



# THE VOICE

DISTRICT 83 NEWSLETTER

October 2014

## Memories from Malaysia

*In this edition, Toastmasters from District 83 who attended the International Convention in Kuala Lumpur, Malaysia in August share their stories with you.*



### Competing in Kuala Lumpur

*By Kevin Moulton, DTM*

This past August, I went to Kuala Lumpur, Malaysia, to compete in the Semi-Final round of the 2014 International Speech Contest! It was a life-changing experience.

In 2014, more than 30,000 people competed in the International Speech Contest from all around the world. I was fortunate enough to win our District 83 speech contest last May at our Spring Conference against some great competition. Winning that contest gave me the opportunity to represent our district against 90 other districts at the International Conference, held this past August in Kuala Lumpur.

To help to prepare for the trip, I reached out to many clubs and friends throughout District 83. I will be forever grateful to all of the people who were willing to help, and all of the great friends I made along the way. My home club, Summit Toastmasters, allowed me to speak at every meeting leading up to the trip. I also visited clubs all over northern New Jersey, where I performed my speech and received valuable feedback.

I read several books about competing at the international level, and watched many videos of World Championship speakers. I reached out to many past World Champions, as well as speakers from District 83 and other districts who have competed on the international stage. Everyone was so generous with their time and advice. They are all great Toastmasters. I can only hope to be as kind and generous as all of these people were when others ask for my help.

Malaysia was amazing. Kuala Lumpur is beautiful. It's a booming city, full of people from around the world. I found them to be friendly and welcoming. Every day I walked about a mile from my hotel to the conference center. By the end of the week, I felt right at home. The highlight of my walk was passing through the Petronas Towers each day. While at the conference, I had a chance to meet many past World Champions and Toastmasters from all over the world.

So many people asked me about my upcoming trip that I decided to "bring them all along" via social media. Each day, I posted pictures and comments about where I went, what I did, and who I met. My friends back home participated in a dialogue with me. It was as if they had all come with me to Malaysia.

The day for the semi-final contest finally arrived. I was in a group with 10 other speakers from all over the world. What a great group! It was quite the experience stepping out on that stage. All of my practice leading up to that day paid off, and I felt confident on the stage. I had such fun up there! Unfortunately, I did not win the contest, which was disappointing, but I gained so much from the experience.

During the rest of the week, people stopped me in the hall again and again to tell me how much they had enjoyed my speech. Given that I had talked about dogs, people asked me for more stories about my dog, and shared stories of their own dogs. Although I didn't win the contest, each of these experiences confirmed that I had done what we Toastmasters intend to do: connect with my audience.

The whole trip, and the preparation leading up to it, was a wonderful experience that I will never forget. I learned a great deal about what it takes to compete on the international stage, which I will share in a session entitled "Take Your Speech from Good to Great" at our District 83 Fall Conference. With examples from many speakers, I will share with you the techniques that the champions use. Please join me.



*Above: Radhi Spear, DTM, PDG (46) left, and Kevin Moulton, DTM, right, at the International Convention.*

*Photo courtesy of Radhi Spear.*

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*The Voice* will publish online and via email in August, October, December, February, April and June. We welcome your comments, contributions and suggestions. **The deadline for the December 2014 issue is November 22, 2014.**

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## Memories from Bill Hood, DTM Lt. Governor Education and Training

What a privilege to participate in such an historic event – the first Toastmasters convention held outside North America! My original plan was to fly around the world – Newark to Paris to Kuala Lumpur to Hong Kong and back to Newark. But the cards of fate had a different route in store for us – JFK to Dubai (with a week layover for our honeymoon) to Kuala Lumpur back to Dubai and finally to JFK. Just one note: Dubai was great and a highly recommended destination, but do not go during the summer and take a full wallet! That's a story for another time.



### Days 1 and 2

For District governors and lieutenant governors (LGs) our work began two days prior to the convention with District Officer training. When not in training, Paula Markert and I interviewed candidates for International Director for all regions. It made for a packed schedule from sunrise to well beyond sunset. We made connections with people from all around the world. Training covered the basics and we had some time to dig into some of the deeper issues of leadership. By the end of the first two days, I felt exhausted and wondered how I was going to make the remaining four days of the actual convention.

### Day 3

There was a little rest on the morning of the third day. The only major event for the morning was the board briefing. Later in the day we heard from World Champion Lance Miller and Roseann Hood, my wife, attended the First Timers meeting. The Opening Ceremonies were a dramatic display of the local culture with the booming sound of drums. The keynote speakers to round out the night were Jana Barnhill (Jana and her husband will be our Spring 2015 Conference keynote speakers) and Robin Sieger. I was exhausted before, now I'm pumped up and re-energized for the next day.

### Day 4

We started off with the Hall of Fame. This is where everyone from the District gets to walk across the stage if the District made Distinguished. Many Districts had banners to carry across with them: we would have had one as well, but



Photo by William Markert, ACB, CL.

*Memories from Bill Hood continued on page 3*

## Memories from Bill Hood continued from page 2

somehow I managed to lose ours in Dubai. I will be getting Cyndi another one to replace it. Still, it was totally awesome to walk across the stage. Everyone worked so hard to earn this moment. I wish more of District 83 could have attended. When Districts local to the Kuala Lumpur area walked across the stage, it was jammed packed! It was an awesome sight.

Later in the day came the Semi-Final International Speech Contests. Nine or more contestants in nine contests held three at a time in different conference rooms. I was a timer for my first two with the best seat in the house. During my last contest I could not participate as a functionary because District 83's Kevin Moulton was competing. He did well. He was at the top of his game. Well done Kevin!

### Day 5

We started the day with the Candidates' Showcase. The candidates for International Director have six minutes to speak about why they are the best choice for the position. Since the District made Distinguished, the prior Trio (also known as DG and LG-Ed and LG-M) were invited to a special lunch. (It was very lonely without Cyndi and Anne.) The group walked directly from lunch to across the stage for the Golden Gavel event. This year's Golden Gavel award went to a young lady in Malaysia who broke a few glass ceilings on her way to bringing her media company to a high level of success and prosperity—Dato' Rohana Rozhan, CEO of Astro Malaysia Holdings. I was most impressed with how her company makes giving back to the local community a part of its corporate culture.

The next event was the Accredited Speakers (AS) audition. Two speakers each gave a 20-minute presentation. Both were good, but only one received the AS award. Her presentation was one of the best I've ever seen. Let me just say the bar is set extremely high for the AS designation.

To round out the evening, District 83 was invited to dinner with District 46 to review our notes for the International Director candidates.



Somewhere during the day, I was able to register with credentials and talk with Jana Barnhill about our Spring Conference.

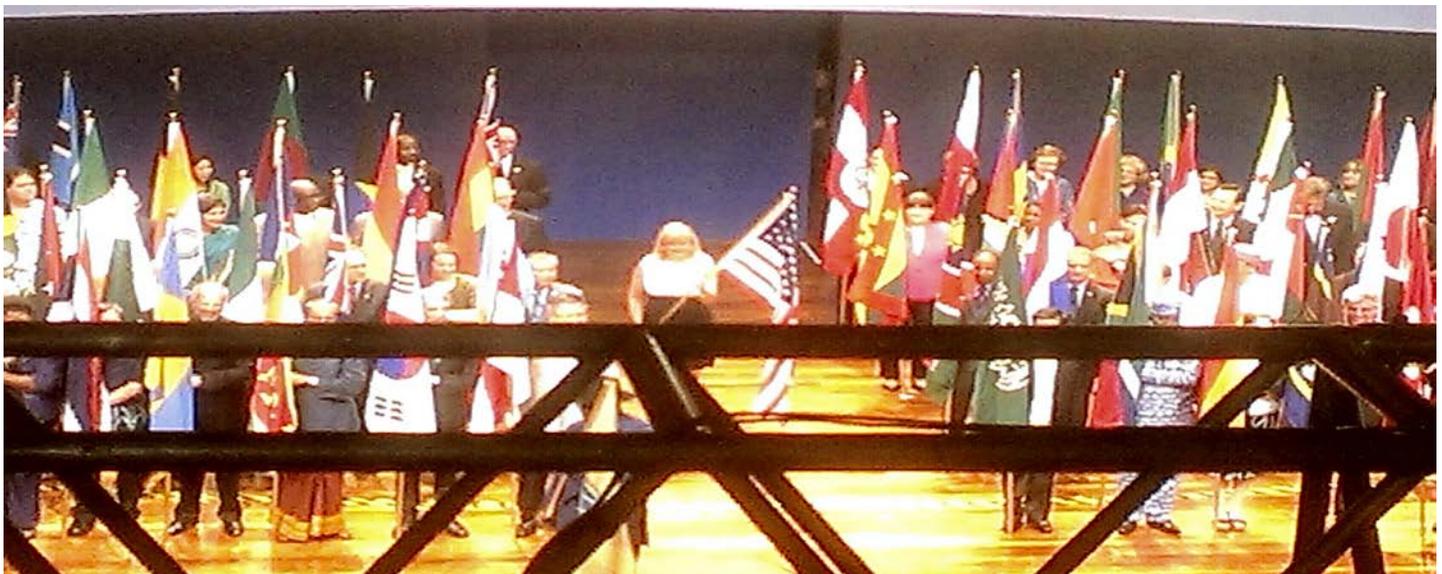
### Day 6

The main event: International Speech World Championship. Two speakers really stood out from the rest and they took first and second place. The second place contestant seemed to connect with the audience better, but the Word Champion took the gold with a strong message of hope, "I see something in you but I don't know what it is." Congratulations to Dananjaya Hettiarachchi of Sri Lanka, 2014 World Champion!

We cast our votes electronically for the International Directors and Officers at the business meeting. One of the races was very close. So close, in fact, there was a bit of parliamentary confusion and a third vote was taken. It was challenged from the floor and later ruled invalid so the second vote stood. I have a newfound respect for all parliamentarians and their expertise.



*Memories from Bill Hood continued on page 4*



## Memories from Bill Hood continued from page 4

To wrap up the week was the President's inauguration, dinner and dance. The speech was held in the main auditorium. The drummers came out again and gave a spectacular performance similar to the opening ceremony. They led the entire crowd of 3,000 from the auditorium to the feast. Outside the massive conference rooms were various cultural stations of local cuisine, music and shops. There was henna tattooing, pewter hammering and batik making – all for the convention attendees to participate in. Later in the evening they opened up another room for dessert that looked like something from a high-end wedding.

## In Summary

We had an awesome experience in both countries. The only setbacks were learning to understand how to use the restrooms and the after-effect of drinking a milkshake in Dubai. The people in both countries spoke English and currency was not an issue. Roseann wanted to make a couple of purchases in each country, but we could not figure out the logistics for getting them home. Shipping was too expensive and the items were too large and heavy to carry through the airport. If ever we have the chance to go again, there are some things we would do differently. 1. Don't go to Dubai in the summer. 2. Spend some more time at the beach on the east coast of Emirates. 3. Spend more time in Malaysia to see the rainforest and visit Singapore, which is only over the bridge. 4. Don't drink the milk!



## A Memory from the 83 Toastmasters International Convention from William Markert, ACB, CL

I had the privilege of attending the 83rd Toastmaster International Convention. During the convention, we heard many speakers. There were business meeting presenters, keynote speakers and speech contestants. Most were memorable, but Rory Vaden's message really hit home. In his presentation titled, "Take the Stairs," he highlighted the importance of self-discipline in achieving one's dreams. Many Americans tend to look for the shortcuts in life. We look for an easy way to get rich or a quick way to lose weight. In reality, there are few shortcuts. Gaining lifetime results takes self-discipline.

In his book of the same name, Rory Vaden identifies seven factors essential for self-discipline: sacrifice, commitment, focus, integrity, schedule, faith and action. Let me talk about two of these principles: sacrifice and focus.

**Sacrifice:** Life is full of challenges: financial, physical, emotional and relationship challenges to name a few. Many challenges can be dealt with more effectively by meeting the challenge head on. Quite often though, we tend to look for short-term gratification without regard to the long-term impact. Dealing

with challenges often makes us uncomfortable and we tend to procrastinate. Delaying action makes achieving our goals more difficult. We have to be willing to sacrifice in the short-term to realize long-term goals. For example, if you want to gain significant wealth, you must be willing to save and invest. You cannot regularly spend your paycheck to satisfy today's wants.

