

## April 2009 Double Dozen Newsletter District 24 Toastmasters

### This month's newsletter includes:

|   |    |
|---|----|
| Hats Off to Division D Clubs!.....                    | 1  |
| Dues are due .....                                    | 1  |
| Nominations Committee News .....                      | 1  |
| Fairview Annual Celebration .....                     | 2  |
| Spring Convention.....                                | 2  |
| Notes from your Trio.....                             | 3  |
| Governor's Quill by Pat Hannan.....                   | 3  |
| Critical Success Factors .....                        | 3  |
| Proxies.....  | 4  |
| Education and Training Notes.....                     | 4  |
| Its Toastmasters Contest Time by Elden Plettner ..... | 4  |
| Protect Your Points! No More Grace Period! .....      | 5  |
| Area Governor Appointments .....                      | 6  |
| Marketing Minutes by George Volz.....                 | 6  |
| Building Membership Requires Personal Touch .....     | 6  |
| From the desk of the LGM.....                         | 7  |
| Guest Packets .....                                   | 8  |
| Visitor's Night is Coming .....                       | 9  |
| Closing Thoughts on Change .....                      | 10 |

### Hats Off to Division D Clubs!

As of April 1, all Division D clubs have their renewal dues paid! Job well done by LuAnn Anglo, Division D Governor, Area Governors, Clubs and Members!

### Dues are due

Toastmasters International has changed the way they notify clubs that their dues are due. This round of dues payments were sent out via e-mail notification. District 24 clubs did a great job of getting dues sent in and as of April 6, there are only a handful of clubs that still need to send in dues. If your club still needs to pay your dues, please get them turned in.

### Nominations Committee News

A change has been made to the membership of the nominating committee. Past District Governor Melinda Hagg is representing Division A.

There seems to be some confusion surrounding our nomination process. We are asking persons interested in running for the top three district offices as well as the four division governorships to **contact a member of the Nominating Committee. They will provide the forms for which we are asking.**

In addition to the ones in which you have attached to your message is the **"Candidate qualifications checklist for district office positions."** This is for The Committee to use to verify the qualifications of each candidate. It may determine whether personal interviews are required of the candidates. [Note: If we interview one, we are required to extend this to all.]

The way of the nomination process is:

1.) Candidates contact a member of the Nominating Committee who will in turn provide them with the necessary forms, as well one describing District Officer Mission, Purpose and Qualifications.

2.) It is recommended that these forms may be mailed directly to me so that **I receive them by April 15th** this to save time.

3.) I will then share these forms with The Committee and determine what additional action may be required; i.e. candidate interviews, committee meeting, etc.

I am hoping that this total process will be completed by April 18th and THE REPORT filed with the District Governor by April 20th. This should allow time for the District Governor to publish THE REPORT to the District Council as prescribed by Toastmasters International.

Hopefully this will clear up any confusion with the Nomination Process. Might I suggest that if you know of anyone interested in growing through district leadership to notify a member of the Nominating Committee as soon as possible. Be reminded that there is a little more than two weeks remaining.

Thank you!

Leo Allen, PDG, Nomination Chairman e-mail: [allenll@juno.com](mailto:allenll@juno.com)

## **Fairview Annual Celebration**

The Fairview Club, Lincoln, sure knows how to throw a party. This year, Fairview member, Brady, provided a wonderful keynote address on overcoming life's challenges. You might remember news stories about Brady who sustained a spinal cord injury while playing high school football. Brady's goal is to become a paid inspirational speaker and he did a fine job inspiring the audience to overcome life's challenges.

## **Spring Convention**

Join us May 8 & 9, 2009 at the Howard Johnson Hotel 72<sup>nd</sup> & I-80, Omaha. Judy Southwick, our International Director will with us to provide great information about changes in Toastmasters. You'll also be able to hear terrific speech contestants and network with fellow Toastmasters. Watch your mailbox for a flyer with additional details.

