



PALMETTO TOASTMASTER

Toastmasters International District 58

Issue 5

January 2004

Do I Go Again?

Traditionally, Districts offer Toastmasters Leadership Institute—TLI: Club Officers Training twice yearly. The summer TLI is conducted by the District, and the winter TLI is conducted by the Division. For dates and locations of the Division TLI, go to the District 58 website. Club Officers can attend any Division's TLI and receive credit for attending.

A frequently asked question is, "Since I am staying as an Officer in my club, and I attended the summer TLI, do I have to go again?" The short answer is yes.

A more detailed explanation should help you understand why you should attend again. In your *When You Are The (officer)* manual, you will find that Toastmasters International writes,

"Standard #11: Attend District-sponsored Club officer training. Every June, July, and August and December, January, and February your District conducts Club officer training.

wrote, "Since joining Toastmasters in the Spring 1996, I have attended every District-sponsored training opportunity offered. My personal feeling is that the greatest value found in Toastmasters is outside our own Club. Our Club is where we practice. The real learning takes place through interaction with other Toastmasters and the training opportunities offered by other Clubs, Areas, Divisions, Districts, Regions, and Toastmasters International."

**Toastmasters Leadership Institute:
Club Officer Training**

These programs include a review of each officer's responsibilities and tips for fulfilling them. The program allows you to meet officers from other Clubs and provides an opportunity to share ideas and keep up on current information. You should make every effort to attend."

District Governor Bill May

Those Clubs that are participating in the Distinguished Club Program (DCP)—and I hope that is every Club in District 58—must have a minimum of four officers trained for credit towards goal #9 in the DCP. Remember, attendance at any of the Division TLI's satisfies this requirement.

Call For Nominations

Past Distinguished District Governor Karen Alexander, DTM, is accepting nominations for District Offices for Toastmasters Year 2004/2005.

Voting will take place during the District Council Meeting, May 1, 2004 and the elected officers will hold office from July 1, 2004 through June 30, 2005.

Elected Officers in District 58 are: District Governor, Lieutenant Governor Education & Training, Lieutenant Governor Marketing, and Division Governors for Division A, B, C, D, and E. All other positions are appointed by the District Governor and approved by the District Council.

If you would like to nominate

yourself or another Toastmaster, contact

Karen Alexander
kalex@aol.com
(W) 843/406-6297

A copy of the Procedural Rules may be obtained from the current District Governor Bill May, DTM,
dg@toastmasters-d58.org.

District Officers

- **Bill May, DTM, Governor,**
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- **Brian Woolf, ATM-B**
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- **Karen Alexander, DTM**
Nominating Chairman
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- **Tom Humphries, ATM-B**
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More People Join Toastmasters In January

Why is it that more people join Toastmasters in January than in any other month? Maybe it's all of those New Year's Resolutions such as, *This is the year for me to lose my fear of speaking before others.* (Hum! This could be a good tag line for a news release—This is the year to lose the fear!)

As you begin preparing your Club's schedule for January, why don't you make some plans to capitalize on the "January Joiner Phenomenon"?

