



Toastmasters T.L.C.

# DOUBLE DOZEN

[www.district24toastmasters.com](http://www.district24toastmasters.com)

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## What is a District?

We have been progressing over the several months covering the various levels of the Toastmasters Organization. At the top is you, the member, and all other levels support your goal to improve your leadership and communication skills. This month we are going to highlight the District Roles and Responsibilities.

The District Officers serve you. They are dedicated to the mission of Toastmasters International and three roles in District 24 are elected at the spring conference. The District Governor, Lt. Gov. of Education and Training, and Lt. Governor of Marketing. Once elected, they manage to handle a number of responsibilities. Remember, each member serves without pay and has to attend a number of special training events and meetings. Additionally, in District 24, the Public Relations Officer, Secretary, and Treasurer are all appointed by the District Governor.

### *The Role of the District Governor (DG)*

Quoting from Toastmaster's International, "As the district's chief executive officer, the district governor directs the district in a

way that fosters strong clubs; produces maximum growth in educational completions, clubs and membership; and is consistent with the interests of the members of Toastmasters International. The governor achieves the mission of the district in a manner that motivates volunteer leaders and promotes a standard of excellence in all district activities." (<http://www.toastmasters.org/DGJob.aspx>)

A few of the duties of the DG include:

- Create and maintain an atmosphere of enjoyment, teamwork and dedication to Toastmasters International, all in the spirit of helping people learn, grow and achieve.
- Prepare the budget with the executive committee for approval by the district council.
- Promote the chartering of new clubs in coordination with the lieutenant governor marketing.
- Motivate membership building and retention programs in coordination with lieutenant governor marketing.
- Promote the Toastmasters

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## Governor's Quill (Chris Czerwinski, 2007/2008 District 24 Governor)

This month starts the first of a three part series on District 24 2007/2008 Theme: Toastmasters TLC

- Training
- Leadership
- Communication (And much more)



### Communication

Most of us know that the entire Toastmasters International Organization main purpose is to support the member. We, as members, then have a responsibility to communicate back to the organization what we need and want to help us to achieve the goals we have set for ourselves. And how do we start doing that?

The first step is with your club and its officers, simply by volunteering for meeting duties and preparing, in advance, when it's time to give a presentation. Remember the club officers are there to help you succeed in obtaining your goals.

The second step is to communicate to your friends, acquaintances, co-workers, and bosses what a great organization TM is and what TM can do for them. Bring them to meetings and let them see for themselves what a great group we are.

The third step is to get more involved in leadership even if it's only working on your leadership manual. Seek more leadership training by volunteering for club and district office or attending a TLI (Toastmasters Leadership Institute) near you. Get the dates from the calendar to see for yourself what goes on. If you get more involved, you will find that you can enhance your TM experience and make reaching your goals a whole lot more fun.

### Character

Dictionary.com defines Character as "the aggregate of features and traits that form the individual nature of some person or thing" and "moral or ethical quality." Working in your Leadership Manual will give you the feedback and the experience in Leadership. Building character is stepping outside of your comfort zone to experience life and growing as an individual. The Toastmasters experience can help in building character.

### Clarity

Not only being clear in your presentations and evaluations given in your club meetings, or clarity in your written communications at work and your private life. Toastmasters can help develop critical thinking skills that can only make you a better person.

### Commitment

Commit in becoming more involved, not necessarily in Toastmasters, but in your own life. Zig Ziglar uses the phrase, "Don't be a wondering generality!" which simply means to commit to your goals, to your family, or to your life. When a commitment is made we can focus to complete ourselves and our efforts.

### Courage

And finally the Courage to tell the entire world, well at least your circle of friends, that the Toastmaster experience is much more than just becoming at ease in speaking in front of a group but a lifetime of growth and learning.



## Marketing Minutes (Elden Plettner, Jr, District 24 Lt. Governor—Marketing)

October 1, 2007 marked the start of the first membership renewal period for the 2007 to 2008 Toastmasters Year. The data is in, and I am pleased to say that District 24 has achieved 24% of its goal for membership as of October 22, 2007.

District 24 is in fifth place when compared to the six districts that make up Region IV. The top District is at 29%, and the lowest is 20%. The mean is 25.5%. So what, you ask? The so what is:

We, as an organization of people helping people, are slipping in meeting the needs of our fellow Toastmasters, and the result is membership is dropping in the clubs. I want to encourage each of you to ask your friends, neighbors, and co-workers to come to your next Toastmaster meeting. Start by saying "Got Toastmasters!" And you can take it from there. Studies have shown that many people are just waiting to be asked to join a group, function, or organization. So be like Nike, and "Just Do It!" You may be surprised at the results.

Thanks to all for the effort!