**Focus:** Focus is power – power to achieve your goals. All too often, we get distracted with issues that don't have a significant impact on our lives. We can be efficient at what we are doing without being effective in achieving our goals. Vaden refers to this activity as creative avoidance. The problem with diluted focus is that you get diluted results. To achieve focus, we need to manage our thoughts, words and behavior.

There are five more stimulating aspects for improving self-discipline. This book, which I encourage you to read, will motivate you and recharge your batteries. Lest you think that Rory Vaden is just another motivational speaker, I will tell you that he is a two-time World Champion of Public Speaking finalist and co-founder of a multimillion dollar international training company, Southwestern Consulting.

## Memories from Roseann Hood

The hibiscus is the national flower of Malaysia. This flower was selected because it grows abundantly in this beautiful country. The color red represents courage. Having the opportunity to be part of the Toastmasters convention, I compared the organization to the flower. It takes courage to be more than you ever dreamed possible when you are uncertain about your abilities. Seeing the enormous number of Toastmasters gathering from all over the world (like this flower that came from different parts of the world) sharing the same goals and growing in numbers was as beautiful as the hibiscus.

I'd like to share a story of one example that really touched my heart. I was standing in line for one of the exhibits and I started talking to the person next to me. The conversation

centered on Chinese words and their meaning. It was a delightful experience full of laughter. However, the young lady grew impatient and excused herself to try another line. I told her I'd hold her place in case she decided to come back. Well, it wasn't too long and she did come back but she couldn't allow herself to take her original place ahead of me. Our conversation picked back up as if we hadn't skipped a beat. When it was my turn at the exhibit, I gave my spot to her. She was overwhelmed and said, "I just have to give you a hug!" Something so simple, but yet it will always be a fond memory of my first Toastmasters Convention. If the world can have the Toastmasters vision, we would definitely live in peace.

*Photo by Su Brooks, ACG, ALB*



## Memories from Paula Markert, DTM Lt. Governor Marketing

Can you imagine – over 2500 Toastmasters in one room?

**WOW!**

Can you imagine – over 1200 first timers at one convention?

**WOW!**

This was the 2014 Toastmasters International Convention – held in Kuala Lumpur, Malaysia and I was there.

**WOW!**

You might say – "Paula, one word to describe all this?" Yes. One of our presenters – Robin Sieger asked the question – "What makes a speech memorable – in one word how would you describe it?" My one word is "WOW!" Just think, WOW encompasses everything from superb idea to memorable to amazement. One word – WOW!



I want to just spend a few minutes talking about our keynote speaker, Robin Sieger. His words bear repeating:

**Ideas are currency.** What does this mean to us as Toastmasters? Our ideas – all of them – are worth something. How many times have we said – "I have an idea – but I am not sure how good it is?" Your ideas are valuable; they are always worth noting. Sometimes, we bring up an old idea – an idea that wasn't in vogue before – people weren't ready for it. But now, that idea is worth listening to. And currency – that means

that there is usually something that comes in response to the idea – we get a return. So, don't throw your ideas away – they are just like money in your pocket.

**Winners innovate; losers imitate.** Winners are the people who are willing to step out and take a chance. They don't always take the safe way, but rather look for a different way. Winners may not always have a return on their first try, or their second try, but eventually the innovators are the winners.

**Success is the realization of your goals.** Do you have goals? There is a saying that if you don't know where you are going, you will never know when you get there! If you don't have a goal, how will you know if you ever succeed? Many of us don't succeed because we fear failure. Robin states that babies are born with only two fears: falling and loud noises. All the other fears we have in life are built there by us. The way to succeed is not to feed those fears that we have made and put into place in our lives.

This was just a small part of Robin's presentation, but I think the three statements I cited are worth remembering and thinking about. Do you have ideas? Are you using them to get a return or just putting them in a bank (no return there!)?

Are you innovating or just imitating? Innovation is not just the good ideas – it is implementing the ideas. You have to work out the ideas and then put them into action. Are you looking for success? If so, make your goals; commit to them; have a passion for them; and celebrate all your successes!

*(Editors' note: looking for a way to turn your passion into success.. Just so happens this is the theme for District 83's Fall conference.)*



*Here is one of our fearless leaders.  
Photos by William Markert, ACB, CL.*

## Memories from Radhi Spear, DTM, PDG (46)

The Toastmasters International Convention is held every year in August. This year for the first time in Toastmasters International's 90-year history, it was held outside North America in Kuala Lumpur, Malaysia.

Kuala Lumpur often referred to as KL, is a very charming city with a very diverse mix of people. There are three major ethnic groups the Malay, the Chinese and the Indians. KL is a blend of ultra-modern structures and old buildings with beautiful architecture. The people are extremely nice and friendly.

The convention always starts on a Wednesday and you can feel the excitement as the ceremony is about to start. The convention was held at the Kuala Lumpur Convention Center, which has a capacity of 3,000. Most of the Toastmasters came in the traditional garb of their countries. This year all the incoming District Governors carried the flags of the various countries. The keynote speaker was Robin Sieger. He is the author of the International Best seller "Natural Born Winners."

The next morning was the Hall of Fame. I was very happy to go on stage with District 83! That afternoon we had the semifinals and since there are 91 districts there were 9 semifinals, they



are all held simultaneously and back-to-back in groups of 10 districts per semifinal. Kevin Moulton of D83 in his semifinal round had 11 competitors and gave a very compelling speech, but unfortunately did not place.

Friday mornings was the Candidate's Showcase, all the candidates running for International Director position and above are interviewed. The Golden Gavel Event was next. This year's recipient was Dato' Rohana Rozhan. She is the chief executive officer of a major consumer media entertainment group – Astro Malaysia Holdings Berhad.

I then attended a couple of workshops by Mark Brown, 1995 WCPS from D46 and Rory Vaden (second place in the 2007 WCPS).

Saturday morning was the highlight of the convention – where I watched the World Championship of public speaking. Dananjaya Hettiairachchi from District 82 (India and Sri Lanka) won with an enthralling speech entitled "I see something."

<https://www.youtube.com/watch?v=bbz2boNSeL0>

*We had the opportunity to roast or toast our Regional Advisor, our very own Tony Figueroa who did a fine job as RA.*

The Annual Business meeting followed and as in recent times delegates were given devices to vote electronically. Usually the business meeting is tense for the candidates and we just get to hear their two-minute speeches when their positions are contested, but this time the meeting took an unexpected turn during the Region 4's International Director elections. There were three candidates and no candidate received a clear majority, so the candidate with the least number of votes was dropped and we had a run-off. One candidate did receive more than the other, but there were a large number of invalid votes. The District Parliamentarian called for a third vote and this time the result was reversed, but by then people started calling points of order and stating that the second vote should be the final vote and that the last vote was not called for. The District Parliamentarian was a substitute, who then asked for a recess. After the recess, it was announced that the second vote was a valid vote and the winner was declared. I was happy to see that Toastmasters International was able to examine the situation and make the right call.

After all that excitement, we had our regional gatherings and we had the opportunity to roast or toast our Regional Advisor, our very own Tony Figueroa who did a fine job as RA. That evening was the President's Inauguration and reception. There were artisans from all parts of Malaysia showing their talents, there were different styles of Malaysian food and there was a separate room with the desserts stacked high. There was music and dancing and the 2014 International Convention came to a close.

The Toastmasters Conventions are a lot of fun and I hope our members got a taste of what goes on with this article and will consider attending the Convention next year. It will be held at the Caesar's Palace Hotel and Casino in Las Vegas, NV from Aug. 12-15, 2015. Hope you will be there!



Photos courtesy of Radhi Spear, DTM, PDG (46)



### Memories from Tony Figueroa, DTM, PDG (46), IPRA

If you have been to a Toastmasters International Convention, you know that it is a fun event. The 2014 convention was no different, but it was also special.

For the first time in the history of Toastmasters, the International Convention was held, as we all know, outside of North America; in Kuala Lumpur, Malaysia. Geographically, in southeast Asia, Malaysia is formally a federal constitutional monarchy consisting of 13 states and 3 federal territories. The head of state is a king elected every 5 years from the hereditary rulers of the nine Malay states. The head of the government is the Prime Minister and the governmental system is closely modelled on the Westminster parliamentary model in the United Kingdom. Normal for Toastmasters from overseas, it was the first time that most Toastmasters from North America ever had to fly longer than 6 hours to attend an International Convention. This convention also marked the third consecutive year that the new International President is from outside North America. This was indeed a history making Toastmasters International Convention.

For most everyone from North America, this was their first time to come to this part of the world. Almost everyone from outside southeast Asia came to Kuala Lumpur intending not just to attend the convention, but to see as much of the country and the region as they possibly could. Aside from Kuala Lumpur, other preferred destinations were Thailand, Singapore, and the Philippines. I was no different. I arrived in Kuala Lumpur a few days before the convention to see as much of the country as I could.

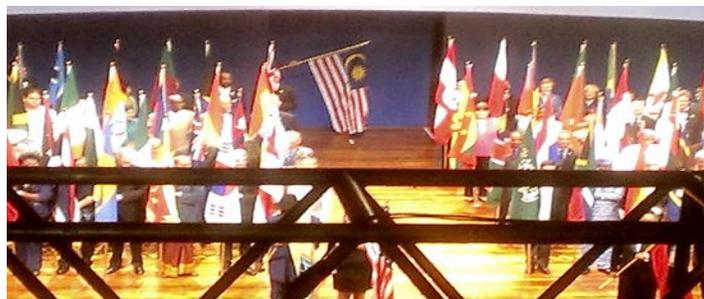
Most district leaders did not have that opportunity. They came to Kuala Lumpur about the same day I did, but they had to attend District Leader Training for the next two days.

*Photos courtesy of Radhi Spear, DTM, PDG (46) and William Markert, ACB, CL*

Moderated by the training staff at World Headquarters (WHQ) and the 14 current Region Advisors, their training was completed at the end of the day before the convention's formal opening ceremonies.

The convention agenda was not much different from previous conventions. The opening ceremonies were marked by the always awesome parade of flags of all the countries in which Toastmasters has a presence and two awesome keynote speakers. This year, there were 128 national flags and the flag of Toastmasters International.

Since the position was created, there is always a separate breakfast for Region Advisors during the International Convention. However, previous conventions included only Past Region Advisors (PRA). For the first time, the Region Advisors breakfast in this convention included current ones. I joined the breakfast as the Immediate Past Region Advisor for Region 9. At this event, we discussed proposals and recommendations that we submitted earlier to Lark Doley, Past International Director (PID), PRA, who was coordinating the event. Breaking up into several teams, we came up with recommendations intended to improve district administration and further clarifying the functions of the Region Advisors. As a result of these discussions, recommendations have been presented to World Headquarters for the creation of an RA Manual Committee and a Marketing Toolkit Committee. Once our proposals are favorably considered, the committees will formally begin its work. I have volunteered to serve on the RA Manual Committee. The final membership in the committees will be determined at WHQ and Board of Director level.



Another highlight of the convention was the Hall of Fame ceremonies where all distinguished districts, presidential citation awardees and other awardees were recognized. This is the time when distinguished district delegations celebrate their accomplishments for the just concluded Toastmasters year

before delegates from all over the world. For these ceremonies, Donna Tutty, DTM (current Region Advisor for Region 9) and I agreed to go up the stage and celebrate with all the distinguished districts from Region 9. We went up together so often that International President George Yen wondered how we could have been members in 5 different districts. Since the position of Region Advisor was created, an average of two districts achieved distinguished status or better in Region 9. For the past Toastmasters year (2013-2014), 5 of 6 districts achieved distinguished status or better. Specifically, one district (District 31) was a President's Distinguished District; three districts (Districts 45, 46 and 65) achieved Select Distinguished Districts; and one district (District 83) was a Distinguished District. I personally went up the stage two more times – I was invited onstage to join District 75 which achieved President's Distinguished District recognition and went up another time to be recognized together with all Immediate Past Region

*Memories from Tony Figueroa continued on page 8*

## Memories from Tony Figueroa continued from page 7

*Advisors. (Note: During the actual presentation of plaques to the Immediate Past Region Advisors, my plaque was misplaced. I did not receive it onstage as the other Past Region Advisors did. I finally received the plaque privately at the Staff Headquarters in the Convention Center.)*

The Golden Gavel is the highest award given by Toastmasters International to a non-Toastmaster for excellence in communication and leadership. This year the awardee was Dato' Rohana Rozhan, an outstanding female chief executive officer of a group of companies in southeast Asia based in Malaysia. Unfortunately, I had to leave in the middle of the ceremonies because I had to work in the Credentials Committee. *(This was the final time the Credentials Committee would be open and the last chance delegates can present their proxies and get their automated voting devices. For the past four years, voting at the International Convention has been fully automated. Each voting delegate is issued a voting device, very similar to a cell phone. Results are generated in about 2-to-3 minutes after the voting closes.)*

The World Championship of Public Speaking punctuated what has been a wonderful International Convention. The doors opened at exactly 30 minutes before its official start. As a judge at the finals, I was allowed to enter the Plenary Hall in which the contest was held much earlier. (Note: As a personal decision, I purposely did not attend any of the Semi-final contests because I was a judge at the Finals.) Competing were 9 of the finest speakers in Toastmasters who competed through 5 increasingly difficult levels of the contest to become the finalists. As in past conventions, this World Championship competition was extremely exciting.

