

District 22-Winner-2004 Toastmasters Excellence in Leadership Award
Toastmasters District 22 Bulletin - 26 Oct 2004

Announcements, Recognition, Reminders, Tips from District 22

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www.toastmasters22.org



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Progress Charts Lead to Presidents Distinguished

by RW Thompson, ATMS, LGM

Progress charts with personal commitments may lead to clubs earning Presidents Distinguished recognition. I strongly recommend that each Club VP-Education prominently display the club member progress charts at each meeting. Why do I believe this is necessary?

Clubs that do not encourage their members to actively pursue the communication and leadership tracks may wonder why club members fail to renew their memberships. The Officers of the Club should share with club members the design of the Club Success Plan early in the club year. When Club members see how enthused Club Officers are about the Success Plan, it might prompt them to make personal commitments to their respective education and leadership award objectives. This in turn will make it far easier for the Club to help achieve the highest club award at years end - Presidents Distinguished. Once members make their personal commitment, the display of the progress chart serves as a reminder to each Club member - - Am I doing my part to help my club succeed??

Changing Lives, One at a Time: The Toastmasters Program has been undergoing change for

eighty years to make it what it is today. It is a process for encouraging speaking and leadership excellence to the best of our individual capabilities.

The DTM: You have seen those members who wear the badge of distinction - the DTM. By now you are aware that this denotes Distinguished Toastmaster. Well, that DTM is a symbol that represents a good deal of effort toward a better District and more exciting Toastmaster Clubs. We should show each DTM our appreciation for all they have done and all that they do to pave the way for each of us to follow.

The Communication Track: Toastmasters International presents a CTM (Competent Toastmaster) award to a club member who completes the ten speech projects from the Communication and Leadership Manual). This is the first step of the Communication Track. It is an accomplishment that should bring pride to each recipient. To earn the ATMB (Advanced Toastmaster Bronze) award, a member must complete the projects in two advanced communication and leadership manuals for a total of ten additional speeches. To further advance on the communication track, a

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member may earn an ATMS (Advanced Toastmaster Silver) award by completing the projects in two more advanced manuals plus presenting two programs from The Better Speaker Series and/or The Successful Club Series. To achieve the highest recognition on the Communication Track, ATMG (Advanced Toastmaster Gold), a member must complete the projects in two more advanced manuals, conduct a Success/Leadership, Success/Communication, or Youth Leadership program, and serve as a mentor for a new member on his/her first three speech projects.

The Leadership Track: After earning a CTM, a member is eligible to earn the CL (Competent Leader) award. To earn a CL, a member must serve as a Club Officer for six months, participate in preparing the Club Success Plan during that term, attend Club Officer Training at the beginning of that term, and conduct any two programs from The Successful Club or Leader-

ship Excellence Series. The AL (Advanced Leader) award is a challenge! A member must first have a CL award. Then the member must serve as a District Officer (such as, Area Governor, Division Governor, PR Officer, Secretary, Treasurer). A member must also complete the High Performance Leadership program and serve successfully as a Club Sponsor, Club Mentor, or a Club Coach/Specialist.

DTM (Distinguished Toastmaster)

Once a member earns both an ATMG award and an AL award, the member may receive a DTM award by completing an application. After the DTM award, there is practice (Stage Time) to continue to sharpen presentations. (It's also great to refine skills by returning to the Communication and Leadership tracks.) The delight in seeing others grow to their capacities is but one reason for DTMs to continue to create new clubs and to make the Toastmaster club meetings they attend more interesting.

Rebuilding a Club to Charter Strength

by RW Thompson, ATMS, LGM

What do we mean by the phrase "rebuild to charter strength"? When your Club received its charter from Toastmasters International, it had to have a minimum of 20 charter members. Charter strength is simply 20 or more members.

Twenty is about the minimum number of club members necessary to run effective and interesting meetings. It's simply not possible for every member to be at every meeting. There's a lot of effort required to keep meetings interesting and well-run. It takes 20 members who are willing to share in the responsibility. Even if your Executive Committee (Officer Team) is active and dedicated, they can't do it all. They need the support of the whole team. Besides volunteering for meeting roles and helping the team with its Success Plan, you can become a member of a committee (Membership, PR, Education).



Expecting your original charter members to always be with the club is unrealistic. Members get job transfers. Life priorities change. On average, a club will lose 8 members during a Toastmasters year. That's unfortunate, but it doesn't have to become a problem. It's only when the club allows its membership to drop without an aggressive effort to identify and invite prospects, that the club is in deep trouble. Having a few members leave can actually be a good thing IF the club replaces them with new members. New members tends to mean new perspectives and more energy. Once you secure the 20, don't stop. Keep on recruiting. Remember, you are going to lose 8 each year so build up a reserve and keep talking it up.

To put this into perspective, Toastmasters International has served more than 3 million members over

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the 80 years of its existence. And yet, at any one point in time, there are only slightly more than 200,000 active members in about 10,000 clubs worldwide. Toastmasters recently obtained the results of surveys of active and past members. The approval rating was near 89% for each group, yet if you ask a “man on the street” you are likely to receive a blank stare as to what Toastmasters is or does. Toastmasters is currently taking some steps to expand the public

awareness of “Toastmasters,” but word of mouth continues to be where we find most of our members. The Toastmasters organization has shown that it is designed to survive and thrive. Your Club can too if your members work together to conduct great meetings and to keep talking up Toastmasters.

Red, White, and Blue Ribbon Reminder

by RW Thompson, ATMS, LGM

You can find a full description of the meaning and purpose of the Red, White, and Blue ribbons under the Recognition page of our website: www.toastmasters22.org. We also have our ribbon recipients listed there. Each July 1, we clear the list to begin the new Toastmasters year, so the list shows just those members who have earned a ribbon this year. Are you wearing a red, white or blue ribbon that is not shown on that list? If you are and you're qualified in the current year, ask your club's President and the club's Area Governor to add your name.