## Education Time (Connie Klabunde, Lt. Governor—Education & Training)

Let's face it - we all have our goals of what we want to achieve as Toastmasters. Working in the manuals, we develop speeches, practice, and look forward to our presentations. The Competent Leader manual gives us the opportunity to work within the leadership track evaluating each of our assigned roles at the meetings.

Our Toastmaster clubs come in all shapes and sizes. Clubs, which are blessed with many members, have the opportunity to vary the roles each of the members are assigned. This is the ideal situation.

With the multiple roles to be filled at each meeting, having many members who attend regularly is a large benefit. It provides variance in each of the roles. It can also take a long time to complete our goals and reach our designations.

Some clubs struggle with low membership and/or low attendance. We multi-task at each meeting to make sure all the roles are filled. This can put a strain on our

enthusiasm. Multi-tasking does not allow us to do any of the roles well.

How about a creative solution to each of these situations? Consider the opportunity of visiting clubs with low membership. Offer to fill some of the roles, which are being performed by the multi-taskers. Present the speeches to complete your next designation.

Visiting other clubs can be a win-win situation for all. You can reach your next designation faster, receive new evaluations, and meet and make new friends.



## PR Pulse (Pat Hannan, Public Relations Officer)

The leaves are falling from the trees. The colors of gold, orange, and red fill the countryside. It is autumn. We have completed the fall contests and are heading into the holiday season. Each of us has our own personal memories and traditions that are associated with this time of the year. While I reflect on the time that I shared with my grandparents, parents and siblings, I am also preparing to create new memories for my grandchildren. There is Payton, Gage, and Dalton who are all here in Nebraska. McKenzie and Emma live in Okinawa but will be heading to Washington DC this December when their dad, my son, prepares to head back to Iraq. Add in another six grandkids that came in a "package deal" with my husband, and you can easily see why I have a great deal to be thankful for this Thanksgiving.

My Grandma Emma really set the tone for the holidays for me. She always knew exactly what to give each of us. I can remember the Jack-in-the-Box that arrived when I was five as well as I can remember the special hand mirror, comb and brush set that she picked out for me before she died when I was just 10. The holiday season was filled with great aromas. Turkey and pies were always on the menu at Thanksgiving. Her home was crowded and the family filled every available seat around the table. But there was always room for one more. Sometimes we ate in the basement on card tables. The washer and dryer were covered with a table cloth and became a buffet.

For me, Toastmasters is a great deal like my family events. I remember my first speech, participating in speech contests and serving in various leadership roles. Instead of Grandpa carving a turkey at the head table, it was one of our members serving up a variety of dishes in terms of speeches, evaluations or silly laffy taffy jokes. During October, the district trio asked you to roll out the welcome mat and invite your friends, coworkers, and family to a Toastmasters Visitor's Meeting. Several clubs had a great number of guests during the month. The Governor and a number of mayors signed special Toastmasters Proclamations. The Mutual of Omaha Club inducted 8 new members. It has been an awesome month.

While we begin preparing for our special holiday activities and events, remember to serve up some of your memories as speeches. Offer up a toast to get ready for your next family wedding or feast. And remember to invite guests to any special holiday meetings that you club plans to host. I can't think of a better gift to receive than an opportunity to improve communication and leadership skills. That is the gift that we offer each visitor who comes to our meetings.

I hope your Thanksgiving is blessed with the richness of friends, family, and, of course, great new memories.



## TM WITH AN INTERNATIONAL FLAIR

In August, an international guest visited NPPD Club #1029. Dr. Gudrun Wilhelm of Germany, who teaches seminars for corporations and is a member of a Toastmaster Club in Munich, attended the Monday meeting and provided the club with some insightful commentary about the similarities and differences between her club's meetings and that of NPPD Club #1029.

"I enjoyed very much to be a visitor of your club," Ms. Wilhelm said in a September, e-mail correspondence. "Mostly I was impressed by your prayer, which is impossible in our enlightened country."

Wilhelm pointed to similarities shared between clubs, including a membership of interesting people and a variety of topics discussed. Differences included the purposes of the clubs. In Germany, members attend for more social reasons, whereas in America, "...a club sponsored by a corporation follows strongly educational purposes."

The club Wilhelm belongs to in Munich is one of four. The language spoken is German; however, two clubs in Munich use English as a business language. Wilhelm's club has approximately 25 members of different educational levels and interests. They meet every second and fourth Thursday of each month.

Dr. Charles Gray, who was a former member of Toastmasters, told Wilhelm about the club when she lived in Nebraska as a foreign exchange student 27 years ago. A relatively new member to her club in Germany, Wilhelm was inspired by another member to visit clubs in other countries, if possible.



