. She was talking "old-speak" so the teen didn't understand her.

It was also reminiscent of how I felt as a youngster trying to make my dad realize he was wrong, and likewise how I felt as an adult when my son did the same to me. Why didn't he (my dad and my son) see my point of view? Now I understand why I didn't connect to either of them across the generation gap: we were speaking a different language!

This communication gap across generations is also found in Toastmasters. As younger members join our clubs, do we bridge this gap by choosing our phrases so they understand? Do we speak to them as peers so they feel like they belong?

I'm not suggesting you use a lot of today's slang words or make drastic changes in the way you speak. Just be aware that differences do exist in the way we communicate.

Over the next few years, Toastmasters is moving into a new era with the upcoming REP. This program is geared to bridge the learning gap, with the realization that the younger generation learns much differently than older generations. To bridge the gap, included in the REP is more technology, more online learning and more interactivity.

You'll hear a lot more about the REP soon. In summary, ***the revitalized education program will provide enhanced opportunities to learn and grow, and help meet members' needs in an evolving global marketplace.***

I'm confident that when addressing the needs of the Baby Boomers, World Headquarters won't forget to cater to the needs of the older group and their differences with the younger one. It will be a wave of change taking us to our goals. Surf's up!

*Live for Excellence!*  
Brian Hatano, DTM  
District Governor

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## **WHY the new education program?**

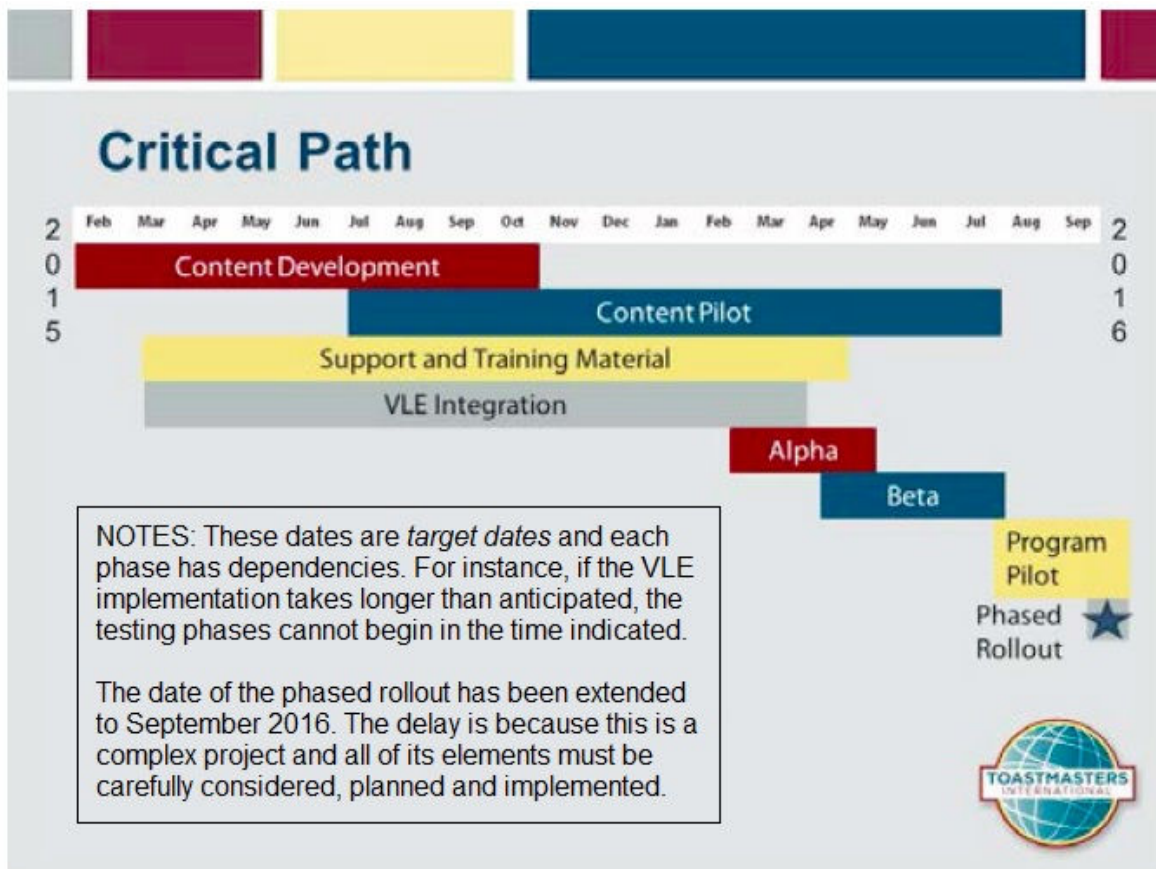
- In 2010 the Board identified the need to modernize the communication aspects of the education program and renew the focus on leadership.
- After that, Board committees were established to assess what is learned in the education program and identify gaps in learning.
- Member surveys were also performed to validate member needs and requests.