- ⇒ Consider doing a news release. Call reporters at local newspapers and let them know that January is the month that more people join Toastmasters than any other month. Explain that this statistic is probably related to the fact that public speaking is #1 on the list of fears.
- ⇒ If you do regular Club meeting notices in your local newspapers, how about writing special copy for the notice that will appear during January. Something like, "This is the year to lose the fear!"
- ⇒ Are there morning drive-to-work radio programs in your community? You could see about one or two of your high energy members being interviewed by phone on one or more of those shows.
- ⇒ What about issuing a challenge to all the other Clubs in your Area to see which one can sign up the most new members during January? The prize would be Bragging Rights for the Club and for their Area Governor.
- ⇒ Consider planning and implementing a Premier Meeting. Publicize it like crazy. Bring in a dynamic Toastmaster to deliver a 5-7 minute Basic Manual speech on *Why Toastmasters is in YOUR Best Interest.*
- ⇒ How about having a contest in your Club to see which member, or which team of members, can bring the most "qualified" Guests to meetings during January (a qualified Guest is one who might actually decide to become a Toastmaster, not a dragged-in-kicking-and-screaming spouse).
- ⇒ Promote your Club's International Speech Contest and Table Topics Contests within your community.
- ⇒ You could offer a Business Communication Seminar (Speechcraft) for your business community.
- ⇒ Advertise by posting notices in libraries, community bulleting boards, supermarkets, post office, etc. When people call for information get their mailing & e-mail addresses, invite them to your meeting,, and send them information to prepare them for their Toastmasters journey.
- ⇒ Use technology for your Club's benefit. Find a way to create your own web page, or at least make a member's e-mail address public information for inquiries.
- ⇒ Inquire about cable access. Televisе your Club meetings, Area Contests, etc. Many local cable access channels want to have non-profit groups participate in programming. Be the stars of your own program.
- ⇒ Consider a meeting where you invite specific people. A guest meeting, a spouse meeting, a bosses' event, etc. Make up your own special event to draw attention to your Club.
- ⇒ Plan a meeting where you present Success Leadership Modules or the Leadership Excellence Series
- ⇒ Make sure your Club is participating in Toastmasters International's Membership Building Contests. Your Club's goal is eight new members (Goal # 6 & 7 in the Distinguished Club Program) with your vision being at least one new member a month.
- ⇒ Plan to participate in the *Talk Up Toastmasters!* Membership contest for the period February 1—March 31. Make sure your Club adds five new, dual, or reinstated members during the contest period so your Club earns a special Talk up Toastmasters ribbon to display on your Club's banner. Don't forget to issue a news release to the media proclaiming your success!

**More people join
Toastmasters in January
than in any other month!**

If **YOU** do not tell others about your Club and the value of Toastmasters, **WHO WILL?**

Great Opportunities Brilliantly Disguised

Chuck Swindoll wrote, “We are all faced with a series of great opportunities brilliantly disguised as impossible situations.”

As you read this, your Toastmasters Club will have already sent its Semiannual Report to World Headquarters for the period October 1, 2003 through March 31, 2004. What is the status of your Club? Do you have twenty-plus members all working on educational goals? Are your Club’s meetings well attended and organized? An honest answer to these questions will give you a sense of the health of your Toastmasters Club.

Unfortunately, too many will answer, “Not really.”, to all the questions. Herein lies all the great opportunities brilliantly disguised as impossible situations. There isn’t a Toastmasters Club anywhere that cannot improve if its members want a better club. One member can turn a whole club around and propel it towards President’s Distinguished Club status. But, when two or more members spearhead the course of improvement, success always follows.

A major ingredient in a successful club is the ratio of **active** members to the whole of the club. With a history that spans over 80 years, Toastmasters International understands how many active members are needed for a really successful Toastmasters Club—20 members. Active members are the leaven needed to raise the club to new levels.

So, how do you recruit members? First, make sure every club meeting merits your time. If it isn’t worth your time, why would anyone else want to be a member? Second, make sure every current member’s Toastmasters needs are being met—the “why” they joined. These two things must happen immediately. Once these two ingredients are incorporated into the mix, then you may begin the process of recruitment.

To recruit a member:

1. Ask them to join
2. Be able to explain Toastmasters in one sentence, such as—*In Toastmasters we learn to listen carefully, to think creatively. And to speak confidently.*
3. Personally escort the recruit to your club’s meeting.
4. Introduce them to every member present.
5. Fill out their membership application.
6. At the conclusion of the meeting, ask them to sign the application.
7. Ask them to make out their check in the exact amount currently required for membership.
8. Tell them to whom the check should be written.
9. Make them feel welcomed.
10. Help them to become assimilated into the club (mentor them).

We must understand that everyone of us has the obligation to share the Toastmasters program with our family, friends, and colleagues. It is when we extend the hand of Toastmasters friendship to others that our recipe for success begins to incorporate the ingredients that makes the dish an awards winning recipe.