Ruby Beckman joined Gudrun at an August Toastmasters meeting.

"I invite everybody in the club who has the chance to travel to visit and enjoy the wonderful hospitality of the TM unity," she said. "I will gladly show you our unique city. There is much to discover. Come now!"



Gudrun Wilhelm (above) visited NPPD Toastmaster Club #1029 during a recent trip to America to see friends Vern and Ruby Beckman, her foreign exchange hosts when Gudrun was in high school.

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Mike Hasenkamp  
President  
NPPD Toastmasters Club 1029



## What a Difference

Following is a wonderful testimonial to the mission of Toastmasters.

When LibORATORS 986233 first began forming at the Tecumseh State Correctional Institution, there was a lot of curiosity about Toastmasters. One of the curious was Reko Mitchell, who came to me one day and said he was really good at writing words, but not very comfortable speaking those words in front of people. I read some of the poems and articles he had written, and they were very good. I told him that Toastmasters could help him become a public speaker so that he would be able to share his words with a listening audience. I shared information about the leadership track and the benefits this offered. Reko joined and became the club's first Sergeant at Arms.

After a bit, Reko gave his first speech. Everyone there knew what a huge undertaking this was for him. While his words were eloquent and well thought out, his fear of public speaking was evident. He stood stone still while sweat poured from his brow. He looked mainly at the floor, but he made it through his remarks. His second speech was far better, and he paced his

way through it, making eye contact with the audience and throwing in the occasional gesture. The speech earned him huge Applause, and you could see the confidence and pride grow in him. By his third speech, his finely crafted words were infused with humor, and, not only was he delivering a good speech, but he was entertaining people! No one that had not witnessed his first speech would have believed how far he had come. The transformation was the biggest I've seen in seventeen years of being a Toastmaster.

This growth and transformation earned Reko the "Most Improved Speaker" award from our club. Sadly, before this award could be presented to him, he was involved in an altercation that cost him his life.

Who knows where Toastmasters could have taken this man with such a gift for words? We will never know. What we do know is that Toastmasters is not only about the effect it has on people, but the effect that people have on Toastmasters. Reko's effect on this club will long be remembered.

Ralph Brown, ATM-G  
President, LibORATORS 986233

## Area Governor Training - Round 2

Mahoney State Park is the place to be Saturday Nov. 17, if you are an Area Governor or District Governor. Each year, the district trio prepares two training opportunities for our Area and Division Governors. The purpose is to help these leaders help the clubs, grow membership and handle some of the technical aspects of keeping an International organization running smoothly.

This session promises to offer quality information and an opportunity to work with the leadership team. One of the agenda items will include the fall contest season. This year, the district the top two contests winners were allowed to move on to the next level, if they came from an Area with 4 or less clubs, or a Division of 4 or less Areas.

If you are an Area or Division Governor, come prepared to discuss this agenda item. It will help set the next round of contests in the spring.



## What is a District? (continued from page 1)

International educational program and the achievement of educational accomplishments in coordination with lieutenant governor education and training.

- Establish ongoing high quality training programs for club, area, division and other district officers in coordination with the lieutenant governor education and training.
- In coordination with lieutenant governor education and training, oversee all speech contests and make arrangements for the district international speech contest.
- Establish district-wide communications and promote district activities in coordination with the public relations officer.

### *The Role of the Lt. Governor of Education and Training (LGET)*

Quoting from (<http://www.toastmasters.org/LGETJob.aspx>), "Under the guidance of the district governor, the lieutenant governor education and training strives to have every club and each member reap the benefits of the Toastmasters educational program and become a Distinguished Club. The lieutenant governor education and training provides direction and counsel to division governors, area governors and club officers on the educational opportunities in Toastmasters, and is responsible for the design and conduct of successful district training programs, conferences and other district educational events."

A few of the duties of the LGET include:

- Plan, organize and promote personal growth through the Toastmasters International educational program both inside and outside of Toastmasters in coordination with public relations officer.
- Foster excellence in club educational

programming through the use of Toastmasters programs such as Speechcraft, Success/Leadership, Success/Communication, The Better Speaker Series, The Successful Club Series and other resources.

- Plan, organize and direct the district conferences.
- Coordinate and supervise the International Speech Contest and other district speech contests at the club, area, division and district levels.
- Supervise educational and training programs, ensuring that people are properly recognized for achievement.

### *The Role of the Lt Governor of Marketing (LGM)*

Quoting for Toastmasters International, "Under guidance of the district governor, the lieutenant governor marketing makes the benefits of Toastmasters membership available to greater numbers of people. The lieutenant governor marketing plans, develops, implements and directs short-term and long-term district marketing objectives, and develops and directs programs for new club development, club rescue efforts, club membership promotion and membership retention. The lieutenant governor marketing promotes high standards of service to the member and to the club."