To complete the business of convention, the Annual Business Meeting immediately followed the World Championship of Public Speaking. Since there were no proposals to approve or ratify, the only task of the delegates was to elect the new international officers and member of the Board of Directors. Except for questions regarding the holding of a third vote in one election for International Director that the interim Parliamentarian ruled should be held, the elections went off without a hitch. (In my opinion, the ruling by the Parliamentarian for a third round of voting was a mistake. Those who spoke against the ruling were correct, in my view, but expressed their objections too late. They should have objected before the third vote was held. When the third vote was completed, the objections would have been moot. That's my opinion. What complicated the matter was that the winner of the second round of voting lost the third round, which rightly should not have been held in the first place. But since it was held without objection until the third round of voting was completed, my opinion is that all objections after the third ballot should have been

declared as out of time and, therefore, invalid. There was a lingering suspicion that the objections may not have been raised if the winner of the second round of voting also won the third round.)

The end of the Annual Business Meeting ushered another highlight to my convention. In the Region Gatherings that followed, attendees from each Region got together in one room for a short program. For odd numbered regions such as ours, at every even numbered year in this gathering, those interested in running for International Director expressed their intentions. The election is held the following year, which would be an odd numbered year. As part of the program, I was the subject of a "roast" as the Immediate Past Region Advisor. I was asked to sit in front facing the group of Toastmasters from six districts in Region 9. Members of all those districts came up to deliver "roasts" that sounded more like "toasts" for the most part. Some districts presented me with some small tokens of appreciation which I deeply appreciated, in return. The roast was a surprise to me. I did know of the roasts, but it had always been of Immediate Past International Directors. As I understand it, this was the first time the Immediate Past Region Advisor was roasted – another first.

Personally, the end of the Region Gathering marked the end of my 2014 International Convention. I was so exhausted that I decided to skip the President's inaugural reception and celebration.

The announced attendance at this convention was over 2,800, a marked improvement over previous conventions. Many felt that just by having the convention outside North America was a huge step forward for Toastmasters. I agree to a certain degree. In my view, the significance of this convention is not so much as the fact that it was held outside of North America for the first time. It is more about breaking barriers, about getting out of comfort zones, about stepping out of the box, about breaking all those clichés. With this convention, there is no longer a reason for Toastmasters to hold conventions only in North America. There is now every reason to hold conventions anywhere in the world. Then, perhaps we can say that Toastmasters has become truly international.

For most of the Toastmasters who attended the convention, the following day was the day for leaving Kuala Lumpur, going home for most but more sightseeing for many. It was the same for me. But I was not yet going home nor doing anymore sightseeing. I departed Kuala Lumpur for Manila for a month's visit of relatives, friends and former colleagues in the Philippines.



Photo by William Markert, ACB, CL

# District 83 Fall 2014 Conference

By Margarita Estrada, ACB, ALB and Lynda Starr, ACG, ALB



## Q & A with Olga Berejnaia and Isaak Gelbinovich, Conference Co-Chairs

### Q. What can attendees expect at conference?

A. Each conference can create a unique experience for you as an attendee if you are willing to participate and have an open mind. At our conference, you will meet old and new friends, participate in a series of workshops, attend the humorous speech and table topics contests finals, have a great meal at our banquet dinner and listen to an expertly delivered keynote speech. But most of all, you should expect to have a great time. This is our goal and the entire committee is working very hard to achieve success.

### Q. How should we prepare for the conference?

A. Be ready to network and share your ideas and enthusiasm. Be ready to learn. Be ready to be amazed, amused and entertained. Be ready to have a good time.

### Q. I've attended conferences in the past, what will be different about this one?

A. Each conference is unique. Although, in general, we follow the same format each conference is created by a different group of people, the conference committee. Each conference committee chair brings his/her unique personality, creativity and enthusiasm into the planning process and the final creation. For each conference we invite a different keynote speaker with his/her unique perceptions. Every conference has different workshops and presenters with their unique talents and delivery styles. So with all these in mind I am confident that our conference attendees will not be disappointed.



Left: Olga Berejnaia, ACS, ALB, and Isaak Gelbinovich, DTM, Conference Co-Chairs



### Keynote Speaker Craig Valentine

Craig Valentine, MBA, an award-winning speaker and trainer will be the keynote speaker for the Fall conference. Craig has traveled the world helping speakers, executives, and salespeople turn their presentations into profits. Known as the Master Storyteller, he is a professional speaker — giving as many as 160 presentations per year. He is the 1999 World Champion of Public Speaking for Toastmasters International. Craig is the president of The Communication Factory, LLC, an award-winning company that helps people present and profit. A partial list of Craig's clients includes MIT, McDonald's Corporation, DuPont Pharmaceuticals and many more. Craig is also the author of the groundbreaking book, *The Nuts and Bolts of Public Speaking*, Co-Author of the book, *World Class Speaking*, and contributing author for the books *Guerrilla Marketing on the Front Lines*, *Success Secrets of the Social Media Marketing Superstars*, *The Speaker's Edge*, and *Guerrilla Marketing Remix*. He has an MBA from Johns Hopkins University and he is certified as a Co-Active Coach and a Guerrilla Marketing Coach. Craig is also the Co-Founder of the World Champion's Edge program, which helps good speakers become great. He is also the Co-Founder of the World Class Speaking Coach Certification Program which certifies speech coaches around the globe. He is the Founder of the Speak and Prosper 6-Week Series and Co-Founder of the World Class Product Creation Program.

Photo courtesy of Craig Valentine

### Margarita Estrada, District 83 PRO, posed the following questions to Craig:

#### Q: What are your thoughts on our conference theme: Turn Inspiration into Action and Results?

A: I love it. It's right up my alley because my keynotes are often about getting remarkable results in business and in life and you can't do that without taking action.

#### Q: What can we expect in your keynote address?

A: You can expect for me to make you TALL (Think, Act, Laugh, and Learn) and to pick up four tools you can use to attain remarkable results in business and in life. I know many people who are successful in business, but sacrifice their home life and I know others who are doing the reverse. You'll see how we can have success in all areas of our lives.

Keynote Speaker Craig Valentine continued on page 10

Keynote Speaker Craig Valentine continued from page 9

**Q: Tell us about your experience winning the World Championship of Public Speaking.**

A: It was all about the journey rather than the destination. Each time I won a contest and received my trophies, a few people would say, "Great job, are you going to win the next one too?!" Even back then I used to say, "I don't know. I just want to touch lives." The interesting thing was that, every time I reached out my hand to touch a life, somebody put a trophy in it." The key is I didn't reach for the trophy. I reached for the life. I believe that is why I won because, whenever you reach to touch lives, you get rewarded.

Today, before I take the stage, I always say, "May I forget myself, remember my speech, and touch my audience."

**Q: How has Toastmasters impacted your life?**

A: Imagine a shy kid who had a lisp so bad that people called him Daffy Duck. Now imagine that same formerly shy kid traveling around the world giving speeches, running three highly-successful small businesses, and authoring an Amazon.com #1 Best-seller. That kid was me and the reason for all of the success is Toastmasters. I'm a Toastmaster for life.

**Q: Storytelling seems to be the 'buzz' word in the media. What role does storytelling play in your presentations and why is it so important?**

A: I always tell speakers that "What's loose is lost." This means that most of the points you make that are not tied to a story (or another anchor like an activity) will not be remembered by your audience. That's why I follow the advice from the late Bill Gove (first president of the National Speakers Association) who advised speakers to "tell a story and make a point." Whenever people remember the story; they'll usually remember the point.

Plus, people make decisions with emotions backed up by logic. Stories hit on those emotions and get audience members to take action.

Storytelling is as old as life itself. Even in biblical times, people told stories, but they called them parables.

When people repeat your stories, you begin to get that all-important buzz about what you have to offer. This often leads to more business. I tell my clients, "When you get the buzz, you get the biz."

**Q: What advice do you have for fellow Toastmasters?**

A: I suggest that you record your speeches on audio or video and review them yourself. This will lead to quantum leaps in your effectiveness as a speaker. What gets recorded gets rewarded.

I also suggest that you work to master storytelling because that's going to help you tremendously in speaking and in leadership.

Even before I joined Toastmasters, what really changed my life was when I fell in love with books and I started reading at least

one book per week. Therefore, my evergreen advice is to read at least one book per month and see where all that knowledge and power take you.

**Q: If you were to define your life in one word, what would it be?**

A: Satori\*

\*sudden enlightenment and a state of consciousness attained by intuitive illumination.

**Fall Conference Workshops**

Here are the exciting workshop presenters scheduled for the Fall Conference:

**Kevin Moulton, DTM –**

Take your Speech from Good to Great – Personal Track

**Tamara Wrenn**

Called to Something Greater,  
Answering Your Call to Lead – Professional Track

**Dave Cragin, ACG, ALB/Jaclyn Lee, CC, CL –**

High Impact Skills for Marketing your club and Retaining Members – Club Track

**George Corrado, DTM**

Table Topics of Champions – Club Track

**Kaila Lim -** Strengthen Your Willpower – Personal Track

**Rich Largman**

Turning Inspiration into Success . . . It's Not Rocket Science – Professional Track

**Relaxation Process**

**Anne Goldman Swartz, DTM,** will lead us in a 5-minute exercise following the Business Meeting.

**Business Meeting: Credentials**

If you are attending the conference and your club President or VP of Education is not, please have them sign a proxy for you so that you can represent your club. Please sign in at the Credentials desk. We need a quorum to pass the budget and conduct any other business if required.

**Plan ahead for the Spring Conference**

District 83 is always coming up with new ideas to enhance your Toastmasters Experience! It is our pleasure to say, that for the upcoming spring conference, vendors will be added to the experience!

Who are these vendors? You!

If you have a business (or know a friend that does), you can apply to be a vendor at the spring conference!

Stay tuned for further details.

Janice Buffalow and Angelica Hardrick  
Co-Chairs 2014 Fall Conference Sales

# It's All About The First Time!

By Margarita Estrada, ACB, CL

The first conference I attended was Spring 2009. As I was directed by Hospitality to the Registration desk, I felt a bit overwhelmed, yet excited at the unknown. The thoughts that came to mind were: *Who are all these people? I hope some of them are friendly. This place is so huge and I feel so confused!*

At that moment, Tom Somers, the District Governor came to greet me and simply said, "You look confused. May I help you?" I breathed a sigh of relief and expressed my concerns. I was promptly led to the breakfast area, introduced to some people, and told to relax, that all would be well.

The first friends I made at that conference were Lisa Pantano, Pam Winter, and Cyndi Wilson. They were helpful, professional, and most importantly, willing to help me in any way they could. As I attended the workshops, new questions came to my mind: *What can I learn? What new people could I meet? How can I share the knowledge I acquire with members of my club, or those outside of it? How can I apply what I learn to my everyday life?*

By the end of the conference, I could see why my fellow Toastmasters kept coming back. It's not only because of networking or meeting people (of course, that's a major part of it), but because of the possibility of hearing information, for the

'first' time that can challenge, excite, and change one's whole mindset and one's life!

The following year, Tony Figueroa secretly volunteered my name to serve in the next conference as part of the First Timers Committee chaired by Maureen Corbeski. Since I had received so much as a First Time attendee, I was happy to serve.