**“There isn’t a Toastmasters Club
anywhere that cannot improve when
its members want a better club!”**

How To Rebuild A Toastmasters Club

Get a copy of Toastmasters International's publication #1158, *How to Rebuild a Toastmasters Club*, from your District Governor, or order from Toastmasters International (\$1.00). Don't try to invent a better way until you have tried a proven way.

Make sure your club is holding outstanding meetings! Your number one objective is to conduct outstanding meetings even if there are only a few people attending. You must create an environment of success upon which to build. Visitors will only know what they see. You build upon outstanding meetings!

Do not rebuild alone. Ask your Area or Division Governor to have the District Governor appoint two Club Coaches to assist with the rebuilding. Any club with a membership of twelve or less members is eligible for assistance from the District. Even if you have more than twelve members, your Area Governor still has a vested interest in helping your club reach, and maintain, charter strength (20 members). Do not rebuild alone!

Your club officers, with the assistance of your Area Governor, should consider asking Toastmasters from other clubs to round out your meetings so you continually show the power of the Toastmasters program to all attending. Hold outstanding meetings!

Don't be afraid to jettison what isn't working and to adopt suggestions from other clubs. Your Area Governor and Club Coaches will have some thoughts they can share for the club to consider. However, do not totally remake your club in the image of another club. All clubs have a framework that works best for them. Keep the best and add for success.

You **MUST** expect your club to operate within the framework of the Toastmasters program:

- ⇒ All speeches are manual speeches,
- ⇒ The club is participating in the Distinguished Club Program (DCP) with the goal of achieving beyond Distinguished recognition,
- ⇒ A membership building plan is ongoing, and
- ⇒ All club officers attend Toastmasters Leadership Institute: Club Officer Training.

The quality of your meetings will directly influence the success of rebuilding efforts. Make sure your club is holding outstanding meetings! Your #1 objective is to conduct outstanding meetings, even if there are only a few people attending. You must create an environment of success upon which to build. Visitors will only know what they see. You build upon outstanding meetings!

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Public Service Announcement For Broadcast Media

The following copy can be used as written, or as suggestions for developing your own, as news releases for your local radio and TV stations.

- ⇒ Can you stand up, speak up, and shut up at the right time? Don't worry. Toastmasters can help you listen carefully, to think creatively, and to speak confidently.
- ⇒ The ability to communicate is a highly regarded skill, and the Toastmasters program can help you develop your abilities to communicate and sharpen your leadership skills. The Toastmasters Communication and Leadership program is presented in the friendly learn-by-doing atmosphere of a Toastmasters Club. You owe it to yourself to find out how Toastmasters can assist you with your personal and professional development.
- ⇒ In Toastmasters you learn to listen carefully, to think creatively, and to speak confidently. Isn't Toastmasters a program you owe to yourself to find out more about.
- ⇒ Would you rather jump from an airplane into a nest of spiders than stand up and speak before your peers? Is this the year to lose this fear? Toastmasters might be the program just for you. In Toastmasters you learn to listen carefully, to think creatively, and to speak confidently.
- ⇒ Want to improve your communication skills? Be more effective in meetings? Get your point across more concisely? Then visit a Toastmasters Club and learn how membership can help you succeed

**The average person spends more time
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The average person spends more time watching television and listening to the radio than anything else. So what more effective way to inform the public about the Toastmasters program than to alert them through the electronic media?

All radio and TV stations must operate under the provisions of licenses granted by the Federal Communication Commission. Broadcast licenses require that the licensees operate "in the public interest," thus most stations provide free air time to non-profit community groups.

Toastmasters International has an excellent *Public Relations and Advertising Kit* (catalog #1150, \$18.00) that can help your club plan a media campaign. The District has three kits on hand in its lending library for you to review and use. Bill May is the District Librarian and he can be contacted at wcdk@charter.net or (864) 463-0735.