

*District 22-Winner-2004 Toastmasters Excellence in Leadership Award*  
***Toastmasters District 22 Bulletin - 15 Feb 2005***

Announcements, Recognition, Reminders, Tips from District 22

Visit the District 22 Website:  
[www.toastmasters22.org](http://www.toastmasters22.org)



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**Also in This Issue:**

**How to Choose an HPL Project**  
**Recognizing Your Governor**  
**Last Call For COT**  
**Area Governors Corner**  
**Club Officer February Checklist**

## ***Public Relations: Talk Up Toastmasters !***

by Peggy Lynn, ATMB/CL, PR Officer

It was great to see the Vice-Presidents Public Relations at the recent Overland Park TLI and Liberty COT. The officers, enthused with their roles, planned to educate the members back in their clubs about effective Public Relations. Club PR is up to EACH of us as Toastmasters. We EACH need to "Talk Up Toastmasters" all year long!

With the VP PR's job it's not enough to have brochures, flyers and the like. The most vital component of effective PR is the individual person! Interpersonal communication, word of mouth, is still consistently spreading the news and bringing the most guests as potential members to Toastmasters meetings.

Why do we even need PR? To get the word out! We have a great organization from which we've benefited and we want the world to know. How do we do that in the quickest and best ways? Through two simple methods: **goodwill** and **persuasion**.

The **goodwill** that Toastmasters can spread might be service projects, either in the business or neighborhood environments, sponsoring an event or even judging students' contests. Opportunities

abound at this time of year - look around and seek them out!

Now the **persuasion** part is a no-brainer for members of a worldwide organization dedicated to improving one's communication skills. Let's face it - each Toastmaster has a great PR story to tell - their own! Why did YOU join a Toastmasters Club? How have YOU changed since joining?

Not everyone is ready for a Toastmasters club when first hearing the words, but we can plant the seed of membership by mentioning our own experiences. This is what we call the "soft tap" approach, like a soft tap on the shoulder, passing along a great tip. Use the soft tap again to update and answer just how it HAS been going for you. NO more speaking off the cuff fears when the boss asks your opinion? Feeling GREAT about improved confidence? Wow! The results are tangible: you're a different you. Invite them to a meeting to see how their life may change.

PR is not just a job for the Vice-Presidents Public Relations, it's THE job for all of us as Toastmasters. Don't leave PR to a flyer or brochure - tell YOUR story! Spread the word. Talk Up Toastmasters! Then the whole club will reap the rewards!

## How to Choose an HPL Project

by Pamela Turner, DTM, District Facilitator

If you are ready to develop your leadership skills with the High Performance Leadership program, one of your first concerns is selecting a project. To get the most from your HPL experience, it is important to select a worthwhile, substantial project that will give you ample opportunity to put your leadership skills into action. Based on the HPL manual, here some guidelines. Your project should:

**Involve Several Other People:** Choose a project that involves several other people with whom you can work in a leadership capacity over a period of time. In order to improve your leadership skills, you must have enough interactions with team members to provide opportunities to practice those skills. Tip: Think in terms of months rather than days.

**Make a Positive Contribution:** Choose a project that has the potential to make a positive contribution. Your project should be worthwhile enough to have a vision and a mission. Tip: You'll need to recruit a team and get buy-in from them on your vision and mission.

**Be Substantial Enough for an Action Plan:** Choose a project that is substantial enough to merit an action plan. You'll be working with

your team to identify key results you plan to achieve along with a strategy for achieving those results. Part of your HPL project is to develop an action plan with specific tasks, deadlines, and responsibilities. Tip: Make sure the project you chose is worth the effort that it takes to create and manage an action plan with periodic progress review meetings.

**Be of Sufficient Duration for Learning to Occur:** Choose a project that will last long enough for you to practice and improve your leadership skills. The point of HPL is to improve your leadership skills. That takes practice. Your project should be enough of a challenge to afford you sufficient leadership "stage time." Tip: With HPL, you will do a before and after assessment of your leadership skills. You will also make a presentation to your Club about your learning experience.

High Performance Leadership should contribute to your development as a leader. The rewards you receive will depend on the thought and effort you put into the program. One key to getting the most out of HPL is to select a project that involves several people, makes a positive contribution, is substantial enough to merit an action plan, and lasts long enough for learning to occur. Choose wisely.

## Recognizing Your Governor

Has your Area or Division Governor been helpful to you and your Club? Has he/she visited your Club several times? Has he/she given presentations to encourage effective evaluations, quality club meetings, or membership building?

If you appreciate your Governor, send a letter or email to him/her pointing out the things you appreciate most.

If you believe that your Area or Division governor is exceptional, consider nominating him or her for Area or Division **Governor of the Year**. You may find the nomination forms on the Recognition page of our website:

[www.toastmasters22.org](http://www.toastmasters22.org)

## Last Call For COT

You have two last opportunities to attend a session of Club Officer Training.

- February 19, 1:00pm-4:00pm in Salina, KS at 3030 Cortland
- February 26, 8:30am-noon in Overland Park, KS at 11401 Lamar

## Area Governors Corner

### Expense Reimbursement Reminder

The District Treasurer must have the District Governor's signature before she can reimburse your expenses. The fastest way to get your expense reimbursement is to send your properly completed expense forms **directly to the District Governor:**

Bob Driskill, 112 Wheatridge Drive,  
Newton, Kansas, 67114.

### Club Visits

It's time for your second round of Club Visits. Once you have your visits scheduled, prepare yourself for your visit. 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. For each of your clubs, make yourself a note.

- How many members does the Club have? At least 20? Are membership levels increasing or decreasing? Be ready to assist the club if it is struggling with membership.
- How is the Club doing with educational awards? Look especially at CTMs. Discuss this with the Club Officers.

If any of your Clubs elect officers semi-annually, check to be sure they have submitted their new officer lists.

## Club Officer February Checklist

- \_\_\_ **All Officers:** Review your Club Success plan. How's your progress toward Distinguished status so far?
- \_\_\_ **All Officers:** Visit the D22 website at least twice a month for the latest information and new tips and tools.
- \_\_\_ **Club VP PR:** Check the accuracy of your Club's information on the TI website.
- \_\_\_ **Club VP Membership:** Work with the officer team to continue membership building so your club has at least 20 members.

- \_\_\_ **Club VP Education:** Make arrangements for your club to select participants for the Area-level speech contest. Note: If you hold a contest, you must follow the rules that Toastmasters specifies in the "Speech Contest Rulebook 2005."
- \_\_\_ **Club President:** Schedule a visit from your Area Governor.
- \_\_\_ **Club President:** Conduct a Club Executive Committee meeting.