And then, many unexpected 'firsts' began to happen – I was asked to serve as Registration chair, Fundraising Chair and Spring Conference Chair! At the Spring 2010 conference, I participated on a panel covering some of the difficulties we faced within and outside of Toastmasters and how what we learned in our clubs helped us solve some of those issues. I became 'hooked' on serving as a conference volunteer; thereby, experiencing many 'firsts' that helped me grow in my Toastmasters journey!

Whether you are a veteran Toastmaster who has never been to a conference before, or a new Toastmaster, I encourage you to attend this year's Fall Conference, so that you can turn Inspiration into Action and Results. And, who knows, you too may be hooked on many 'firsts' and become a Conference Volunteer!

## Call for Volunteers

Want to be part of the team that Turns Inspiration into Action and Results?

If you find the following traits talking to you,

- Helping Others
- Giving Back
- Pitching In
- Sharing Your Skills and Ideas
- Learning New Skills
- Getting things done...

Take the plunge! We have a leadership role for YOU as a volunteer for the District 83 Fall Conference Committee.

Areas that need your help at Conference include the following yet not limited to:

- Publicity Committee: advertise the events and promote the conference by word of mouth and by distributing marketing materials.
- Education Committee: introduce speakers and be instrumental in running workshops.
- Registration committee: work at the Registration table
- Parade of Banners: assist in publicizing directions for storing and picking up banners.

- Contest Committee — many roles are available to insure quality contests such as, ballot counters, Sergeants at Arms, timers, etc.
- Hospitality Committee — greet members/guests, answering questions and directing traffic
- Videography Committee: assist in making sure all video equipment is set for each workshop and running smoothly
- On-site Sales Coordination/Raffling Committee: assist committee chairs

## What's in it for you?

- Growth: Discover how your talents and abilities contribute toward the success of the conference.
- Leadership skills: Discover your strength as a collaborator and leader.
- Support: Discover how your participation will help fellow Toastmasters progress toward their goals.
- Visibility and Recognition: Your contribution will be acknowledged by District 83 and your name will be listed in our Fall conference program.

**Want to know more about volunteering opportunities? Feel free to contact Volunteer Committee Chair Jaclyn Lee (Jaclyn\_lee2004@yahoo.com or 732.763.3742) or District 83 Public Relations Officer Margarita Estrada (d83proestrada@gmail.com) and help your fellow Toastmasters out today!**

# Advertising in the Fall Conference program

## Ad Sizes and Pricing

### Size

Full Page  
 1/2 Page Horizontal  
 1/4 Page Vertical  
 1/8 page (business card)  
 Booster 2 Lines: 120 Characters each line Maximum  
 Booster 1 Line: 120 Characters Maximum

### Dimensions

7" Width x 9.5" Height  
 7" Width x 4.625" Height  
 3.25" Width x 4.625" Height  
 3.5" Width x 2" Height

## Ad Rates

| Size                     | Non-Member<br>Member | Toastmasters |
|--------------------------|----------------------|--------------|
| Full Page                | \$200                | \$100        |
| 1/2 Page Horizontal      | \$150                | \$75         |
| 1/4 Page Vertical        | \$100                | \$50         |
| 1/8 page (business card) | \$50                 | \$25         |
| Booster 2 Lines          | \$10                 | \$10         |
| Booster 1 Line           | \$5                  | \$5          |

### EXCLUSIVE CORPORATE SPONSORSHIP:

The opportunity to position your business in front of more than 300 leaders in the NY NJ Metro area is offered below. Select the option that works best for you.

#### DIAMOND SPONSORSHIP (ONE ONLY)

##### Full Page 4 Color Ad in the Fall Conference Program Book – \$1500

Full page ad in the Conference program – prominent BACK PAGE location

Verbal acknowledgement in the conference

Your corporate logo prominently placed at the registration desk and Banquet Dinner

Two tickets to all events at the Fall Conference including Banquet Awards Dinner

#### PLATINUM SPONSORSHIP (ONE ONLY)

##### Full Page 4 Color Ad in Spring Conference Program Book – \$1000

Verbal acknowledgement in the conference – prominent INSIDE FRONT COVER location

Your corporate logo prominently placed at the registration desk

Two tickets to all events at the Fall Conference including Banquet Awards Dinner

#### GOLD SPONSORSHIP (ONE ONLY)

##### Full Page 4 Color Ad in Spring Conference Program Book – \$500

Verbal acknowledgement in the conference – prominent INSIDE BACK COVER location

Your corporate logo prominently placed at sponsored point of service

Two tickets to all events at the Fall Conference including Banquet Awards Dinner

**Please contact Kevin Thompson at: [kevin@inspiredcommunicationsllc.com](mailto:kevin@inspiredcommunicationsllc.com) to place an advertisement in the Fall Conference program.**

**The deadline to place an order is October 22, 2014.**

# Fall 2014 conference committee chairs explain why they **Turn Inspiration into Actions and Results** by helping to make the conference great

Being a chair means being in the middle of everything, and working together with a team, that has the same goals as I have (giving new and exciting experiences to fellow Toastmasters.) Every conference has something different and unique to offer and at every one I learn a lot, hear the best speeches and meet new people. My favorite memory is when Pat Johnson (Past International President) made a speech about who raised her up. I had tears in my eyes.

– Emilia Volyand, ACS/ALB, Parade of Banners

*A District conference is another chance to meet more Toastmasters and hear world class speakers! It's also an opportunity to test all that I've learned and give back to this wonderful organization. I've learned so much from conferences and met so many inspirational people. It is truly a terrific experience and begins to show what you can really do with your Toastmasters knowledge.*

– Janette Alexander, ACB, ALB, Contest

*I enjoy networking with Toastmasters from all over the District because I see some people only a few times a year. I like meeting new people and catching up with others. I always reach out to first timers so hopefully they feel welcome and want to come to future conferences. The educational workshops and the contests are my favorite activities. I enjoy working with a great group of people to design and produce a program publication that brings value to the attendees. I have met many other Toastmasters who bring a great deal of experience and expertise to the planning committee. My favorite conference memory is of Kevin Thompson dancing with Fran Okeson at the Talent Night at the Morristown Hyatt a few years ago. I recorded a brief video of the dance and recently shared it with Kevin and Fran. Kevin "had no idea" the recording existed.*

– Su Brooks, ACG/ALB, Program

*I'm looking forward to the workshops and contests, seeing old friends and making new ones. Conferences offer a chance to help an organization I believe in and as a chair I can help to make sure everyone has what they need to run their respective program efficiently.*

– Karen Rittweger, ACG/ALB, Facilities

*Conferences give you a chance to meet other Toastmasters and attend the workshops. Specifically, they enable me to become more enlightened about communications in general, to be surrounded by exciting, interesting and motivating people and to network with members and get new ideas. As a conference chair, I am glad to be part of something that brings positive experiences to other people's lives.*

– Monica Helsel, ACS, Treasurer,  
Toastmasters District 83

I attended my first conference when we were still a part of District 46. I enjoyed the speakers at the conference and learned many tips that I used to improve myself as a speaker. I haven't missed a conference since! The networking opportunities are priceless! Greet old friends, make new friends. I was amazed at the vast talent we have in District 83 and some of the best visiting speakers around. Everyone should go at least once.

– Cyndi Wilson, DTM, Publication

I love meeting new people, keynote speakers, CONTESTS! Being a chair gives me a sense of accomplishment in helping make the conference a success. Conferences are a great opportunity for learning, networking and friendships. Every conference is my favorite memory; especially watching and interacting with first timers.

– Janice Buffalow, ACB, ALS, On-site Sales

# Remember, it's an EVALUation

By Lynda Starr, ACG, ALB

Think back to American Idol when Paula Abdul and Simon Cowell were on the show. Simon would say things to the contestant such as, "who told you, you could sing?" while Paula would say something like "you looked so happy up there" before telling the person they were "pitchy," etc. Obviously neither one was a Toastmaster evaluator though Paula was more in the spirit of the Toastmaster.

To quote Toastmasters' Effective Evaluation manual, "Your purpose as evaluator is to provide your honest reaction in a constructive way." The goal is to share your opinion on whether the speaker met the goals of the speech (both the specified manual goals and any personal goals the speaker has told you to check) and to offer specific points of praise and where improvement is needed. It does not matter if the speaker is your best friend, worst enemy, spouse or boss; it is your job to share information in a supportive way. Specifically, the purpose of the evaluation is to:

- Reinforce positive speaking behaviors— what did the speaker do well? (great topic, loved how you described the car buying process
- Focus on areas that need improving— offer methods for improving (would have liked a handout to remember your tips); and
- Build self-esteem. Like Paula, we want the speaker to see that Toastmasters is a mutually supportive environment and they will want to come back and continue to make speeches and improve

There are several evaluation techniques, but the ones I find most useful are:

- Sandwich (or Oreo) Technique
  - o discuss Strengths — Areas for Improvement — Strengths

- G.I.F.T. Technique
- Good: Mention things the speaker did well. e.g. "Your use of gestures was excellent.
- Inform: Inform the speaker about what worked, how it was accomplished and why it worked.
- Fix: Use constructive suggestions to highlight areas for improvement.
- Thank: Thank the speaker for the benefits the speech had for the audience in persuading, inspiring, informing, or entertaining

When giving the evaluation, please keep in mind that while it is your opinion, your remarks should be focused on the speaker and not veer off into being about you. For example, "Thanks for the car-buying tips. Wish I had them when I bought my car. Turns out I got a bad deal on a lemon of a car; blah, blah, blah." While focusing on the speaker, remember you do have an audience and include them and the speaker in your comments. Furthermore, realize the audience also just heard the speech and does not need it reiterated in totality for them.

Also, while you may think it's supportive to say, "John, your speech was so good, Perfection; I don't have any suggestions," this is not helpful. There is always something that needs improving and you are not doing the speaker any favors by letting them make the same mistake again. If you are worried you will embarrass the speaker by pointing out something, remember the speaker will also see the written evaluation and some thoughts may be shared in the manual, but not aloud.

Finally, remember that while you want to build up the speaker and some have suggested that the evaluator should be called a coach, the evaluation is a short speech and pay attention to your own delivery style, word choice, ahs, ums and speech organization.

*Your purpose as evaluator is to provide your honest reaction in a constructive way.*

## Upcoming District 83 Humorous Speech and Table Topics Contests

**Division Level Contests:** .....October

**District 83 Humorous Speech and Table Topics Contests:** .....November 22, 2014

<http://toastmasters83.org/-speech-contests/division-area-contests.html>

*The website will continue to be updated with more information this season as the Area and Division Governors schedule their contests.*

# How to Avoid Feeling like a Visitor to a Foreign Country at a Contest

By Lynda Starr, ACG, ALB

Have you ever attended a speech competition and felt like you were an anthropologist observing a ritual with customs you did not understand? Rest assured, you are not alone and while the chief judge does read the contest rules, there are many things that are left unsaid.

This Fall, District 83 has chosen to have Table Topics and Humorous Speech contests. Toastmasters International does not decide which contests are held with the exception that the International Speech contest is held in the Spring because the semi-finals and finals for the International Contest are held at the International Convention held in August. For all other contests, competition begins with club contests and winners continue competing through the area, division and district levels. *(Editor's note: Some districts run International Speech in the fall and allow their winners the entire half year or so to practice.)*

According to Toastmasters, the purpose of the Table Topics Contest is to:

- To provide an opportunity to learn by observing the more proficient speakers who have benefited from their Toastmasters training.
- To encourage development of impromptu and/or extemporaneous speaking skills and to recognize the best as encouragement to all.



The purpose of the Humorous Speech Contest is to:

- To provide an opportunity to learn by observing the more proficient speakers who have benefited from their Toastmasters training.
- To provide an opportunity for speakers to improve their speaking abilities and to recognize the best as encouragement to all.
- To recognize the value of humor in speaking

Colin T. William, DTM, wrote in *Toastmaster* magazine:

Whether you reach the final round or are defeated at the club level, the potential rewards are rich and varied. They include benefiting from the following kinds of experiences:

- Speaking under pressure, and challenging yourself to be even better than you think you could be.
- Meeting other strong speakers, and learning from their styles.
- Refining a speech, making it better every time you deliver it.
- Giving a speech to different audiences, from club up to district.
- Speaking in front of large and unfamiliar audiences; and
- Handling defeat gracefully, which all of us except one person – the ultimate winner – will have the opportunity to do.