# Notes from your Trio

## *Governor's Quill by Pat Hannan*

### **Critical Success Factors**

Perhaps you or fellow club members are wondering what all the noise is about when district leadership team members talk about the critical success factors. Much like the Distinguished Club Program (DCP), the critical success factors are a measurement tool to help gauge the health of the district. In the end, the question must be asked, are our members achieving their personal goals?

Our manuals offer criteria to help us build our skills. For example, Speech #4, "How to Say It", from the Competent Communication Manual lists several objectives:

- Select the right words and sentence structure to communicate your ideas clearly, accurately and vividly.
- Use rhetorical devices to enhance and emphasize ideas.
- Eliminate jargon and unnecessary words. Use correct grammar.

As we build our speaking skills, our manuals provide guidelines to help us hone our skills and achieve our goal to become better communicators. Along the way, using the tools that Toastmasters has developed, we are able to achieve various designations such as our competent communicator award. The club is measured with the goals of the DCP.

- Club members earn 2 CC's
- Earn another 2 CC's
- Club members earn an AC
- Earn a 2<sup>nd</sup> AC
- Club members earn a CL, AL or DTM
- Earn a 2<sup>nd</sup> CL, AL, or DTM
- 4 new members
- 4 more new members
- At least 4 officers attend officer training 2 times per year
- Submitted on time October or April renewals and officer list

Club that complete 5 of the goals, achieve Distinguished Status; and the membership achieves their goals of becoming better communicators and leaders.

Critical Success Factors work in much the same manner. Each year, the district has goals to increase the number of clubs we have, increase our membership numbers, and achieve educational designations in the Competent Communicator and Advanced Communicator roles.

This year in District 24, our membership, is doing a great job!

We have already achieved our educational goals of the CC and AC numbers. Our clubs are looking good but we still have a number of outstanding dues payments.

At this time, we are short 248 membership payments. And we have less than 90 days to complete those goals. ***Can we do it? Yes we can!***

|                            |                               |      |                          |    |                             |    |
|----------------------------|-------------------------------|------|--------------------------|----|-----------------------------|----|
| Total Clubs July 1         | Membership Payments           | 2354 | CCs to Date              | 85 | ACs to Date                 | 33 |
| Active Clubs to Date       | Base                          |      | Goal for June            | 82 | Goal for June 30            | 23 |
| Paid Clubs to Date         | Membership Payments           | 2153 | 30                       |    | <b>District is ahead 10</b> |    |
| Goals for June 30          | to Date                       |      | <b>District is ahead</b> |    |                             |    |
| <b>District is ahead 1</b> | Goal for June 30              | 2401 | <b>3</b>                 |    |                             |    |
|                            | <b>District is behind 248</b> |      |                          |    |                             |    |

Toastmasters International has set certain standards for districts. We need to have a minimum of 60 clubs to remain a district. About 10 years ago, there were about 100 clubs in District 24 but a number of those clubs have folded and a number of new clubs have sprouted. It is the natural ebb and flow. But we would like to see the number of clubs increase in District 24. More clubs offer members more learning and networking opportunities and together we flourish.

We are always on the "look-out" for opportunities to share the Toastmasters experience with others. If you know of a business that does not have a Toastmasters Club but you think would benefit from one, I encourage you to contact George Volz, [lgm@district24toastmasters.com](mailto:lgm@district24toastmasters.com), our Lt. Gov. of Marketing. George has all the materials to show the value of Toastmasters to possible new clubs.

## **Proxies**

Each spring, Toastmasters International mails proxy forms to each club. These proxies are turned in at the regional and international convention for ballots. District 24 needs your proxies! If you have not received your Toastmasters International proxy form yet, it will arrive any day now. Often times, the club officers who receive proxy forms set them aside and forget them, but they serve an important function in Toastmasters. The proxies are turned in at the regional and international conventions for ballots allowing the District Governor or designate to vote for the future International Directors and executive members of the organization. Last year, the role of 3<sup>rd</sup> Vice President was won by just a handful of votes. Four years from now, the 3<sup>rd</sup> Vice President will serve as the President of Toastmasters International.

