



TOASTMASTERS INTERNATIONAL NEWSLETTER

District News and Events

District 39

October 2014

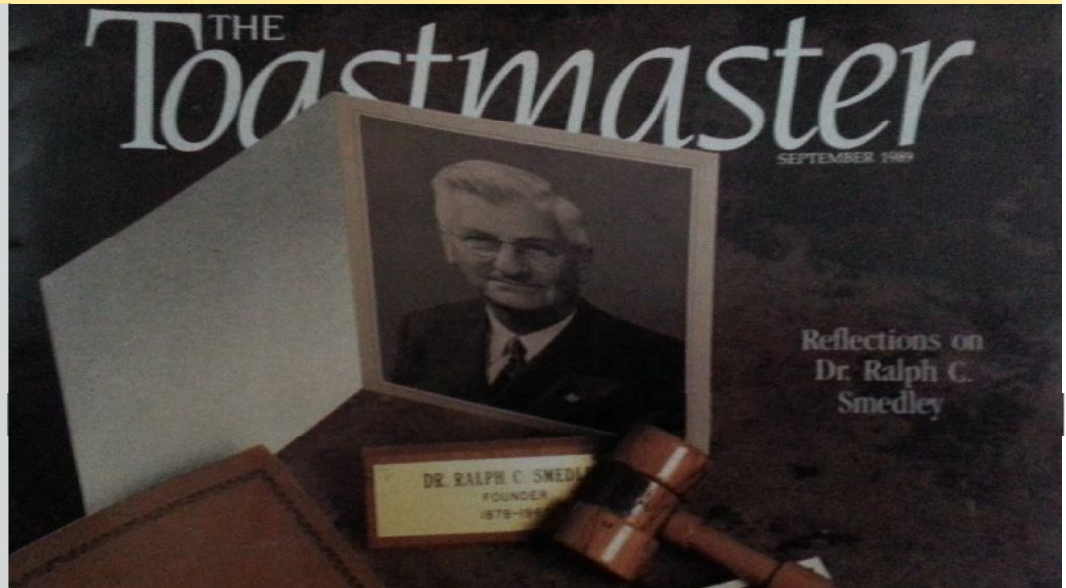
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Time to Change Your Life

Every six months, Toastmasters around the world engage in rounds of competition to determine the best communicators. At stake is the title of district champion. This fall, competition is currently underway to find the best Humorous Speech and Evaluation Toastmaster in District 39. In the spring—in addition to the Table Topics competition—the stakes are even higher with the champ of the International Speech contest winning a trip to the international contest in Las Vegas. At the club level, through area and division contests all the way to the district finals, contenders display their skills. Hours of work and numerous trial runs polish their skills. The ultimate prize is the trophy, but what really makes speech contests special?

Over the years, I've heard many contestants during their interviews echo a recurring sentiment: "I entered the contest because I wanted to push beyond my comfort level. A year ago, I couldn't imagine standing in front of an audience." We've seen the development of so many of our fellow Toastmasters as they gained confidence and learned to control their anxiety. They made progress each time they gave a speech, learning and improving, in some cases, at an astounding pace. In just a few weeks, we'll have the pleasure of seeing our best speakers vying at the District 39 Fall Conference. We'll get that warm feeling as we witness our fellow Toastmasters reach that magical sweet spot when everything comes together, when their content and delivery impress the judges enough to award them the title. Moreover, we'll hear during the interviews how "**Toastmasters has changed my life.**" I've proudly and sincerely said that phrase numerous times myself. How about you? Has Toastmasters changed your life too?

Budget submitted to WHQ

The district's budget draft and success plan for 2014-2015 was submitted by the Sept. 30 deadline to World Headquarters for approval. Next, the district executive council (DEC) will review and vote to approve the budget at the annual business meeting at the Fall Conference on November 8. The DEC consists of club presidents and VPEs or their proxy-holders, and district leaders. The budget is based on the goals of the success plan. In order to execute the plan, expenses were allocated for categories such as education and training, marketing, conferences and administration.

Proxy Reminder

If you are a club President or VP Education and are not attending the district council meeting at the fall conference, you may assign your vote(s) via proxies to another member of your club. Proxies enable us to establish the quorum required to conduct district business at the conference. You can download the District 39 Proxy Form on the District website, under the last tab on the right, "About District 39." Print and sign the form. Proxy holders must present their signed proxy at the credentials desk before the business meeting, and must attend the council meeting to vote.