All of the contest rules are designed to create a level playing field to assure fair competition. For example, each contestant is introduced in this format: Name/Speech title or Table Topic question/ Speech title or Table Topic question/Name. No information is provided that could sway the judges such as DTM Joe Smith who had been a member of Toastmasters for 20 years and is a cardiologist will now speak on heart health.

While judges are committed to fairness, they are after all human, and can be influenced by halo effect (medical example); rooting for the underdog (only been a member of Toastmasters for six months) or personal preferences. It is for this reason that district officers cannot compete in contests because they are well known and could be given an unfair advantage. It does not matter if the contestant is your boss, spouse or mortal enemy, they need to be judged only based on the criteria. Judges are not eligible to judge fellow club members to eliminate favoritism.

Regardless of speech contest, there are three judging categories: content, delivery and language. The judging serves to select a winner. It is not the judges' role to evaluate a speech. While evaluators offer guidance on how to improve a speech, judges do not. Judges must not discuss their rankings with anyone.

The contestant interview is the time for getting to know a little bit about the contestants and standard questions include club affiliation, length of membership and perhaps a little personal information.

Timing is crucial in the speech contest and members can be disqualified for speaking too long or too short. The chief judge, in addition to explaining the time window, will often explain that any verbal or non-verbal expression starts the clock. A person can waste valuable time by pacing, telling a joke before beginning his/her speech.

Hope this article has helped to give you a better understanding of the contest process so you will not feel like Gulliver just landing in Lilliput.

Photography by Robert Bugai, CTM

# Educationally Speaking

By Fran Okeson, DTM 17, PDG (46)

## The Evolution of an HPL Project

*The High Performance Leadership project is one of the most rewarding programs in the Toastmasters arsenal. It brings people (Toastmasters and non-Toastmasters alike) together in a special way – bonding with a capital “B.” Yes, you may have non-Toastmasters on your guidance committee. Some projects are mind-boggling in their complexities; others are so simple, the member doesn’t initially think it’s even a worthwhile project. The beauty of this program is that if your guidance committee feels that you showed your leadership skills and they were significant – even if your project isn’t as effective as you had planned – your project will be approved by Toastmasters International.*

When the High Performance Leadership manual was developed in 1994, I decided to give it a try. I thought that if our Staten Island Toastmasters club conducted a “High School Senior Speech Contest” and showed the parents how great the Toastmasters program is, they’d join our club and boost membership. That didn’t happen. Parents don’t drive their seventeen year-old young adults around! I took my eight-member guidance committee out to my favorite Chinese restaurant and commiserated over the failure of my project. At the Region 7 Conference that year in Windsor Locks, Connecticut, Past District 46 Governor Mark LaVergne DTM, PID asked me what number I received for my project. I didn’t know what he was talking about. When I returned from the conference, I sent my papers in to California and became the ninth person in the world to receive the new “Leadership Excellence Award” for my project.

You can have as many or as few as two or three members on your guidance committee.

A few of my other HPL projects over the years have been:

- 1 Using my terms as area governor, division governor and District 46 governor.
- 2 Sponsor a new Toastmasters club or coach a club that’s having problems.
- 3 Serve on a District Conference committee.
- 4 Collect food for a food pantry or an organization that feeds the homeless.
- 5 Set up a fun experience for your fellow club members. (I’ve set up a local baseball game at the Staten Island Yankees Ball Park and held a “Speakout” before the game got underway. I’m now signing up people for our fifth game for next summer. (air-conditioned suite with all the food you can eat!!)
- 6 For many years, I was the founding director of the “Miss Tottenville” pageant in my community and later was founding

director of the “Miss Richmond” pageant for girls from all over Staten Island. In between the two pageants, I directed a talent show for Girl Scouts from around Staten Island. Sixteen pageants in all. As I grew older, I was asked to run a pageant for senior adults and another for young boys. They didn’t happen. Several of my girls became contestants in the Miss Staten Island Scholarship Pageant and one made it to Broadway. Allyson Arena is presently a member of the cast of “Mamma Mia.” Several of my fellow Toastmasters were judges for the pageants.

7) A new twist on my HPL experience happened last year when Mary J. Bacheller, ACG, pastor of Hands For Christ Community Church and I decided to hold a community reception for my friend and neighbor, world renowned American artist, Gregory Perillo. Pastor Mary planned the church service conducted in American Sign Language, with an interpreter present and I planned the community reception. The Perillos are long-time benefactors of our No Limits Toastmasters CTV show, “Toastmaster in the Community.”

8) My latest HPL project was a celebration of the 50th wedding anniversary of Sandy DTM and PDG Paul Scharf DTM 5 on our CTV show. So many people were involved in the planning of this show – I couldn’t have done it without each and every one of them.

One thing I’ve noticed in my 26 years as a Toastmaster, all things are doable! So, if you’re concerned about coming up with an idea for your project, just let me know and I’ll show you the way.

*Fran Okeson, DTM 17, is a Past District Governor of District 46. She currently serves as President of No Limits Toastmasters Club, Area 13 Governor 2014-2015 and has served as District 83’s High Performance Leadership Advisor since 2008.*

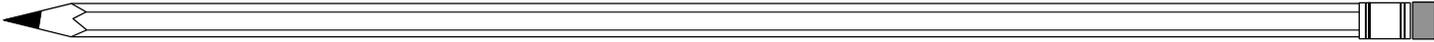
# High Performance Leadership

*Here are some ideas for those members who are contemplating completing a High Performance Leadership project:*

1. Organize a fund-raiser to benefit a local charity
2. Base your project on your year as a club officer
3. Organize a church committee to renovate your house of worship
4. Conduct a special project at your workplace
5. Conduct a community project (set up a reading program at the local public library, conduct a speech contest for young people in your neighborhood, research your town's history in a unique way, etc.)
6. Sponsor a new Toastmasters Club
7. Serve on a District Conference Committee
8. Serve as a District Conference Chairman
9. Serve as an Area Governor
10. Serve as a Division Governor

**If you have any questions, contact:**

**PDG (46) Fran Okeson DTM , District 83 HPL Advisor for assistance at:  
(E) [frantotten@verizon.net](mailto:frantotten@verizon.net) or (H) 718 - 984 - 1339**



Do you have **H**igh personal standards?

Are you looking for **P**ersonal growth?

Do you want to develop your **L**eadership skills?

If you are ready to move forward, then...

## **HIGH PERFORMANCE LEADERSHIP** is for you !!!

*This five-project program offers instruction and practice in such vital leadership skills and activities as developing a mission and vision, goal - setting and planning, identifying values and building a team.*

- **Recruit a Guidance Committee to meet with you at the completion of each of the five phases of this program and provide you with helpful feedback and suggestions for improvement.**
- **Study the learning materials in the HPL manual carefully and apply them to your own situation.**
- **Select a worthwhile project which you intend to complete by working with other people in a leadership capacity, either formal or informal.**
- **Work with your team to accomplish the goal or at least to make enough progress so that you can show the results of your learning process.**
- **Make a presentation about your project to your club and get helpful feedback from the members; then submit the results to Toastmasters International to receive the “LEADERSHIP EXCELLENCE” award certificate.**

For assistance or questions, contact....

District 83 Area 13 Governor Fran Okeson DTM , PDG (46)

District 83 HPL Advisor 2008 - 2015

(E) [frantotten@verizon.net](mailto:frantotten@verizon.net) Or (H) 718-984-1339

# Share the Light

PDG Fran Okeson DTM 17 Area 13 Governor 2014 - 2015  
(E) [frantotten@verizon.net](mailto:frantotten@verizon.net) (H) 718-984-1339

Didn't you join Toastmasters to improve your speaking skills and to gain a new self-confidence? Your ICE BREAKER may become a major turning point in your life. Tell your fellow club members who you are in 4-6 minutes.

You can ORGANIZE YOUR SPEECH on any subject you feel earnestly about. As you prepare this 5-7 minute speech, you might even surprise yourself about your convictions. Make sure your speech has an opening, body and conclusion. Use facts to support your ideas.

You can GET TO THE POINT in 5-7 minutes. tip: draw your audience in with a one minute opening. Present three thoughts in your five minute body. Leave them with a one minute "food for thought nugget" in your conclusion. Don't ramble.

HOW TO SAY IT encourages you to speak clearly and descriptively and use short sentences so your audience can follow your train of thought. This is important when you try to convey your enthusiasm to your audience in 5-7 minutes. You can use some dialogue in this speech for added fun or pathos. Use proper grammar and word usage. Again, you can speak about anything you choose.

You can use your gestures to show how YOUR BODY SPEAKS as you come out from behind the lectern and present your views to your audience in 5-7 minutes. Don't forget your facial expressions and eye contact!

When you get to know your audience, you can use VOCAL VARIETY they understand to bring your speeches to life in 5-7 minutes.

With the RESEARCH YOUR TOPIC speech of 5-7 minutes, you can convey new information to your club members and perhaps encourage them to do additional research on their own.

With GET COMFORTABLE WITH VISUAL AIDS, you have an opportunity to prepare a speech using props and flip charts. Why not try a presentation you can use at work or perhaps show off a special hobby or collection in 5-7 minutes?

Here's your chance to PERSUADE WITH POWER. Convince your audience that you have the right slant on a current issue in 5-7 minutes. Can you change someone's mind and persuade him/her to follow your lead?

You have reached the summit! You are now ready to INSPIRE YOUR AUDIENCE with an 8-10 minute speech which will launch you into the world of the Advanced Manuals. Be sure to ask your VP Education to initial your manual and file your CC award with Toastmasters International so you can receive your certificate and the two free Advanced Manuals of your choice. Will your speech inspire your audience?

Congratulations!!! You are now ready to move into the Advanced Manuals - enjoy!!!



Work your way through the Communication and Leadership Manual as you enjoy an imaginary twenty minute ride across New York Harbor on the Staten Island Ferry

- 1). **The Icebreaker:** Why are you on the ferry? Are you going to work in Manhattan or are you coming home from a grueling day at the office? Did you take your children on a trip to a museum or did you meet an old school chum for lunch in the city? WOW! So much to fit into 4-6 minutes!
- 2). **Speak With Sincerity:** How about asking people their opinion about the Statue of Liberty? Do they know it is considered a lighthouse? Do they know who presented it to the United States and why? Do you know the name of the island it sits on? 5-7 minutes.
- 2). **Organize Your Thoughts:** Take a good look at Ellis Island as the ferry passes it. Do you know if any of your ancestors landed there in their quest for a better life? How would you have reacted if you had been brought there as a small child? 5-7 minutes.
- 4). **Show What You Mean:** How about a bit of Role-Play? Can you “Tell” the other passengers about the different buildings that make up the Manhattan skyline? Act as a tour guide and show them what you know in 5-7 minutes.
- 5). **Vocal Variety:** Listen to the other passengers and prepare a speech using the different accents you hear. Listen to mothers calling their children to see something on the water. Watch as people feed the seagulls and imitate the way they call them to the deck to eat the popcorn they throw to them in 5-7 minutes.
- 6). **Work With Words:** Find an obvious tourist and offer to list all the interesting things they can see in Manhattan while they're there. (Central Park, Museums, The New York Public Library with its stacks that spread out under the city streets, St. Patrick's Cathedral, Tiffany's, Handsome Cabs, The Empire State Building and the World Trade Towers that sway in the wind) - My guidance committee has requested that I leave in this reminder -
- 7). **Apply Your Skills:** Perhaps you can ask someone on the ferry to tell you what's so special about his/her hometown. It's always fun to learn about a new part of the world. Why not observe the different ways parents discipline their children on the boat? Why not get a “shoeshine” from the shoeshine men? How about a speech about the musician who plays the violin and collects coins in his violin case? There's so much to see and talk about in 5-7 minutes.
- 8). **Add Impact To Your Speech:** What about visiting the Staten Island Ferry Museum in the terminal and make notes about all the items that have been donated by people wanting to keep alive the ferry's history? 5-7 minutes.
- 9). **Persuade With Power:** This is easy. In 5-7 minutes, explain to your club members why they should take a ride on the ferry. And don't forget.....it's free !!!
- 10). **Inspire Your Audience:** Look at all the types of sailing vessels in the harbor and imagine what dreams inspired their construction. Share your thoughts in 8-10 minutes.