## **Education and Training Notes**

### **Its Toastmasters Contest Time by Elden Plettner**

CONGRADULATION to all the members of District 24 for helping the District achieve its educational goals for year 2008-2009. The goal was met on March 26, 2009. You are all to be commended for your individual accomplishments in completing your CC and/or AC. You have improved yourself and in doing so have helped the

District too. You need to think what Advanced Manual you want as we will be drawing four names out of the hat at the spring conference and awarding the Advanced Manuals to four individuals. You are awesome!!

Contest season is in full swing and, as always, you can count on members stepping up to the plate and giving it their all. This spring District 24 is serving up two terrific contest opportunities: Tall Tales and International Speech Contest. Members will progress from their Club contest to Area level followed by Division contests and finishing up in Omaha, NE. on **May 8 and 9, 2009** at the District Conference contest. Make your reservations now to attend the District Conference at Howard Johnson's 72nd and I-80 Omaha NE. The registration form is on the District 24 Website so you can apply today. Save money by registering early.

Most Area and Division contest dates are on the DD 24 calendar. Check the calendar and plan your club contests so your winner can be determined in time to go to the Area contest.

And finally, we need contestants and helpers to staff the many roles for the contest. Would you be willing to help? The organization needs helpers in the Club, Area, Division, and District contest to perform the duties of judge, ballot counters, timer, and etc. for the contest to be a success. By helping you make a positive difference and you will feel good! Compete and challenge your club members to compete as well. For those of you unable to compete, become a helper. Contact your Club Presidents, Area Governors, and Division Governors and let them know where you would like to help. We will train you to do the job. Your Organization needs you to make a positive difference and to feel good!

Consider this as my personal invitation to you to help!

Elden Plettner, Jr. [lget@district24toastmasters.com](mailto:lget@district24toastmasters.com)

### **Protect Your Points! No More Grace Period!**

Watch Those Deadline Dates!

This note was sent out by Toastmasters International. Effective **July 1, 2008**, there will no longer be a grace period for distinguished programs. In the past, submissions were considered on time for credit in the **distinguished programs** if they were postmarked by **June 30, or December 31**, and received at WHQ by July 7, or January 7th depending on the time of year. Now, all materials for the **distinguished programs** must be **received by WHQ** no later than **June 30 or December 31** -- with **no** grace period. This concerns **only** those distinguished program deadlines that fall on June 30 or December 31.

The reason for this was fairness. A club located close to World Headquarters could hand-carry in some paperwork on June 30th, while a club located farther away had to take mailing delays into account. Now, technology allows any club in the world to send in forms in a variety of ways that allows any club or district from around the world to submit items on time.

So, there is no longer a need for a grace period for on time credit. Toastmasters has changed policy to keep up with the times - and it will affect your club or district. While we must all be more mindful of the calendar, every Toastmaster can also be happy about the fact that these new, solid deadlines will result in speedier recognition results at year-end.

## **Area Governor Appointments**

Area Governors are appointed positions. Each year the District Governor appoints the new Area Governors. Area Governors can serve for 2 years consecutively. There are a number of areas that will need new appointees. Serving as an area governor is one of the most rewarding leadership roles that many Toastmasters have experienced. The area governor provides support and assistance to each club so that it may achieve the club mission and fulfill its responsibilities to club members.

To serve as an Area Governor:

- Recommended that you have first served as a club president or vice president of education (not mandatory)
- Make at least 2 club visits to each club in your area during the year.
- Submit the area governor visit report to TI by the required deadlines.
- Participate in Area Governor Training conducted by the trio each year.
- Hold successful area contests in the fall and spring.

Most importantly, know that if you are willing to step up to the plate and serve as an area governor, you'll find great new friends and have the opportunity to know many more fun Toastmasters.