If you qualify for one or more ribbons in this year and have not been awarded the ribbon(s), be sure to tell your Club President who will tell the club's Area Governor of your right to wear the Red member recruitment ribbon, the White mentoring service ribbon, or the Blue extension team ribbon. Your Area Governor should present these ribbons at a regularly scheduled club meeting while also explaining the requirements for earning the ribbon and its meaning. It is the Area Governor's responsibility to report those awarded ribbons to the Division Governor and to Pamela Turner so the list on the website may be updated.

Bob's BLUE Thought

Bob Driskill, ATMG, District Governor

Nearly all men can stand adversity,
but if you want to test a man's character,
give him power.

- Unknown.

Blue Ribbon Team: If you are willing to serve on a demonstration team to help a new club in formation or a weak club at an open house, please let your Club President and Area Governor know. Your Area Governor will present your Blue ribbon at one of your club meetings and will notify me (your Lt. Gov. Marketing) that you are ready to participate in demonstration meetings. If you are interested in building a new club, you can order a new club kit or download the 70-page book from the Toastmasters International website: www.toastmasters.org. Be sure to keep the LGM and your Area Governor informed so your district officers can assist you along the way. Not only will you gain satisfaction from helping a group of people improve their communication and leadership skills, you will meet one of the requirements for earning your Advanced Leader award.

Thank You, Club Coaches

Sometimes, a club will experience difficulty in maintaining healthy membership levels. When membership drops below 12, the District Governor, will seek an experienced Toastmaster to assist the club, by becoming its Club Coach. The Club Coach can earn credit toward the Advanced

Leader award by helping the Club return to Distinguished status. Thank you Club Coaches:

- **Raenell Becker** for Via Christi in Wichita
- **Annette Rude** for Talk of the Town in Kansas City.

Area Governors Corner

Plan Now for Spring Speech Contests

It's not too early to begin planning for your Area and Division Spring Speech Contests. The District 22 Spring Speech Contest will be May 14. Make it easier for your Clubs to plan by establishing dates for your Division and Area Contests.

Note: We have a **Contest Instruction** document on the Tips/Tools page of our website:

www.toastmasters22.org.

Scroll down to Area Governor tools.

Club Health

Select "District Performance" under Member QuickLinks on the TI website. Under District 22 reports, select "Distinguished Club Program by Division/Area." Scroll down to your Area.

- How many members does each Club have? At least 20? Are membership levels increasing or decreasing?
- Do the reports show that Clubs members have earned educational awards?

Also under District 22 reports, select "October Dues Renewal Status." Look to see which of your Clubs have submitted dues renewals. Call each Club that shows renewals not received.

Club Officer October Checklist

___ Club VP Membership: Check with the Club Treasurer to see how many members renewed their dues. Work with the officer team to begin membership building immediately if membership levels are under 20.

___ Club President: If your Club elects officers semiannually, appoint a Nominating Committee. (Only Clubs that meet weekly have this option.)

___ Club President: Conduct a Club Executive Committee meeting (officers' meeting)

___ Club President: Ensure that Club members have access to the D22 Bulletin. Each 2nd/4th Tuesday, we post it to the D22 Bulletin Archive on our website, www.toastmasters22.org and send it by email to Area Governors.

___ All Officers: Review your Club Success plan. How's your progress toward Distinguished status so far?

Start a Toastmasters Club

by RW Thompson, ATMS, LGM

Toastmasters Clubs meet in thousands of communities -- and corporate conference rooms -- in more than 60 countries around the world. Each year new groups are organized in places like Sarawak, Malaysia, and Los Angeles, California. Some are organized by experienced Toastmasters, while others are organized by people completely new to the organization. So don't be intimidated! If you're interested enough to read this page, you're probably interested enough to start a new group! Still need to be convinced? Read on!

What Can a Toastmasters Club Do for My Company?

In recent years, nearly half of all new Toastmasters Clubs have been formed with companies. Why? Much of any company's success depends on communication. Employees face an endless exchange of ideas, messages, and information as they deal with one another and with customers day after day. How well they communicate can determine whether a company quickly grows into an industry leader or joins thousands of other businesses mired in mediocrity. A Toastmasters Club provides the tools that enable employees to become effective communicators and leaders all at a very low cost. The Toastmasters Club provides training that helps employees: give better sales presentations, hone their management skills, work better with fellow employees, effectively develop and present ideas, offer constructive criticism, and accept criticism more objectively.

Why should we have a Toastmasters Club in our Community?

Toastmasters helps thousands of people achieve more in all aspects of their lives. Using the speaking and leadership skills developed in Toastmasters, people have become more active in business, churches, and service and charity organizations. Toastmasters' members are able to organize activities, conduct meetings, and speak in public as their organization's representative. Some even become active in local, state, or national government.

What's the Fine Print?

A new Toastmasters Club must have a minimum of 20 members. In addition to a \$95.00 Charter Fee, the costs of starting a new Club are as follows: All new members pay a one-time new member fee of \$16.00 (Transfer, dual, or reinstated members need not pay this fee), and all members of the new Club pay six months' advance dues of \$18.00. Each Club may also choose to assess local chapter dues for each member to cover additional costs, i.e., Club banner, awards, refreshments, etc. The costs are nominal and the impact is great!

Convinced? You can request a new club information kit from Toastmasters International at www.toastmasters.org or call me, RW Thompson, LGM at 816-513-1205. For more information about New Club Startup, look under Tips/Tools on our district website www.toastmasters22.org.