**Fellow Toastmasters,**  
Lt. Governor of  
Education and Training  
– and I thought last  
year was busy as Lt.  
Governor of Marketing  
and Co-Chair of the Fall  
Conference! It's amazing  
how lightning fast the  
year starts and before  
you know it, you're  
halfway done! We'll it's  
too early for me to really

say halfway done but it sure seems like it.

### **Club Officer Training**

The first club officer training session is done. Thank you for everyone who hosted training, conducted the training and especially for the club officers that took the time to attend. I'm still inputting the data. It's taking me longer than I expected. I hope to have everything entered and verified by the time this article actually makes it to print! Part of the problem is incomplete or inaccurate forms are submitted. We'll get through it, but please try to follow the directions on the form. The surveys are very helpful. Thank you for taking the time to fill them out. I glanced at them to see if there are any issues that need to be attended to and it seems we're okay. I'll be taking a deeper look at them as we prepare for the winter sessions.

I highly recommend every officer attend the TLI in December. In several districts, this has become a mini-conference. We are not there yet, but I hope to offer more training. Typically we have District Officer training in the morning and Club Officer in the afternoon. But we'd like to see if we could fit in some training for Coaches, Mentors, Sponsors and Judges as well. If we cannot do them at the TLI we'll see about having them at a different time. Let me know if there are other types of training you'd like to see.

### **District Conferences**

Our Fall Conference is off to a great start. Isaak and Olga are keeping us all on task. It promises to be a day packed with networking, fun and learning. Check out the district website for their video and registration forms. There is no charge to attend the business meeting. If you are attending the conference and your club President or VP of Education is not, please have them sign a proxy for you so that you can represent your club. Please sign in at the Credentials desk. We need a quorum to pass the budget and conduct any

other business if required. The conference is November 22 at the Best Western Plus Regency House Hotel in Pompton Plains, NJ. More information is available on the district website and in this issue of *The Voice*.

The Spring 2015 Conference is starting to take shape. The dates have been set for May 30th and May 31st. We most likely will have a DTM reception on Friday night, May 29th. We're also thinking of having the International Speech contest on Sunday morning rather than Saturday night. The feedback on this so far has been very positive.

### **Distinguished**

How is your club doing on the quest to become Distinguished this year? Dues are due now! You need at least 8 paid members to be an active club. If your club has 12 or fewer active members, your club qualifies for a coach or two to help. I highly recommend contacting Paula Markert, DTM, our Lieutenant Governor of Marketing, if your club qualifies for a coach and does not have one.

Attaining Distinguished is just one measurement of success. It's more important that each member finds value in your club program. Consider using the Moments of Truth program to measure how your club is really doing in the eyes of your members. Aspects of this program are incorporated into the Area Governor Club Visit Report. The organization believes in it so much that it was mentioned at the executive board briefing that it is being considered as requirement for clubs to attain Distinguished in the future. It is available to everyone for free on the Toastmasters International website.

<http://www.toastmasters.org/290amot>

### **Revitalized Education Program**

We still don't have much information about it at this time. Pam Winter, DTM, PDG, is our Chief Ambassador for the REP. Her team of ambassadors will be reaching out to the clubs when the time comes. Our Learning Masters, Cyndi Wilson, Paula Markert and Patti Phillips are in the loop with WHQ and recently had the opportunity to look at the proposed "new" icebreaker. Until it is finalized, we need to continue on our current path for educational achievement and excellence. One thing that was heard loud and clear from our CEO Dan Rex at the International Convention – it will not roll out until it is right.

**Bill Hood, DTM**

**Lt. Governor Education and Training**

# Happy 10th Anniversary Dining to Speak

By Edward P. Sullivan, CTM, Vice President, Public Relations

Every Dining to Speak meeting is special, but our September 3 meeting was extra special as we celebrated our tenth anniversary as a club.

To commemorate the occasion, we invited past members to attend and even if no longer active Toastmasters, they were glad to come and reunite with fellow Toastmasters, reminisce and refresh their memories as to why as we like to say in DTS, "it's great to be a Toastmaster."

We also have theme meetings and the theme for this meeting was the anniversary. Toastmaster for the evening and club president, Lynda Starr, ACG/ALB, shared highlights of 2004 current events and asked everyone in a 30-second go-round to share a DTS or Toastmaster memory. Ken DeStephan, CTM, told us how he came up with the name Dining to Speak; Larry Kaplowitz, ACB/CL remembered our past meeting location at the Hampton Inn/Calandra's; and Ellen Palestine, CC, remembered past speeches. Ruby Scotland, ACS, CL focused on 10th anniversaries and the number 10 for Table Topics. People shared memories of their 10th, 20th, 25th wedding anniversaries and the advice they would have given to their 10-year-old selves.

Ethel Lee Miller, a former club member and still friend of the club, visiting when she is in town, sent well wishes. She wrote:

Toastmasters Clubs are perfect examples of six degrees of separation. Mention a Toastmaster's name in your area or district and it usually leads to an, "Oh yeah, and do you know...?" You meet a Toastmaster at one club and then they go off to become AG, DG or some other Toastmasters alphabet holder.

When I finally visited Dining to Speak it was due to the perseverance of Donna Hook who had been sending me invitation emails for about a year. I was already in two other clubs and was an Area Governor at the time. I just couldn't get involved in another club, could I?

I had mentored Donna when she joined Wayne Toastmasters in 1999 and felt sort of obliged to just visit DTS. And besides it was an eating meeting. Well, that visit lasted from 2005 to joining in 2006 until 2009. And I'd probably be still be a member today if it hadn't become geographically undesirable — 3,000 miles is a bit of a commute. Even for an eating meeting.

And eat we did. From the pub on Route 46 to the upstairs private room at Calandra's to Hollywood Pizzeria, Dining to Speak has combined satisfying cuisine and communication.



I've heard manual speeches, impromptu speeches, seen physical therapy demos, cried at a heart transplant story, first heard about Angry Birds, delivered readings from my first and second books, and mentored new members who became leaders. What I cherish most are the members who have become friends — Donna Hook, Rose O'Riordan, Ken de Stephan, Ellen Palestine, Grace DeFortiere, Lynda Starr, Ed Sullivan, Karen Seeman, Tom Lavosky, George Saliba, and more. What a cast of star communicators and leaders!

Donna Hook, DTM gave a speech on the history of Dining to Speak. The club's mentor when it was forming, Donna shared that the club's original name was Speaking of Singles, a special club for singles, but as the club gained married members, it no longer seemed a fitting name. The club had a rocky start with all the officers and many of the charter

members leaving within the first few months. Donna's goal as mentor was to keep the club running for six months and as the saying goes, the rest is history. Through the years, the club has had its peaks and valleys with location changes, but we have managed to survive. Lynda Starr presented Donna with flowers to thank her for her ten years of support and dedication to the club.

Linda Bogner, ACB/ALB, Area 14 Governor and Paula Markert, DTM, LG-M represented the District and shared greetings. Linda commented on what fun she has visiting the club and Paula shared a lesson she learned at the International Conference in Kuala Lumpur, Malaysia on the solidarity of Toastmasters as we all strive to reach our goals.

Dining to Speak is looking forward to bringing out the memory board we created when we celebrate our 20th anniversary in 2024.



Photography by Larry Kaplowitz, ACB, CL

# In the Limelight: Give me Park Avenue

By Arthur Goldstein, DTM

As part of getting my Advanced Leader Silver certification, I successfully coached the Park Avenue Toastmasters club, which meets Monday evenings at the Wood-Ridge library.

The club did not become distinguished because of any one person. I thank the club members at the time who allowed me to become a coach of their club. They are dedicated to the Toastmasters mission of being better communicators and leaders. The officers attended training and a couple of members completed their CCs. Thanks to Karen Seeman (DTM), Adebimpe Ogunade (CC), Diane Rhodes (CC), James Massarelli (CC), Mark Cunningham (CTM), Deane Donnelley (ACB, ALB) who was my fellow coach and took charge as club president. Finally, I thank all the people who joined the club as new members and those who encouraged people to visit and join the club.

When I first visited Park Avenue Toastmasters, it met in the back of a Blimpie's on Park Avenue in Rutherford. The room had enough space and it was generous of the owner to host the club. However, there were issues. The layout of the room with chairs and tables among empty pizza boxes was not the most eye-pleasing. The room was not insulated nor well heated so it was unpleasant in the winter and summer. Most importantly, the room was to be remodeled and we needed to move.

Looking at a map, all members reached out to various entities. We temporarily met at the East Rutherford library and then fortuitously ended up at the Wood-Ridge library, which stays open later. Among the places recommended to meet were car dealerships. I don't know if any club meets at a dealership, but it was an interesting experience asking for a meeting place and not wanting to buy a car. We learned that hotel conference rooms and other potential locations are expensive.

With a stable and professional environment, our club focuses on helping members achieve their goals by ensuring meetings run well and that we have fun. There have been special meetings such as one in which all members recited poetry; a pot-luck in which every member not only brought food but gave a food-related speech, and an open house in which the district paid the cost of the food (thanks District 83!). There was a noted meeting where all nine members showed up, a rare occurrence for many clubs.

Recruiting new members was and still is a challenge. Word of mouth has worked best. The Toastmasters website is our next best recruiting tool. We have tried the Internet including sites such as LinkedIn, Meetup, Craigslist, and newspapers with limited success.

Each Toastmasters club is different. Park Avenue Toastmasters has an agenda item entitled "What's on your mind?" in which each member speaks for less than a minute on whatever topic they want and guests introduce themselves. One member requested speeches on speaking skills so we have members present from the Better Speaker Series and Successful Club Series. A new agenda item is to ask members which CL manual assignment will be evaluated.

Previously, it was difficult to find speakers for some meetings. Now we are easily filling up our speaker slots. I am optimistic about the future of the club but know that we have to work hard to maintain our success.

I took many steps in the long process to become a Distinguished Toastmaster. Back in 1995, I felt uncomfortable

with small talk outside of a few topics and non-technical presentations. My supervisor mentioned there was a Toastmasters club at work. After one meeting, I decided I needed to join. I found it difficult to create speeches back then. I would worry, write a speech, rehearse, rewrite and panic. After giving all the speeches required for an Advanced Communicator Gold, I am much calmer when speaking. I still need to prepare and rehearse, but I am better able to edit my speeches and focus on topics that interest me and my audience.

A favorite advanced manual was about Interpersonal Communications. I enjoyed coming up with role-playing scenarios from my personal life, such as dealing with a paint contractor, and current news, such as handling an uncooperative flight passenger.

Another requirement for the ALS is the High Performance Leadership Manual. I wish I had been aware of it earlier.

Being an Area Governor was very rewarding. While visiting each area club I experienced varied customs and meeting agendas. That encouraged me to experiment with my clubs' agendas. Planning officer training and area speech contests made me aware of how many people are interested and involved in accomplishing these events.

I compare Toastmasters to playing a sport such as baseball. Everyone gets to try every position/role and everyone is expected to bat/speak. Practice leads to developing skills. Exercise, communicating, and teamwork are clearly healthy and good. I am happy to have Toastmasters as a friendly environment where I can expand my comfort zones and practice my speaking and leadership abilities.

Arthur Goldstein, DTM August 2014, is a member of Exelis Talkers and is President of Park Avenue Toastmasters.



Photo by Arthur Goldstein, DTM

*I compare Toastmasters to playing a sport such as baseball. Everyone gets to try every position/role and everyone is expected to bat/speak. Practice leads to developing skills.*

# Reach, Stretch, Strengthen and Grow: Your Guide to Toastmasters Fitness

By Su Brooks, ACG, ALB

You can reach, stretch and strengthen yourself in Toastmasters when you step outside your current comfort zone and try something new.

Perhaps you have been invited to a **speakout** with Toastmasters from other clubs. What a great opportunity to hear speeches and gain feedback for your speech from fellow Toastmasters you may or may not have met yet, or others you don't meet with very often.

Another way to grow as a Toastmaster is to **visit another club**. Let your hosts know that you will be there. You may be asked to fill a role (or roles) if there are last-minute vacancies. You will learn that different clubs may run meetings differently than your club.

