



TOASTMASTERS INTERNATIONAL NEWSLETTER

District News and Events

District 39

January 2015

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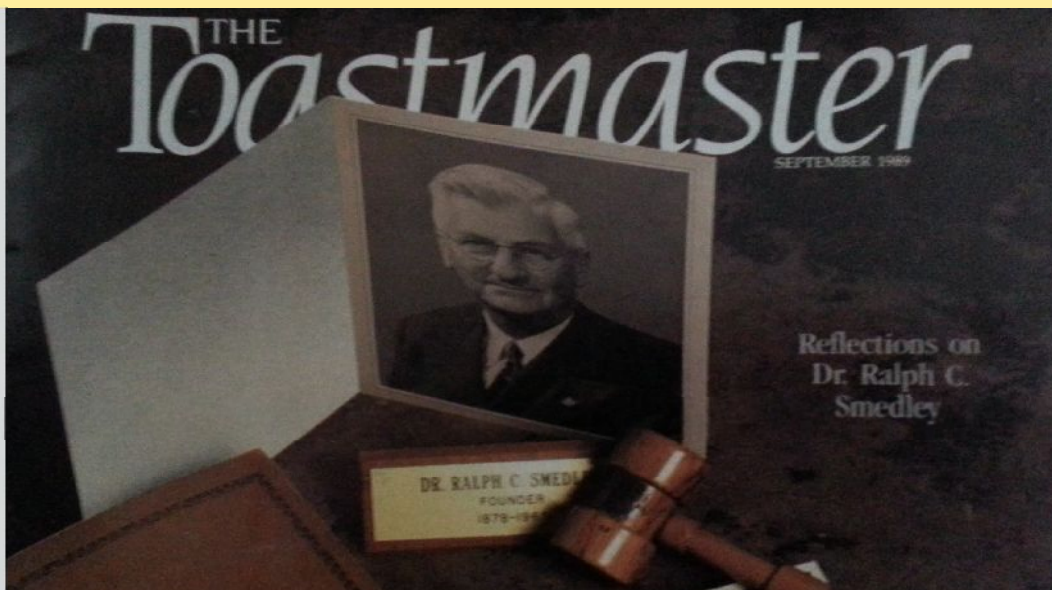
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Happy New Year! During the holidays, I hope you enjoyed time with your families. Now it's time to get back to Toastmasters business!

We have exactly 151 days left in this Toastmasters year. More than half of the year has passed. Where has the time gone?

One of my favorite quotes about time is from Albert Einstein: **"Time was invented so everything wouldn't happen at once."**

Let's refocus, rededicate and reenergize to make the most of remaining time.

As we usher in 2015, it's a good time to get a perspective of what we've accomplished in the first half of our year and what we hope to achieve in the upcoming six months.

Our **fall conference** was memorable and a great experience for all, with a full slate of events that kept us engaged and got us energized as Toastmasters. As World Champion of Public Speaking Jim Key says, "If that don't get your fire started, your wood's all wet."

Area governors – you are to be commended for your work with the clubs. You visited 85% of the clubs and supported their efforts to be successful. Twenty-two of you visited all of your clubs!

Five new clubs joined the District 39 family, with several more in the works spearheaded by LGM Sondra Nunez's efforts, along with her demo teams and sponsors and mentors. Welcome to Sunset Speakers, SETA Toastmasters, Kung Fu Kicking Panda Toastmasters, Sacramento Green Speakers and Prospect Park Toastmasters!

Invite guests to your club's open house

Boost your club's membership by hosting an open house. Use the free flier and PowerPoint presentation available at Toastmasters.org. Find it under "Customizable marketing materials"

Give attendees an overview of Toastmasters International's 90-year history by featuring the free video, also available at Toastmasters.org, or go to YouTube and search for "Toastmasters International Turns 90".

Area Governor Visits, Round 2

Area governors help sustain the relationship between clubs and districts through club visits, which are required twice a year.

During Round 1, area governors visited 85% of their clubs. AGs in divisions H and I visited all of their active clubs. In all, 22 area governors visited all of their clubs.