Full details for the area governor role are on-line: Area Governor Handbook - <http://www.toastmasters.org/ALMan.aspx>; Area Governor Job Description <http://www.toastmasters.org/AreaGovJob.aspx>. If you are interested in serving as an area governor, please contact one of the trio members, Pat – [governor@district24toastmasters.com](mailto:governor@district24toastmasters.com); George – [lqm@district24toastmasters.com](mailto:lqm@district24toastmasters.com) or myself – [lget@district24toastmasters.com](mailto:lget@district24toastmasters.com).

## ***Marketing Minutes by George Volz***

### **Building Membership Requires Personal Touch**

Does your club have low membership? High membership? It doesn't matter: we can never have too many members! Toastmasters International states, "People can't join your club if they don't know it exists! There are thousands of people waiting to join Toastmasters who "just haven't gotten around to it yet." They are ready to join your club – they just need a reminder and a little push to do so."

First, are you using the local papers in your neighborhoods to publicize your club events? While it may be difficult to get into the Omaha World Herald, most neighborhoods have "freebies" they publish weekly. Recently when we went to Plattsmouth, we were told by one of our contacts that the "best news press is the single legal-sized page, printed both sides put out by a group of merchants and called the Cassgram. We were told everyone reads that even when they don't read

the newspaper. What does your neighborhood have? Ask around. Pay attention to free handouts in grocery stores and at other merchants.

Second, have you tried placing fliers at local merchants? Perhaps make bookmarks to place in the libraries? Do you remember to invite the people you see each day as you go about your life at church, work, play, shopping, meetings, etc? What do you do with those extra magazines you get when you belong to more than one club, or when you've read them and want to discard the dust-catchers? People like to have magazines to read while waiting for medical appointments. Hospitals, especially, generally like to have different magazines for their patients.

Many towns have developed or are developing Leadership Training Programs. They are usually established through the Chamber of Commerce and are comprised of young professionals who are seeking to improve their business skills. Toastmasters is a natural fit! See if your club could do a short demo meeting or an educational session from one of the Success Leadership Series (S&L). The S&L Series include programs on management, every facet of leadership, improving listening skills, and building your thinking power – perfect for developing professionals.

The Toastmasters website has a lot of suggested ways you could build upon to help increase your club membership. Remember, first you have to get visitors to the club before they can become members, and if they don't know about it, they can't come.

For more information on membership building, contact LGM George Volz @ [lgm@district24toastmasters.com](mailto:lgm@district24toastmasters.com).

### **From the desk of the LGM**

April is upon us. It is the final quarter of the Toastmaster year. It is Visitor's month! Has your club selected a date? Don't hesitate to take this opportunity to share the Toastmasters experience with others.

By the time you read this most of the clubs will have collected dues and sent them onto Toastmasters International. It was our first time to use the web-based method of notification. Some issues were identified-but overall the process seemed to work very well—and it holds promise for future improvements.

In this time of challenge, Toastmasters is still the best tool available to help each of us improve our communication and leadership skills. And it is getting even better. Just this month, I was informed that "Moments of Truth" is now available as a download from the website. This is a fantastic tool to help a club assess its strengths and weaknesses. And, if one takes a step back and translates some of the terms, it is a great tool to teach the process of evaluating any group or business. I recommend that you look at it in the coming months.

Leadership opportunities in Toastmasters always bring great challenges, but it brings even greater rewards. Last year, I had carefully weighed the opportunities and challenges of Lieutenant Governor of Marketing before stepping forward to be nominated. With all of the activities in my life, I wasn't sure if I could accept one more. But the final decision came down to one simple statement, "To whom much is given, much is required." The Toastmasters experience has given much to me and I feel that I must give something back.

On a closing thought, have you considered how you can benefit the organization? You possess special skills and talents that are unique. Please consider a leadership position in District 24, you will not regret it.

## **Guest Packets**

Does your club have a guest packet? What are the benefits of a guest packet? The obvious answer is that it is something to give to guests—and that is a correct answer to the benefit of a guest packet. However, it can be much more than that. To someone who enters the doors to visit your club, it is a keepsake of the first meeting. This serves as a reminder after the blur of the meeting, of how Toastmasters can be a benefit to the visitor.