After the visit, you may decide to **join that club**. Remember, "Dual is Cool!" Members choose to join more than one club since some clubs are advanced clubs or specialty clubs. Some people like the balance of belonging to a corporate club as well as a community club. Each club has their own personality. Still others like meeting at various times of the day. This may provide you with additional learning opportunities.

As you continue on your journey, you may be inspired to reach beyond your comfort zone by presenting **speeches from an advanced manual** you previously never would have considered. I have heard Toastmasters say things like, "That one is not for me. I'm not good at that. That is too technical. I'm not funny."

Another great Toastmasters opportunity is to reach out to another club for a **multi-club meeting**. I've participated in a few of these over the years and highly recommend this

experience. Since it requires a good deal of advance planning and coordinating, it is a good idea for the host club to have a point person/liason from each club. This exciting meeting, where members of all clubs participate, can be combined with a social activity such as a picnic or holiday party.

Have you **attended** a conference? Once you attend one, you may be inspired personally and professionally by the keynote speaker(s), the educational workshops and/or the contests. Conference Co-Chairs are always looking for dedicated Toastmasters to volunteer their time to **serve on a conference committee**. Some of the committees are busiest **before** the conference; others are busiest **during** the conference, so choose the one(s) that work best for you.

**Compete** in a contest. Whether or not you advance, you will grow valuable skills at every level of competition by preparing and presenting your material.

Serve as a club or district **officer** or on a **district committee**. This is another great way to meet people outside of your home club. Toastmasters can learn new skills as well as share their expertise.

**Be a mentor**. You will enhance your leadership skills and make a difference in the life of another person. You will learn things about yourself as well.

**Train your successor**. Whether you are a club officer or active at the district level, training your successor ensures continuity for the following year or the following conference.

By continuing to reach and stretch, you will strengthen and enrich yourself as a Toastmaster and impact the lives of others as well.

*"You were designed for accomplishment,  
engineered for success, and endowed with  
the seeds of greatness."*

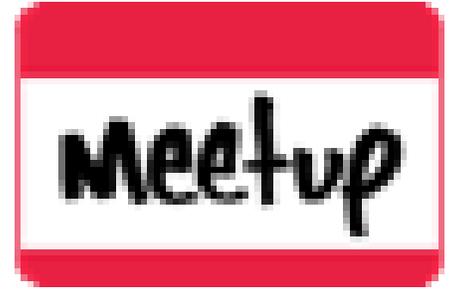
– Zig Ziglar

In Toastmasters, we design a plan, and engineer the steps to carry it through. Often, the plan starts with a dream such as wanting to garner confidence in social settings or gain a management position at work. The seeds of greatness are the accomplishments along the way, speech by speech, manual by manual. The accomplishments are CC, CL, ACB, or DTM in Toastmasters and personal successes. Be proud of your accomplishments and plant the seed to help someone else achieve greatness.

# Toastmasters and Meetup – A Perfect Match

By Sherri Rase, ACB, ALB

*Do you have a Toastmasters club that once had a lot of members, but now the energy and the membership are down? Do you have a new club that you're trying to get off the ground or an existing club that could use more diversity in perspective or experience? Then Meetup might be just what you need!*



Depending upon the level of sophistication in the use of social media your club has and the culture you've created, you may already have taken advantage of the complimentary web services available through the Toastmasters International site: <http://www.toastmasters.org/software>. But once you've built your site, how do you encourage people to visit? A number of clubs have a Facebook or a Twitter presence. You may also want to consider Meetup.

**What is Meetup?** Meetup started more than ten years ago, in the wake of 9/11 when people began to seek community in a new way. That drawing together led Matt Meeker, Scott Heiferman and Peter Kamali to build the original Meetup site dedicated to bringing people together. They started by searching the Internet for groups of like-minded people and introducing their site to them as an easier way to communicate. Remember, the Internet of 2002 was very different from what we know today.

**How does Meetup work?** It is absolutely free for an individual to create an account. You then enter information like a zip code of where you live or work and what kind of meeting you're seeking. You can ask to join the particular group, and then messages will be sent to you via your Meetup account. You needn't provide personal contact information as with some groups. Meetup will redirect the message to your chosen email account.

Organizers on Meetup, like your club, pay a fee every six months. Currently that rate is \$72/six months that may be paid on a credit card. I have helped two of my volunteer organizations become active on Meetup and for one we factor in the cost of the organization's membership into our outreach budget. The other is a discussion group so we just ask everyone to give a dollar or two over the regular meeting donation to pay for the space. That group has been active for a year on Meetup and has seen membership double for less than the price of a cup of cheap coffee each day. What you get is the capability to let members know who you are, where you meet, what you're about and more. You can set up an event in

*Life, work, and success are just about getting to work on something that you think is important or is worth doing and is interesting and will help people.*

moments, even from your cellphone 'cause "there's an APP for that", and when you select "Announce," that event information goes to everyone who's on your member list.

**What kind of meetings are there?** Groups from religious to political to professional to knitting and beyond are on Meetup. Once you have a membership, Meetup will also suggest groups to you based on your interests. Do you work in Montclair but your club is in East Hanover and closer to home? Meetup can serve every aspect of connecting you to the members and guests who will make a difference in your club.

In 2011, Celia Sankar, an Internet entrepreneur, interviewed Meetup CEO Scott Heiferman. (<http://celiasankar.com/blog/2011/11/16/meetup-ceo-talks-about-doing-what-you-love/>). He had grown the business from three founders to more than 9.5 million members worldwide, with 92,000 monthly local groups and a presence in 45,000 cities. "Life, work, and success are just about getting to work on something that you think is important or is worth doing and is interesting and will help people," he said. And it's still growing. A man who sought to build community one person at a time is beginning to connect the world.

**Let's sum it up.** For a nominal cost, amortized over a year of membership, per member in your group (or finding a generous sponsor to donate the fee), you could increase your outreach exponentially while adding spice to your meetings, breadth to the speeches and encouraging every member to achieve their fullest potential. This might be a match made in Heaven.

# Newly Chartered Club – Dialogue Party Toastmasters

By Su Brooks, ACG, ALB

An interview with Ainsley A. Reynolds, ACS, ALS, Club President, Dialogue Party Toastmasters

## Q. Tell us about how you got the idea to charter the new club, Dialogue Party Toastmasters?

After nearly seven years as a member of Treasury Toastmasters in District 38, and because I was attending weekly meetings of NJ Orators with my daughter, I began wondering why there wasn't a club in my hometown. I realized I was about two months away from completing my term as an Area Governor in District 38 and was looking to complete all the other requirements for Advanced Leader Silver and I figured it was a great idea to sponsor a club.

## Q. How did the name of the club originate?

The name "Dialogue Party" derived from a function that I attended two years ago. The function was organized by the dynamic Gathers couple (Carla and Rashard) who are charter members. After asking them to join a club in Franklin Township (Somerset), I then asked their permission to name the club after their event.

## Q. How did you recruit members from District 38 in the Treasury Toastmasters club to participate in Dialogue Party Toastmasters?

That was easy, for several years, fellow members of my other club, Treasury Toastmasters, were called upon to assist with many demonstration meetings within District 38. When my fellow club members heard what I planning to do, they volunteered to help and two of them decided to join.

## Q. Who else has helped you with the formation of the club?

Peter Mullings (fellow sponsor) and Crystal Feliciano (club mentor) were critical in helping with the formation of the club. Mr. Mullings (Past Area Governor) and Mrs. Feliciano (current

District 38 Division F Area 62 Governor) helped conduct all three of the demonstration meetings (April, May and June 2014) leading up to the official chartering on July 14, 2014.

## Q. Since the club chartered in July, you already have more than four new members. How did you get the word out about Dialogue Party Toastmasters?

To get the word out to the surrounding community we use word of mouth and advertising at the township library, but social media has been instrumental (i.e. Facebook, Meetup.com and FreeToastHost website). Meetup.com has been the most effective tool in reaching people in local community interested becoming Toastmasters.

## Q. What are your goals as Club President this year?

My goals as Club President are very simple: have fun, serve the members of the club in their endeavors to become better public speakers and leaders, and at the same time strive to become a Distinguished Club.

## Q. Are you or any of the club members planning to attend the Fall Conference in November?

I am absolutely attending the Fall Conference in November. Several members of the club have also confirmed they will be attending the conference.

.....  
*Dialogue Party Toastmasters meets from 7:15-8:15 pm on the 2nd and 4th Tuesdays at Sampson G. Smith School (cafeteria), 1649 Amwell Rd., Somerset, NJ 08873. It is an open community club.*

*Toastmasters District 38 is comprised of clubs in Eastern Pennsylvania and Southern and Central New Jersey.*



The newly chartered (July 14, 2014) Dialogue Party Toastmasters Club, District 83 Division C Area 33. We were just presented with our official charter by Anne Gilson, District 83 Governor. Photo by Ashok Khandelwal

# Interview – Frontline Speakers – Amrita Aiden with Janice Buffalow from Tower & Bridge

By Amrita Aiden and Janice Buffalow, ACB/ALS

*The road to becoming a chartered Toastmasters club is an unpredictable one — whether it is unexpectedly easier or harder than anticipated. Frontline Speakers, a new District 83 club formed on April 1, 2014, and fortunately things went smoothly.*

Our story begins on October 23, 2013. Janice Buffalow of Tower & Bridge Toastmasters received a message from Amrita Aiden asking for more information about Tower & Bridge and if it was possible to have an off-shoot at Merial. Merial is a subsidiary of Sanofi where Tower & Bridge is chartered. Both sites are in New Jersey and are relatively close; Merial is located in North Brunswick while Sanofi is in Bridgewater. Janice provided her with the usual information of how to charter a club. By November 13, Amrita had 14 people already committed to joining the club! By the next afternoon, there were 20 confirmed people interested with two-to-three more pending. There are around 100 people employed at this location and 20-to-23 were interested – fabulous!

Amrita's interest in forming a Toastmasters club was born after being a part of a Public Speaking two-day course that was offered on-site for approximately 10 people. She saw how people enjoyed the course where there was only one opportunity for impromptu speaking and one for prepared presentation. However, after the course there was no further platform to keep practicing on regular basis. A few weeks later, she read in a newsletter that Sanofi has a Toastmasters Club. She pursued the link and with the support from Janice and from two members of the Merial management team, she was able to spread the word, and the managers encouraged people from their functions to join.

All members are from within Merial and are a good blend of various functions and titles (Analytical Scientists, Formulators, Statistician, Quality Assurance and Management). A few recently joined the company and a few members have been with the company for over a decade.

The enthusiasm was infectious; Janice contacted District 83 to get the ball rolling and forwarded the Charter document to Amrita who was planning to meet with Merial management.

On December 4, Janice and Amrita spoke and worked out where to meet face-to-face at Merial on December 12, 2013. They met with two others from the management team on the scheduled date. Janice provided copies of Toastmasters materials (Communication and Leadership manuals, magazines and other documents) to help Amrita make her presentation to Management and then to the other employees once she obtained Management approval on January 29, 2014. In her

presentation, she had already identified the sponsors and the mentors of their soon-to-be new club. At 11:09 am, Janice was thrilled to receive a note stating she has “Management’s blessings.”

Next step was naming the club. An article from Toastmasters International provided some guidance. They really wanted to showcase their specialty and came up with several names. By mid-February, two more meetings were scheduled: Lunch & Learn for the Merial employees (February 28, 2014) and the demonstration meeting (March 28, 2014).

After the Lunch & Learn, Janice received a message from Amrita, 27 people signed-up! The next step on the list, determine the club's name. A vote would take place the next

week. Another message announced a Club Naming Ceremony was being organized to raise a “Toast” to the name of their club with sparkling apple cider. Congratulations to Frontline Speakers!!!

On March 28, the Demonstration meeting took place. A list of officers has been prepared, the agenda for the demonstration meeting is ready, all the necessary paperwork for chartering

completed. Tower & Bridge sponsors and mentors arrived, other members of the Demonstration Meeting came, and the room was buzzing with excitement. The meeting was full of enthusiasm and went very well. At the end, Amrita presented District 83 governor Cyndi Wilson, DTM 2 with the package of applications and all other forms for sending on to Toastmasters International, an official closed club of District 83.