Thanks to the 2013-14 Audit Committee

The Audit Committee completed its work for the year-end audit for 2013-14. Their findings were sent to World Headquarters. Thank you to Committee Chair Pam Rivera and her team for their diligence and service.

Happy Anniversary, Toastmasters!

It's time to get excited about Toastmasters' 90th anniversary! Get your club involved with a history-themed club meeting and an open house for the community. It's also a great time to start documenting your club's history. Tag your event photos on social media with the hashtag **#TI90years**. Resources for the 90th Anniversary are posted at Toastmasters.org. Type "90" in the search window to find a wealth of informative and useful materials.

We're up to 10 DTMs

Congratulations to our newest Distinguished Toastmasters, **Andrew Silvester**, PERSuaders Toastmasters Club, Sacramento; **Pamela Alexandra**, Parkside Toastmasters, Auburn; **Catherine Dessert**, Speaking Machine, Elk Grove; **Wes Johnson**, Tracy Toastmasters, Tracy; and **Nenhuang Huang**, River City Speakers Club, Sacramento. So far, 10 people in the district have achieved Toastmasters' highest honor. Their achievement is the culmination of years of dedication to the Toastmasters program. On the way to earning their DTMs, they gave dozens of speeches, participated in leadership roles, served as mentors and made a difference in many people's lives. They are listed on this month's Hall of Honor at District39.org and will be honored at a special DTM Ceremony at the Fall Conference chaired by Noralee Cole, DTM.

Brian Hatano, DTM
District Governor

Education and Training News

Proposal for Changing District Standing Rule

The District will vote on revising standing rule #3 during the business meeting at the fall conference. The new rule is necessary because of the increase in Divisions in District 39. To accommodate the increase, the District Administration developed an official proposal for revision of the rule. Here is the proposal in detail.

Proposal A – Revised Standing Rule #3

Divisions H, A, D, and B shall host Spring District Conferences, Divisions E, F, G, and C shall host Fall District Conferences, and Division I shall alternate between Spring and Fall District Conferences. Rotation shall ensure an equal average of time between conferences for each Division over a two cycle period. The host Division Director or his/her representative shall be the Conference Chair, unless otherwise appointed by the District Director.

Convention Delegates Receive Perks

Every Toastmasters Club in good standing receives proxies from Toastmasters International. These proxies are exchanged for votes and represent your club's voice at the International Convention Business Meeting each summer. Any Toastmaster in good standing may be assigned a club's proxies without regard to club membership. Members carrying proxies and votes at the convention are official delegates to the convention.

There are perks to being a delegate to the convention, like attending the Business Meeting where you vote on the candidates for international offices and proposals or issues under consideration for adoption that substantially change any policy. You can receive satisfaction from knowing that you have served other Toastmasters and helped determine the direction of the organization. Delegates also qualify for tax deductions for non-reimbursed business expenses if you itemize deductions. Information on tax deductions can be found within the Toastmasters Policies and Protocol.

How it will Work

Current rotation will end with the 2015 Fall Conference (2015F) hosted by Division C. The new rotation will begin with the 2016 Spring Conference (2016S) hosted by Division I with the following Division rotation:

I (2016S) – E (2016F) – H (2017S) – F (2017F) – A (2018S) – G (2018F) – D (2019S) – C (2019F) – B (2020S)

I (2020F) – H (2021S) – E (2021F) – A (2022S) – F (2022F) – D (2023S) – G (2023F) – B (2024S) – C (2024F)

The rotation was drafted with several considerations. With possible adverse winter weather, Divisions A and B will remain spring hosts. Weather was felt to be a minor factor with the other locations so Divisions D and H will remain spring hosts for consistency. Likewise, Divisions C, E, F, and G will remain fall hosts. Division I will alternate between spring and fall to allow seasonal consistency among the other Divisions. Each Division, on average, will host a conference every four and a half years.

Process

Consider the procedure and bring your questions or comments to the District Fall Conference. You can discuss the issue with District Governor Brian Hatano or Lt. Governor Education and Training John Davis prior to the business meeting. You can also submit questions and comments to the LGGET at jdavis@unr.edu to be answered and/or added to the discussion prior to the vote. There will also be the standard comment period before the vote where members may provide input or additional information, as well as ask questions or express concerns. Following the comment sessions the District Council will vote to approve or reject the proposal as part of the business meeting.