With this in mind, what should be included in the packet? Each club may have different ideas, but let me suggest this list of possibilities.

First, consider a letter from the president of the club welcoming the visitor. Many have thought of coming but just haven't taken the first step. A letter from the president of the club welcoming them lets them know that everyone in the club from the top down is interested in them being there.

Another document worth considering is something that lets the visitor know how the club is unique: normal meeting times, awards received, date founded, philosophy of the club, achievements of the membership or anything else that the club can share. The exercise of creating this document has twofold effects. It creates a unique interest in the club by the prospective member and it helps center the membership on the club's heritage.

If your club produces an agenda for every meeting, a current agenda would be a welcome addition. If you have a standard meeting format, include the standard meeting format outline. Either document will help the guest know what is happening and what to expect next. After the meeting, this document will help the guest remember key events.

Toastmasters is larger than the club, so a couple of other packet stuffers, I would suggest is a copy of the Toastmasters Magazine, some of the fliers from Toastmasters, or fliers for local events such as an upcoming contest or Spring Conference.



For a sample project speech, download the form for the Ice-breaker from <http://www.toastmasters.org/Members/MemberExperience/NewMember/Breakingthelce.aspx>.

Finally, I believe every guest packet should contain an application to join. Take the time to fill out the information for your club. This form is available at <http://www.toastmasters.org/Members/MembershipBuilding/MembershipApplications/App.aspx>.

These are just suggestions, feel free to use them as you see fit. If your club has something else that you offer to visitors, drop me a note so I can share it with others. The strength of Toastmasters is the strength of all of us.

## **Visitor's Night is Coming**

Visitor's Night is coming—are you ready?

Let's go through the checklist

Before the meeting

- The word is out!
- Local newspaper/TV/radio notified
- Flyers out to prospective areas
- Info out on intranet at all related businesses
- Members have invited others
- A message has been sent to the [Lgm@district24toastmasters.com](mailto:Lgm@district24toastmasters.com) with date and time
- The stage is set!
- The agenda is set and printed
- The refreshments are available
- The room is set up
- The members will arrive before the guests
- The guest book is open and ready
- The guest packets are ready and include:
  - A letter from the club president welcoming each guest
  - A brief history or information statement on the club
  - An agenda for the meeting
  - A Toastmaster Magazine
  - A flyer about Toastmasters
  - An application with all of the club information completed

At the meeting

The members will:

- Arrive early and make sure the room is ready
- Be prepared for their assignments and to fill in as needed
- Wear nametags so the new members can identify them
- Welcome every visitor and make them feel welcome
- Make sure that everyone signs in (include e-mail, mail and telephone info)
- Introduce visitors and mentor them during the meeting
- The guests will:

- Not be required to participate unless they volunteer
- Be interviewed to see how they viewed the meeting
- Be given the opportunity to join
- Be definitely asked to come visit at the next meeting.

After the meeting

- Follow-up with visitors
- Written/e-mail/phone follow-up immediately
- E-mail/mail newsletter
- Call or email to come to next meeting
- Follow-up with others
- Thank those who invited the guests and make sure they are recognized
- Drop a note to local news media/intranet letting them know that new visitors came
- Send a note to [Lgm@district24toastmasters.com](mailto:Lgm@district24toastmasters.com)

## Closing Thoughts on Change

Extracted from Zig Ziglar's Newsletter

<http://www.ziglar.com/newsletter/?p=77>

The following are six steps to successful personal change:

1. When you change your thinking you change your beliefs.
2. When you change your beliefs you change your expectations.
3. When you change your expectations you change your attitude.
4. When you change your attitude you change your behavior.
5. When you change your behavior you change your performance.
6. When you change your performance, you change your life!

John C. Maxwell is an internationally recognized leadership expert, speaker, and author who has sold over 16 million books. His organizations have trained more than two million leaders worldwide. To find out more, go to <http://www.johnmaxwell.com/>