Right from the start Frontline Speakers goes above and beyond the expected. As a small organization of approximately 100 people, they implemented a “back-up system” for each club officer with at least one and many times, two people. This not only keeps the continuity of the club management going but provided a succession plan for the next year. All officers participate in the planning of the agenda to optimize the use of time and get full participation from all members as they are able to meet monthly due to their size. The enthusiasm of this club is fantastic! As all members are new to Toastmasters, each person acts as mentor for the next person after having played a role in a meeting. For example, the Toastmaster in one meeting guides the member who is signed up to be the Toastmaster for next. A running topic for TOM agenda (Toastmasters Officers Meeting) is lessons learned from the previous workshop.

*Right from the start  
Frontline Speakers  
goes above and beyond  
the expected.*

## Working the Program

By Tyrone Johnson, CC, CL

On August 5, I had the opportunity to attend a meeting at the Union City Club. There I met the club president, Aurelia Howard, and the VPE, Xavier Olivares. Our fellow Toastmasters were setting up the room, and they stopped to greet me and ask me about myself. I was asked to take a meeting role as the club officers divided the other tasks. Aurelia's mother attended the meeting — and that was all. There was never a hint of disappointment concerning the soft attendance.

Exactly at 7:15 the meeting began with the four of us. You would think we had 15. Aurelia opened the meeting, Xavier took over as Toastmaster, and the meeting went off without a hitch.

Aurelia gave a manual speech and I was happy to be her evaluator. We enjoyed a lively session of Table Topics officiated by Xavier with everyone, including a late arriving member of the club, participating in responses to questions about Happiness.

This wonderful meeting made me think about the clubs I attend regularly with 20-



Photo by Tyrone Johnson, CC, CL

plus members and how we become easily discouraged when members don't step up to fill roles in advance. The example set by Aurelia and Xavier is a wake-up call that will help me and should spur members of clubs regardless of size and attendance at any given meeting to concentrate on working the program set forth in our manuals and repeat and practice every time we attend our meetings from one end of our district to the other.

## Club Newsletter Contest

Criteria: Must use current TI logo. May use TI templates from Brand Portal or create your own layouts.

Club must be in good standing with April 2015 dues paid to TI on time.

Issues dated between July 1, 2014 and March 1, 2015 are eligible.

Deadline for submissions: April 15, 2015.

**Submit in pdf format to [d83newsletter@gmail.com](mailto:d83newsletter@gmail.com)**

Include correct Toastmasters branding standards (colors, use of logo, fonts, images, design devices)

Minimum of 2 pages; no maximum number of pages.

One club winner will be announced at the District 83 Spring 2015 Conference. \$50 in TI Gift Certificates will be awarded.

Your club cannot enter a club newsletter in 2014/2015 if:

- A member of the club is a contest newsletter judge
- A member of the club is one of the top six District Officers:

District Governor, Lt. Governor Education and Training, Lt. Governor Marketing, District Public Relations Officer, District Treasurer, District Secretary

# How to Write a Speech: Going from Good to Great

By Mario Lewis, CC, CL



Photo courtesy Mario Lewis

Great speeches are not just written, they are crafted! Almost anyone can write a decent speech with a simple introduction, body and conclusion. Transforming a good speech into a great speech requires a lot more time, and effort, however the end product is worth it. The following are a few thoughts to help take your speech writing to the next level.

**Write out your speech.** Once you have determined the topic you want to present and have done

your research, write out your complete speech. Think of this written text as the marble slab from which you will carve your masterpiece. Remember that Michelangelo's David started as a simple block of stone. As you increase your knowledge of the topic, and the audience, customize your message to make a better connection. Continuously modify your word choices to clarify your message, strengthen your stories, enhance your use of humor, and smooth your transitions. Just like a work of art, no speech is ever done. It is just waiting for the next brush stroke.

**Add simple and vivid stories.** The best way to support a point and make the audience remember it is to tell a simple story. The best speakers are able to convey complex pieces of information in the form of personal, easy to understand, and relatable stories. Audiences rarely recall an abundant use of facts and figures. Vivid stories often incorporate the overcoming of a challenge, strong character development, and the use of a range of emotions to convey the point. This approach will help you connect to people's hearts and minds, and make it is easier to inspire them to act.

For example, in my "Size Matters" speech, I used visual action words to vividly describe the impact of the insecurities by using phrases such as "chipped away at my self-esteem" and "my voice was effectively silenced." I also developed my wife's character, using dialogue and humor to highlight her wise, but sarcastic personality, eventually setting her up to be the hero of the story.

**Establish a foundational theme or phrase.** There is a great chance that a day, a week, a month, a year later, the details of your speech or presentation will not be remembered. A foundational phrase that is repeated throughout will reinforce your message and make your speech memorable. We learn by

*The thoughts I have shared are not new, proprietary or patented. They just require practice, and lots of it. The best and most consistent place to accomplish this practice is at your other local Toastmasters clubs.*

repetition. The more the audience hears the key phrase or take-away, the greater the chance they will have to internalize your message and be motivated by it. The best speakers are able to get listeners to repeat the foundational phrase by the end of their speech.

In "Size Matters", I repeat that phrase and make reference to my height, or lack thereof, frequently throughout the entire speech. This repetition and referencing set up my foundational message, which is delivered in the final sentence that "It is the size of your dreams that matters."

**Solicit and be open to honest feedback.** Honest feedback from caring Toastmasters is worth its weight in gold. Be persistent in asking targeted feedback questions such as: Was the purpose and direction of my speech clear to you? Were the stories and characters distinct and easy to follow? Did you experience a range of emotions during the speech? And did you feel emotionally connected to my message? Most people mean well, and often have a hard time identifying the little nit-picky items that are not clear or not helping advance your speech. By actively soliciting and carefully listening to the volumes of feedback, I have received valuable insights on how the audience is receiving my message and been able to apply that to my writing.

The thoughts I have shared are not new, proprietary or patented. They just require practice, and lots of it. The best and most consistent place to accomplish this practice is at your other local Toastmasters clubs. I encourage you to sign up, participate and begin your journey to making all of your speeches great.

Here's the link to the speech I am referencing in this article:  
<https://www.youtube.com/watch?v=cPinRRf-WOA>

# Kick off Winter Club Officer Training at the Toastmasters Leadership Institute (TLI)

A conversation with District Governor Anne Gilson, DTM

## **Q. What is TLI?**

A. Toastmasters Leadership Institute is a training event for club officers, similar to officer training, but with more value added in. General educational sessions for all officers take place first, followed by smaller group breakout sessions to discuss the individual officer roles.

## **Q. I just attended Club Officer Training. Do I have to go AGAIN?**

A. Yes. Clubs earn part of one DCP point for goal number 9:

A minimum of four club officers trained during each of the two training periods (summer and winter training).

But more importantly, attending training helps officers to serve their clubs better and to learn more about the District.

## **Q. How does winter training compare to summer training?**

A. In the summer you learn your job, in the winter you go over what went well, and what challenges you are experiencing as an officer.

## **Q. When and where does TLI take place?**

A. TLI will take place on Saturday, December 6 from 1:00- 4:00 pm. The location will be announced.

## **Q. Some of the officers in my club have a conflict with the date. Can we still get trained this season?**

A. Yes. Please visit the District website Club Officer Training page for information about upcoming training sessions. Winter training begins in December and continues through the end of February.

<http://toastmasters83.org/officer-training/club-officer-training.html>

## **Q. Is there a charge for the training?**

A. No, there is no charge for the training session. Please sign up on the District Website so we can get an accurate head count for materials.

## **Q. Can Toastmasters who are not current club officers attend?**

A. Yes. This is a great opportunity for your potential successor.

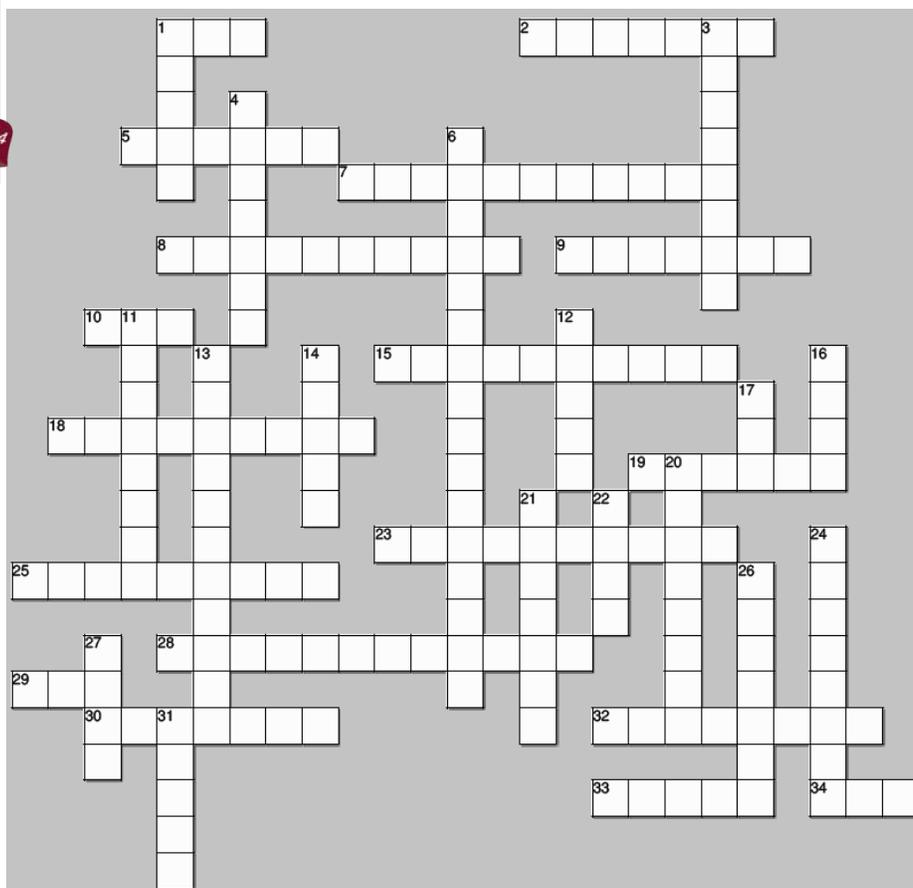
## **Q. Is there anything else I need to know?**

A. Please sign in and fill out a registrations form at TLI. You need to fill out a form for each club and each officer role if you are representing multiple clubs and/or have multiple officer roles.

We hope to see you on December 6!



## Toastmasters International History Crossword



### Across

1. Five-project program introduced in 1993
2. Toastmasters' anniversary month
5. District 34 country formed in 1996
7. 2014 International Convention location (city)
8. 1946-47 International President
9. First non-North America club location (country)
10. The first award of its kind was issued in 1968
15. First non-North American international president
18. 1999 Golden Gavel recipient
19. A Ralph Smedley mantra: "Let's keep it \_\_\_\_"
23. \_\_\_\_ *Speaking* (Smedley's magazine column)
25. Award given to first inter-speech contest winner
28. *Manual of \_\_\_\_* (first manual introduced in 1928)
29. Award first issued in 1964
30. Ralph Smedley's middle name
32. 2015 International Convention location (city)
33. Certificate of \_\_\_\_ (award first introduced in 1946)
34. Award introduced in 1970

### Down

1. Pseudonym of first female president Helen Blanchard
3. First woman to win the World Champion of Public Speaking
4. Toastmasters' Famous \_\_\_\_ Points
6. First international president
11. Early Toastmaster publication
12. \_\_\_\_ *Training* manual introduced in 1942
13. District 75 country formed in 1986
14. A Ralph Smedley mantra: "We \_\_\_\_ in moments of enjoyment"
16. Number of new countries with clubs reported in 2014
17. Program introduced in 1989
20. Smedley's birth state
21. Location of first non-U.S. International Convention (city)
22. "Where Leaders Are \_\_\_\_"
24. First non-U.S. district location (country)
26. A Toastmasters International value
27. Smedley's long-time employer
31. Current number of translated languages (for manuals)

### Celebrate Toastmasters' 90th Anniversary

In October, pay tribute to the rich history and legacy of Toastmasters International and celebrate in your club or district. Bookmark [www.toastmasters.org/90thAnniversary](http://www.toastmasters.org/90thAnniversary) to access fun resources and check it throughout the year for updates. Answers on the next page. Crossword puzzle courtesy of Toastmasters International.