Reports for Round 2 must be submitted by May 31. A copy is automatically sent to the district governor, lieutenant governors, division governor, area governor and president of the club visited.

The second round of **club officer training** headed by LGET John Davis, District TLI Coordinator Laura Frank, and Sacramento TLI Coordinator Zack Souza is underway. Russ Steele heads the TLI coordination in divisions A and B in the Reno area.

We're looking forward to our **two Leadership breakfasts** - Feb. 7 at the Atlantis in Reno, with keynotes by past international director Mike Barsul and Immediate Past District Governor Joey Waldrop, and Feb. 14 in Sacramento with our keynote speaker WCPS Lance Miller.

Our **spring conference** on May 15-16 at Crowne Plaza will have presentations by WCPS Darren LaCroix and International Director Gloria Shishido.

Our stats look good but are not great. Yet. Membership numbers need improvement and all of us need to keep working on finding new leads for clubs.

We still have as our primary goal to provide a great Toastmasters experience for all members. We also have a goal of being a distinguished district. To get there, we all have to do our part to make our clubs successful. The success of the clubs is where it all starts and where our overall success is sourced. By completing your educational goals you are contributing to your clubs' success.

I want to recognize our **Public Relations Officer Philip Williams** and our **webmaster George Jarosik** for getting the word out about Toastmasters.

Philip has sent press releases to various newspapers and has gotten published in several.

George, who has taken on the additional duty of Spring Conference chair, has diligently kept the website updated while embarking on a project to get websites set up for all clubs. He identified about 50 clubs and is in the process of working with each one to build their websites. Thanks to you both.

Cheers for a prosperous and successful 2015 and second half of the year!

Brian Hatano, DTM
District 39 Governor

Education and Training News

Second Round Toastmasters Leadership Institute (TLI)

The second training period began December 1, 2014 and continues to February 28, 2015. Five TLI events have been scheduled. The first TLI was held on December 6, 2014 in Reno on the University of Nevada, Reno campus. The events offer district sponsored officer training and several enrichment sessions that are relevant and helpful for all Toastmasters, officers and non-officers alike. The District has recently increased the number and variety of enrichment sessions. The selected topics have been in response to requests for specific information or as recommendations by members who observed a particularly valuable session.

The enrichment sessions of a TLI make it a special event. Topics like how to conduct speech contests and judges training are essential to a successful speech contest. How to be a Club Coach is interesting as well as beneficial to the success of the member and struggling clubs.

Contest Season is here

Clubs have the option of holding either a club contest or selecting a member to represent the club at the Area level of competition. A selection process is often used because of its convenience. Still, the club contest has many more benefits that outweigh the convenience of a selection.

A club contest follows the same rules as the Area level and above. It gives contestants procedural experience, insight into judging criteria, feedback opportunities and self-confidence.

The best club contests use outside officials. Clubs can work together to provide a pool of judges. Clubs can support each other through a reciprocal process. Non-competing club members can judge at other clubs and gain valuable experience observing how those clubs conduct contests. Members may also serve as timers, ballot counters and sergeants at arms under the purview of the chief judge. A club, Area, Area Council or Division may arrange a special judges training session to create a pool of judges. Contact District Chief Judge Kristi Beres, DTM, or your respective Division Chief Judge for assistance in coordinating a training session. It will provide helpful information for contest chairs, contestants and contest officials.

Another popular and invaluable session is how to promote your club and increase its membership. Most clubs would like to increase membership, including those with 30 or more members. There are many strategies and tactics that are discussed that will enable clubs to meet their membership goals. The seminar promotes a healthy exchange among its participants in methods that have worked as well as those that fell short of expectations. Everyone learns something.

A Toastmasters Leadership Institute is the ideal venue for the topics addressed by the Club Success Series, Leadership Excellence Series and Better Speaker Series. These are presentations that take Toastmasters beyond basic knowledge to a new level of competency that is hard to obtain during club meetings. The modules were carefully developed to address critical issues that can determine the success of the individual and group. Four programs in particular are so effective for achieving success that Toastmasters recommend they each be presented within the club at least once per year. They are *Evaluate to Motivate*, *Moments of Truth*, *Mentoring*, and *Finding New Members for Your Club*. All these modules take an extended period of time to be fully effective. That is why along with the level of instruction, attending the presentations at a TLI is often best.