A few of the duties of the LGM include:

- Ensure achievement of district membership and club growth objectives and achievement of Distinguished District.
- Develop a sound overall marketing plan in conjunction with district team members, focusing on making Toastmasters available to more people while also emphasizing a dedication to member service.

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## What is a District? (continued from page 7)

- Direct and coordinate the marketing strategies and activities necessary to achieve district growth objectives.
- Direct membership development and retention programs, encouraging achievement of reasonable growth targets.
- Monitor division, area and club administration ensuring the prompt submission of complete club dues-renewal reports to World Headquarters and club-officer lists to World Headquarters and district governor.
- Implement programs to assist weak clubs and bring them to a level of 20 or more members.
- Develop a strong district marketing program to build new clubs in corporations and the community.
- Recruit, train and maintain a strong club building team.
- Recruit and train club mentors and club coaches.
- Manage district recognition programs that ensure club and membership builders are recognized by the district and the community.
- Work in conjunction with the district public relations officer to maximize district marketing efforts through internal and external promotions.

### *District Officer Elections*

What are the requirements to run for office?

LGM: The lieutenant governor marketing must have served at least six consecutive months as a club president and at least 12 consecutive months as a lieutenant governor, division governor or area governor or a combination of these.

LGET: The lieutenant governor education and training must have served at least six consecutive months as a club president and at least 12 consecutive months as a lieutenant governor, division governor or area governor or a combination of these.

DG: At the time of taking office, the district governor must have served at least six consecutive months as a club president and at least 12 consecutive months as a lieutenant governor or division governor or a combination of the two.

## District 24 Goals

Follow the District 24 numbers for 2007/2008! District 24 Performance Reports are now online at: [http://reports.toastmasters.org/reports\\_new/reports.cfm?d=24](http://reports.toastmasters.org/reports_new/reports.cfm?d=24)

Categories	To Date	District 24 Goal	Percent of Goal Reached
Competent Communicator	35	87	40%
Advanced Communicator	9	24	38%
Membership Payments	909	2537	36%
Total Clubs	67	69	97%



## The Leadership Challenge

Knowing a bit more about the roles of the District Leadership Team and the requirements to run for election, how do you go about running for office? To some members, this is a great mystery, but anyone who meets the qualifications and wants to run for district office will have that opportunity.

Elections will be held in during the spring conference business meeting. If you want to learn more about a role in the leadership team, talk to someone who has already been elected and served in that capacity. These roles require a great deal of time and passion, but they offer great rewards in terms of personal growth.

Please consider running for office.



## Correction!

Whoops:

There was a mistake on the District 24 Toastmasters Website. Physician's Mutual is a 2006-2007 Distinguished Club. Congratulations to Physician's Mutual.



## Promote Your Club!

If your club is having a special event planned, and you want to have it posted on the District Calendar, just email the date, time, event, club, and contact person information to Pat Hannan, [pro@district24toastmasters.com](mailto:pro@district24toastmasters.com)

## Picture Gallery



Elden Plettner and the mayor of Nebraska City sign the Proclamation declaring that the week of Oct. 14 - 20, 2007 was Toastmasters Week.

## Awards and Conference Notes

Watch for an update to the District 24 website about the Fall Conference in Norfolk being held Nov. 2 - 3.

Special thanks to the Norfolk team who worked so hard to put together a great event for district members.

The December Double Dozen will offer a complete list of who was honored with the District Awards.



# DISTRICT 24 CALENDAR

(all dates subject to change)

## 2007

- Nov 2/3 Fall Conference—Holiday Inn Express, Norfolk
- Nov 3 District Council Meeting
- Nov 5 LibORATORS Semi-Annual Symposium, Tecumseh
- Nov 17 Div/Area Governor training, round two, Mahoney
- Nov 17 District Executive Committee meeting
- Dec 10 Club Semi-annual elections completed

## 2008

- Jan 11 Mid-Winter Training for District Trio
- Jan 19 Toastmasters Leadership Institute, Lincoln
- Jan 31 Region IV Presenter Application Due
- Feb 1— Mar 31 Talk Up Toastmasters! Membership Contest
- Feb 9 Toastmasters Leadership Institute, Grand Island
- Feb 23 Toastmasters Leadership Institute, Omaha
- Mar 31 Proxies Mailed
- Apr 13 Celebrate the Sunrise! 50 Year Celebration of Sunrise Toastmasters
- May 1-Jun 30 Beat the Clock—Membership Contest
- May 2/3 District 24 Toastmasters Conference and Contests
- Jun 26/28 Region IV Conference and International Contest
- Aug 13/16 Toastmasters International Conference