Procedure

Each club has two votes to be cast by the Club President and Vice President Education or their proxy. Ensure your club is represented in this decision that directly affects your Division.

Did You Know?

Some Surprising Toastmasters Statistics

At the International Convention in Kuala Lumpur, Lance Miller, DTM, World Champion of Public Speaking 2005, presented “Leadership for a Championship Club.” He began the seminar with the following facts:

33% of the membership leaves each year

50% of clubs worldwide have fewer than 20 members

75% leave before completing the CC

85% do not complete an education award each year

He shared a number of strategies that can help clubs perform at optimum efficiency, but also noted that every club is different and that “the meaning of life is that you have to figure it out yourself.”

Lance Miller Presents at International Convention

Did you ever wonder, “What type of club would interest a World Champion of Public Speaking?” Lance Miller, DTM, answered that question during his presentation in Kuala Lumpur. He said that he belonged to what he considered an average club of about 30 members. He and some of his peers decided they could do better so they set out to become the number one club in the world.

This was a lofty goal and took considerable commitment to the program. In just a few years his club was the number one Toastmasters Club in the entire world. Here are some of the guiding principles used to develop a strategy.

First, they confronted the issue of SEP – “Somebody Else’s Problem.” The club decided as a whole that it would take contributions from all members to achieve the goal. Any responsibility issues were shared among the members.

The second principle was significant because it acknowledged that all clubs are different with different members and attitudes. If you copy what someone else is doing and it is outside your normal personality you will have a hard time making it work. He said you have to figure out who you are and work on the issues that enhance your strong points and motivations. He refers to it as knowing the meaning of life: “The meaning of life is that you have to figure it out yourself.”

A major principle was his assertion that “failure is a necessary component to success.” The Toastmasters Program is an education program. It is expected that you will make a few unwise choices along the way – if you knew everything you would not be in the program. Get past your ego and treat unfavorable or unexpected outcomes as “educational opportunities.” The issue is not that you fall but whether you get back up.

Toastmaster Miller went on to describe some of the policies and procedures the club put in place. For instance, all members, including newly joined, were required to sign an agreement that they would complete at least one educational award each year by June 30, even if they joined in March or April. Members would continue to follow the program and continually work on the next level achievement. Every member was assigned a mentor who would ensure the member was committing enough effort to the program. The club maximized its training capacity as part of the club educational program.

These tactics may not work in your club but the principles followed to develop them will. Avoid SEP as an excuse. Get everyone involved in making your club successful. Evaluate who you are as a club. Determine what your strengths and motivations are. Remember that failure is only a stepping stone to success. If one tactic fails, learn the lesson and incorporate the experience in the next attempt. Miller compared Toastmasters to a supermarket that has all the ingredients necessary to make a meal. Use the programs available to develop a strategy that supports your club personality and create your own gourmet meal.

District 39 Marketing

New Clubs

Welcome members of District 39's newest club, # 03627677 Prospect Park Toastmasters!

New clubs to watch for:

Corps. Talkers

Sacramento Green Speakers

HIRE Speaks OUT

Tomodachi Friends TM

Panda Express

Pro Unlimited

National Guard

SETA

Do you have a new club lead? Please send all leads to:

Sondra.Nunez@District39.org

Club Marketing Materials

Hosting a club open house or starting a club membership building campaign? The district can help by providing free Toastmasters marketing materials. Contact Sondra Nunez.

District 39 Needs You

"Ours is the only organization I know dedicated to the individual, we work together to bring out the best in each of us and then we apply these skills to help others." -Ralph C. Smedley

The mission of our district is, "**We build new clubs and support all clubs in achieving excellence.**" In my mind the most important word in the district mission is, "**we**". **We** build new clubs. **We** support all clubs in achieving excellence. **We** work together to reach the highest measurement of district success, President's Distinguished. Why should we work to reach this goal? It indicates we are providing members every opportunity to achieve personal success.