TLI education sessions can present new concepts and strategies that take more time than is available during regular club meetings. The opportunity to network and share ideas with Toastmasters from other clubs is invaluable. There are answers available at a TLI that may be unobtainable in your club environment. Attending a TLI can present a Toastmaster access to information and strategies of an advanced nature that accelerate the learning and development process for which all Toastmasters search. While attending club officer training may satisfy the administrative requirement of TI, attending a TLI can be a productive, proficient and personally satisfying learning experience from which all Toastmasters can benefit.

Did You Know?

The Triple Crown Award

The Triple Crown Award is a recognition award presented by Toastmasters International to members who achieve three or more education awards between July 1 and June 30 each year. It is the way Toastmasters International acknowledges members who put in the extra effort and demonstrate the ideal of excellence in performance by going above and beyond the minimum expectations. Toastmasters International monitors and documents the award in a performance report on the international website as one of the district's daily reports.

The Triple Crown is awarded automatically. Members do not have to apply for it or keep track of their education awards. As a member completes the third education award of the year, his or her name will appear on the report with a "3" to indicate three awards. As the number of awards increases, the number changes to correspond to the total number of awards for the year.

Toastmasters' requirement is to attend district sponsored training, without constraints as to the specific session. Club officers may attend as many and different sessions as felt necessary to be comfortable and competent in their duties. Most often members who hold multiple offices are usually Toastmasters with the knowledge to instruct any number of officer positions. Less experienced officers should refrain from multiple offices and attend position specific training.

Training responsibility – Area Governors ensure club leaders have access to training sessions conducted by the district that equip them to succeed during their term of office. Area Governors may encourage members to attend a TLI event conducted by the district or authorize/coordinate a COT.

Reporting responsibility – Following a TLI, the TLI Coordinator provides verified attendance information to the LGET, who submits it to Toastmasters International. Following a COT it is the responsibility of the authorizing Area Governor to ensure verified attendance information is provided to the LGET. The LGET compiles the reported data and submits it for the TI training report. The Area Governor helps resolve any discrepancies.

Club Officer Training and Reporting

Club officers are required to attend officer training twice a year, even if they are officers in annual clubs or if holding office for multiple terms. The concept is for officers to gain information to help them perform their duties more effectively. All officers, new or experienced, have the opportunity to stay up to date on issues and procedures, network with other individuals to share experiences of success and failure, and obtain useful resources/references.

It is usually more beneficial for officers to attend a TLI because of the established standards of presentation. The time allotment for each office offers a detailed view of performance expectations. A TLI offers the more experienced officer a chance to expand horizons or delve deeper into issues. Still, club officers unable to attend TLI may attend a Club Officer Training (COT) to satisfy the semiannual officer training requirement.

Ideally, a COT provides the same level of instruction as a TLI. However, it is up to the individual authorizing officer to ensure a productive session. To ensure you are receiving the service you deserve, here are some issues to keep in mind with which you may be unfamiliar.

District sponsored training – Club officers must receive District sponsored training to receive credit for the Distinguished Club Program. That means an Area Governor, Division Governor, or LGET should be the person authorizing the session. Though you may have been receiving training from a certain individual for years, if that person is not a district officer and has not been authorized to conduct the training by a district officer, it is not district sponsored. It may be excellent training, but it cannot be reported to Toastmasters and does not count toward the DCP goal.

Credit for multiple offices – A club officer holding multiple offices within a club or in different clubs may receive credit for all offices held by attending one training session.

Marketing News

Building New Clubs

Did you know Toastmasters International and District 39 provide all the information and support you need to build a new Toastmasters club?

As a member of Toastmasters International, you are empowered to start new clubs. Maybe you have recognized how much benefit the Toastmasters program could be to the staff at your office. Maybe you have considered the value a Toastmasters club would add to your church or community leadership group. The District 39 marketing team is available to help you bring your idea for a new club to life.