## **Phased Rollout Plan**

- A phased rollout approach will be used to introduce the program so the impact of adding large numbers of members to the program can be measured as well the impact on technology and support capabilities.
- Participants will be potentially 10 districts per month. The order of districts has not yet been determined.

## **Education Awards and Recognition**

- Members who are working toward an education award when the revitalized education program starts can complete those awards if they wish. The current and revitalized programs will run concurrently for a minimum of 24 months after all districts have been included in the program rollout.
- All awards earned in the current education program will continue to be recognized as Toastmasters achievements. There will be new education recognition opportunities in the revitalized education program with new titles (still being developed).
- The DTM will continue to be the highest level of recognition that a member can receive. The requirements for earning a DTM are still being defined. It is being carefully considered so that there is parity between the current program and the revitalized education program.
- There is a World Headquarters committee dedicated to reviewing the Distinguished Club Program, how awards and recognition may change, and what will happen during the transition period. The committee will present its recommendations to the Board, and the Board will ultimately decide on these issues. It is going to take time to make all of these decisions.



## Education and Training News

### John Davis, Lt Governor Education and Training

#### Why You Should Make This Your First Conference

If you have yet to attend a District Conference, the 2015 District 39 Spring Conference is a wonderful opportunity to discover why so many Toastmasters attend every conference. The experience begins when you check in with registration and receive

special treatment as a first time conference goer. You will receive special attention to ensure you get the most from your experience. Plus, this year's Spring Conference has a number of special and rare features, including three keynote speakers, a chance to mingle with successful professional speakers and an update directly from Toastmasters International via our Region 2 International Director. Friday evening will offer the long-awaited first formal briefing on and introduction to the Revitalized Education Program for the District. Be witness to the special moment that culminates the current education program as members are celebrated at the Distinguished Toastmaster Ceremony.

On Saturday, start the day with a keynote presentation by a World Champion of Public Speaking followed throughout the day by three other interesting and informative workshops. In the afternoon you will be able to observe and participate in the proceedings of the business meeting, including the election of officers and adoption of new standing rules. Watch the best speakers in the District compete in the Table Topics Contest at lunch and cap off the day with the crown jewel event of Toastmasters, the International Speech Contest.

Throughout both days of the conference you can socialize and network with colleagues to see how other clubs run meetings and solve problems. Check out informative displays like the one promoting Toastmasters International's 90th Anniversary. Be on hand to watch clubs and individuals honored with incentive and achievement awards, including the Herb Yarbrough Sustained Service Award.

You can have fun bidding on silent auction items and participating in a raffle of gift baskets donated by clubs and individuals to help defray the cost of the conference. What's more, you can experience all the education and presentation events for free, except for a minimal fee for the contests, if your club pays a \$15 registration fee that covers every member of the club. And of course, remember the main purpose of the conference, education. The environment will promote an accelerated rate of improvement in your individual education program. Combine all these benefits and it is hard to justify missing this conference. Mark the date on your calendar and at least drop by. Attending all or part of the conference may be one of the best decisions you can make.