Serving as a club coach, new club sponsor or new club mentor greatly contributes to fulfilling our mission. But what does it mean to you? You have the opportunity to practice leadership skills such as marketing and promoting a club. You have the opportunity to train new Toastmasters on the policies and protocols of running effective club meetings. You have the opportunity to share what you have learned with others and help them reach their personal goals. You have the opportunity to shape the future of our district. Successfully serving as a coach to an existing club of 12 members or less, or as a new club sponsor or mentor, satisfies one of the requirements needed to reach your Advanced Leader Silver education designation.

I ask you to work with us in building new clubs and supporting all clubs in achieving excellence by saying "**yes**" to serving as a club coach for a club in your area, or by serving as a sponsor or mentor to a new club. Training and on-going support will be provided.

Contact Sondra Nunez at Sondra.Nunez@District39.org to find out more information or to volunteer. Thank you for your service to and support of District 39 Toastmasters.

You are the key to our success.

Club Marketing and Promotion

Looking for a way to market and promote your club to company employees or community members? Consider hosting a **Speechcraft workshop**.

The *Speechcraft* program allows experienced Toastmasters to present the fundamentals of public speaking to non-members in an atmosphere of a Toastmasters club meeting. It's a great way to promote membership in your community or company club, as *Speechcraft* brings prospective new members to a meeting to see, first-hand, what Toastmasters is all about.

Speechcraft has several benefits. Participants become a part of your club meetings. They come to know and enjoy the club's fellowship while gaining confidence and training in their communication skills. Many Toastmasters members indicate they joined their club because they participated in a *Speechcraft* program. Clubs that conduct a *Speechcraft* program at least once each year have few membership problems.

Speechcraft also benefits the existing members of your club, giving them new opportunities to exercise their communication and leadership abilities. It also increases interest and attendance among all members.

How it works:

- You can choose how you want to do the presentation
- Do sessions in four, six or eight weeks
- 1-2 hours per session

Speechcraft may be presented as part of the Toastmasters meeting which makes it easier for participants to become members at the conclusion of the presentation.

- Invite 5-10 people
- Devote 30 minutes of each meeting to presenting *Speechcraft*

Speechcraft may be presented as a seminar-style presentation (outside of club meetings):

- You can invite more people
- Can be tailored to any group or company
- A great way to form a new club

How to get started:

- Order the Speechcraft Starter Kit (Item 205) from the online store

Sondra Nunez, DTM
Lt. Governor Marketing
Sondra.Nunez@District39.org

“Here we are, with tremendous opportunity before us. I challenge you to get to work to bring us up to a higher level of service. Let us share with others the benefits we have gained for ourselves.” -Ralph C. Smedley

The Basics of Membership Retention

Evaluate Interest: Ask members about their needs and goals. Focus the club education program with members' personal objectives in mind.

Analyze Reasons for Missed Meetings: Do meetings run too long? Do members have enough opportunity to participate? Is the meeting date, time, or location inconvenient for some of the members? What can the club do to help accommodate members' needs?

Nurture At-Risk Members: Once members reach their original goals, suggest new ones such as Advanced Communicator or Advanced Leadership designations. Work to prevent member "burn out" by lightening the load as needed. Consider conducting meetings with fewer roles until the club can attract more members.

District 39 Public Relations

Featured Online Resources

New Toastmasters website

Toastmasters International's website is getting a major facelift. The new, dynamic website is re-organized and re-designed to make it more interactive and easier for members and non-members to use.

You can preview the new site and begin familiarizing yourself with the interface at beta.toastmasters.org.

The original site is still available at www.toastmasters.org.

Last Chance to Register!

If you are planning to attend the District Conference in Sacramento on November 7-8, please register before November 2. Online and mail-in registration forms are available on the conference webpage:

<http://www.district39.org/2014-fall-conference/>

Clubs must register to entitle their members to attend the keynote address, educational workshops, and business meeting. Individuals must register to attend the Friday night opening ceremonies, speech and evaluation contests, and catered meals.

Don't miss this opportunity to mingle with Toastmasters from around the region and learn valuable speaking tips from Professional Keynote Speaker Craig Valentine.

Philip Williams, Public Relations Officer
philip.williams@district39.org

The logo for Toastmasters International, featuring the words "TOASTMASTERS" in a large, bold, blue serif font above the word "INTERNATIONAL" in a smaller, blue serif font. The text is enclosed in a dark red rectangular border.