New clubs require a membership base of at least 20 people. Up to four new club sponsors and mentors may be assigned to help you work through the charter paperwork process, train new members to run effective meetings and mentor new members in preparing for speech projects and meeting assignments. You are eligible to be assigned as one of the new club sponsors or mentors.

Successful completion of your sponsor or mentor assignment will result in receiving credit towards completion of the Advance Leader Silver education award. New club building resources are available at www.district39.org/membership/starting-a-new-toastmasters-club. Contact Sondra Nunez, sondra.nunez@district39.org with questions or to request additional information.

Club Coaches Needed

Toastmasters clubs with a membership base of 12 members or less are eligible to be assigned up to two club coaches.

Why would a club need a club coach? There are several reasons clubs request coaches including to assist the club with identifying possible reasons for low membership, assist the club with identifying club marketing and promotion opportunities, and provide education resources and club meeting support while the club is working towards increased membership.

Why should I consider serving as a club coach? Serving as a club coach offers many personal benefits. Club coaches use problem solving and conflict resolution skills when working with club members to identify possible reasons for low club membership. Club coaches utilize training skills in serving as an education resource to the club. Club coaches practice negotiation skills when helping identify and work through issues which might be keeping the club from reaching its highest possible potential. Club coaches promote enthusiasm for the Toastmasters program and can bring new excitement to club members who may be suffering from club burnout. Service as a club coach offers you the opportunity to help others within the Toastmasters program reach their personal and professional goals. Successful service as a club coach fulfills one requirement for completion of the Advanced Leader Silver education award.

What is the time commitment of a club coach assignment? Successful completion of the club coach assignment occurs when the club you are working with reaches distinguished or better status based on the guidelines of the Distinguished Club Program. While some clubs may reach distinguish or better status quickly, coaches usually serve six months to one year. If the club you are working with does not reach distinguished or better status by June 30, you may be assigned as club coach for one additional year, July 1 to June 30.

Can I serve as a coach to a club in which I am a member? Club coaches may only be assigned to clubs in which they are not already a member. Once the club coach assignment is approved by Toastmasters International, the coach may then join the club. However, becoming a member of the club is not a requirement.

Club Coaches (continued)

Club Membership Building Program: “Talk Up Toastmasters”

Program Dates: February 1 – March 31

Toastmasters love to connect, so take advantage of it. The "Talk Up Toastmasters" membership contest is the chance to encourage your members to invite guests to a special meeting where prospective members can learn about Toastmasters' many benefits. Then add five new, dual or reinstated members with a join date between February 1 and March 31, and you'll receive a special "Talk up Toastmasters" ribbon to display on your club's banner. Qualifying clubs can also earn a special discount code for 10-percent off their next club order. (The discount code expires six months from the date of issue and is not valid with any other offer.)

Applications and payments for members with a join date between February 1 and March 31 must be received at World Headquarters or online no later than March 31. The addition of transfer and charter members does not count for "Talk Up Toastmasters" credit.

The winning clubs will be revealed online within a few weeks of the contest ending. Winning clubs should allow up to 10 business days to receive their award if they are located in the United States, and up to 21 business days if they are outside of the United States.

What type of support is provided for club coaches? Once the club coach assignment has been approved by Toastmasters International, a club coach kit is mailed to you. The kit includes the Distinguished Club Program and Club Success Plan manual, and the *How to Be a Distinguished Club* facilitator guide and CD from the TI Successful Club Series. In addition, The *How to Rebuild a Club* manual is available in pdf at www.toastmasters.org, and the district provides on-going club coach support and training.

How do I become a club coach? To learn more about the club coach program or to be assigned as a club coach, contact District Lt. Governor Marketing, Sondra Nunez, sondra.nunez@district39.org or District Club Coach Coordinator, Bill Inman, wmjinman@aol.com.

What if I only want to work with my club? While official club coach assignments are not given to work with a club in which you are a current member, all Toastmasters members should consider downloading and reviewing the *How to Rebuild a Club* manual. The information in this free resource may help you identify and overcome challenges in your club or provide ideas for continued club growth. Regardless of club coach assignments, all members are responsible for maintaining a healthy club environment that ***provides a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.***

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