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### **Last Chance for Officer Training Credit**

This is a final call. Club officers, 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 submitted to the Toastmasters.org website, including discrepancies noted thus far.

Of special note are individual officers of newly chartered clubs who showed great conscientiousness by attending training even though the club had yet to charter. The clubs include "J" Talkers, Iron Orators, Wood Rodgers, Inc. and HIRE! Speaks Out. Though Grizzly Grabbers also had officers trained, the club is still too new to be included in the report. If you feel there are additional reporting 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.

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## 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.

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## Still Time to Pay Dues

Some Toastmasters are unsure what to do if they miss the October 1 or April 1 deadlines for paying semiannual dues. This confusion sometimes leads to losing members because the members forget to pay without being reminded by club officers. Some members believe they cannot pay dues past the deadline. The fact is, these deadlines are established primarily for applicability to the Distinguished Club Program (DCP). Even if clubs or individuals miss the due date, members should still pay "late" to ensure they remain in good standing as clubs and members without a break in active participation.

In addition, membership payments are important for the requisite number of club memberships for the DCP and overall District memberships for Distinguished District. Club officers often forego reminding members to pay dues once the due dates pass. Officers should check membership rosters to see if there are still "graced" members who need to pay dues and let them know. This is also a good time to reach out to past members to see if they are ready to return to the club.

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

**Plan for Club Membership Building Success!**

***What is the old saying, "failing to plan is like planning to fail", or something like that?***

Are you and your club members just hoping and wishing guests and new members will come waltzing through your meeting door singing, "Hallelujah, we have found the answer to our prayers", or are you actively planning for membership building success? If your club does not have a membership building plan, the time to start one is **RIGHT NOW!**

**Start with a specific goal.**

What does the club want to achieve: two guests at every meeting, five more members, maintain a roster of 20 members, reach for a goal of 30 members or more?

**Define your target audience.**

Who do you want to walk through the door: fellow employees, community members, business owners, fellow Toastmasters?

**Decide the best way to reach your target audience.**

Is it time to update the club website or create a club social media page? Do you need to take advantage of Toastmasters International branded marketing and promotion materials? What about planning an open house, implementing a club membership drive or hosting a Toastmasters Speechcraft workshop?

**Decide which club members will take on each job duty and the time frame to get the work done.**

Sit down together as a club marketing team to discuss job assignments and to set the timeline for job assignment completion.

**Praise each other.**

Take a few minutes during each regular club meeting to report on membership building efforts and to show appreciation for those getting the work done.

**Plan your membership building success celebration!**

Everyone loves a party. Create a membership building celebration committee. Based on the timeframe of the club goals, task the committee with setting the future date of the party and with planning for the event **right now**. Let every club member know on X date your club will be celebrating the achievement of the club's membership building success!

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**Beat the Clock**

**Club Membership Building Contest May 1 to 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**

## Register Now

The District 39 Spring Conference is only two weeks away! It will be held Friday, May 15 to Saturday, May 16, 2015, at the Crowne Plaza Hotel in Sacramento. If you have not registered yet, take a minute now to submit your registration.

Club Officers, register your club to enable all of your members to attend the keynote presentations, workshops, and award ceremonies on Friday and Saturday.

Club Members, register yourself to attend the contests and/or sign up for catered meals.

Visit the [Spring Conference webpage](#) for mail-in and online registration forms, conference schedules, and more.

## Toastmasters in the News

The [Vacaville Reporter newspaper](#) published an article on the Delta Breeze Toastmasters club, chartered last year in District 39. This club is just like any other, except it meets behind bars at a state penitentiary. The article highlights the positive impact that Toastmasters is having on the lives of the inmates, as well as on the sponsors and mentors who volunteer with the club.

## Online Resources



[District Events Calendar](#)



[Spring Contest winners bracket](#)



[Official Facebook page](#)



[Spring Conference central](#)

[Forward this email](#)



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