

# District Newsletter



T O A S T M A S T E R S I N T E R N A T I O N A L ®

## Renewal Notice Alert!

The Dues Renewal Invoice for the April 1, 2007, through September 30, 2007, period will be mailed to club presidents in the last week in February.

Encourage the clubs in your area to submit their dues renewals online. Each club has a login and a password that allow them to renew their members and add new members. Passwords will be included on the Dues Renewal Invoice.

You can verify which clubs have submitted renewals by reviewing the District Performance Reports online. Visit [www.toastmasters.org](http://www.toastmasters.org) > **District Performance** > **Launch Reports** > **Select Your District Number** > **April Dues Renewal Status**. The status of the April dues renewals is updated daily and reports are available by club, area and division, as well as by overall district performance.

It is critical to have clubs in your area submit complete membership dues renewals by April 1, for your area to receive on-time credit in the Distinguished Area Program and for clubs to receive credit in the Distinguished Club Program. Follow up with each club and get those reports submitted on time.

## Evaluate Your Training

Your district team spends a lot of time preparing and presenting training programs for other district officers and club officers. How do you know if your training really has value and is useful and helpful for participants?

Offer participants the opportunity to evaluate every training session, either by filling out an evaluation form before they leave the session or by filling out an online evaluation form after they return home. Questions to ask could include:

- ▶ How useful was the information they received?
- ▶ What information would they like to see included in future training?
- ▶ How effective or knowledgeable was the trainer?

You also could ask questions about the convenience and suitability of the training location. Another way to measure the success of your training is by performance. Are officers performing better? In what areas could they still improve?

Make sure the time your team spends on training has value. The more feedback you receive from participants, the more useful and helpful you can make future training.

## Make the Web Work for Your District

*Your district's Web site can be a productive promotional tool. Attract visitors by:*

- ▶ Offering educational content of value to the members
- ▶ Depicting photos of fun and educational events
- ▶ Featuring a site with a clean layout that's easy to navigate.
- ▶ Updating the events calendar regularly
- ▶ Keeping officers' contact information current

## The Proxies Are Coming...

The official Toastmasters International proxies will be mailed to club presidents of record on March 31. They will be mailed in a blue envelope with the words "IMPORTANT PROXY INFORMATION" imprinted on the front of the envelope.

Take the following steps to help your district survive the annual proxy chase:

- In every way possible, encourage clubs to update their club officer information immediately through the Toastmasters Web site ([www.toastmasters.org](http://www.toastmasters.org) > **Information For Members** > **Name & Address Changes**) or notify WHQ by mail, fax or phone. This will ensure that the proxies are mailed to the appropriate person(s).
- Advise clubs of the mailing on your district's Web site and/or in your district's newsletter.
- Have a district team member contact club presidents in late April to confirm receipt of their proxies, whether they will be sending a delegate to the regional conference and/or International Convention. If not, ask that the proxies be tendered to the district governor or another officer.
- If the club president claims not to have received the proxies, give a description to confirm that it was never received, set aside or accidentally thrown away. Sometimes the club officer list at WHQ is outdated and the proxy was sent to the former club president. Ask the current club president to check with former officers to see if they received the proxies by mistake.
- Duplicate proxies can be requested by e-mail from [duplicateproxies@toastmasters.org](mailto:duplicateproxies@toastmasters.org). We will start honoring requests for duplicate proxies starting on April 23. Include the current club president's name, address, and club and district numbers. Remember, WHQ can send only one duplicate proxy, which must be mailed to the current club president.

# Want District Success? Try this To-Do List:

As district leaders, you know that success is achieved by working together, that district success is achieved only through successful clubs, areas and divisions. The following To-Do list will help ensure that this will happen:

## **FEBRUARY:**

### **Clubs:**

- Complete club officer training by February 28, 2007 and submit online @ [www.toastmasters.org](http://www.toastmasters.org) to ensure the club receives credit.
- Promote and educate club members and leaders about Toastmasters International's annual membership program.
- Encourage club growth by chartering new clubs and promoting "Talk Up Toastmasters."
- Remind clubs to submit April dues renewals online.

### **Areas:**

- Contact area governors to see where they are with club visits.
- With division governors, brainstorm strategies to promote club charters and membership building in your district using "Talk Up Toastmasters." Think through new ways division and area governors can work together with club leaders to facilitate club growth.

### **Divisions:**

- With area governors, brainstorm strategies to promote club charters and membership building in your district using "Talk Up Toastmasters." Think through new ways division and area governors can work together with club leaders to facilitate club growth.

### **Districts:**

- Midyear audit report is due to TI no later than February 15, 2007.
- Treasurer report for July 1, 2006 - December 31, 2006, is due to district trio by February 15, 2007.
- Nominating committee meeting schedule defined for district elections.

## **MARCH:**

### **Clubs:**

- Submit club officer training reports to TI no later than March 31, 2007.
- Start working with your clubs to ensure membership dues renewals are received by April 1, 2007.
- Remind club leaders that official Toastmasters International proxies will be mailed to club presidents of record on March 31, 2007.

### **Areas:**

- Area governors should be into their second round club visits. Remind your area governors that they can access the Area Club Visit Report Form on the TI Web site.
- Connect with area governors to ensure speech contests are completed prior to the division contests.

### **Divisions:**

- Encourage your division leaders to work with area governors to identify additional support or resources they may need from their district leaders.
- Connect with division governors to ensure speech contests are completed prior to the district conference.

### **Districts:**

- Districts should be in the process of planning or holding their district executive committee meeting. Work with the leaders of this group to ensure the following items are included in the meeting: mid-year adjustments, report of audit committee (including approval), recommendations for the alignment of clubs within areas and divisions and presentation of the most recent treasurer report.
- Treasurer report for July 1, 2006 - January 31, 2007, is due to district trio by March 15, 2007.

## New Information in "Club Business"

Historical award information (2003 to present) for clubs is now available in the new "View My Club's Awards" option on the Club Business menu of the TI Web site. Please visit [www.toastmasters.org](http://www.toastmasters.org) > **Club Business** [enter your club number and password] > **View my club's awards**.

Award history includes:

- ▶ The Distinguished Club Program
- ▶ Membership building programs:  
*Smedley Award, Talk Up Toastmasters!*  
and *Beat the Clock!*

Login and check it out today!

## Contest Supplies

Order contest supplies now! Choose from a wide variety of trophies, ribbons and certificates to fit all occasions. Check out TI's beautiful Blue Octagon Trophies (Catalog Nos. 1955A-C), as well as the Slimline series (Catalog Nos. 1953A-C) with new wood bases.

Remember, awards *must* be ordered from Toastmasters International. All materials are protected by copyright and trademark laws. To order supplies, visit the online store at [www.toastmasters.org](http://www.toastmasters.org) > **Online Store, e-mail [supplyorders@toastmasters.org](mailto:supplyorders@toastmasters.org)** or call Member Services at (949) 858-8255.

## Featured Product

Getting the word out about the benefits of Toastmasters is essential to membership growth. Marketing Cards are a great way to promote Toastmasters and get that message out. These four 1/2" x 3-1/4" full-color cards target potential members in various trades and can be handed out at corporate or community events, colleges, tradeshows and a variety of other functions. Each of the four cards (Catalog Nos. 117-120) comes in a set of 10 and highlights different ways Toastmasters can help. Or, if you can't decide which one, you can get the Marketing Card Set (Catalog No. 125) for only \$1.75. This set includes 10 of each of the four different cards. Order now and you can start marketing Toastmasters right away!

To make a purchase, visit TI's online store at [www.toastmasters.org](http://www.toastmasters.org) > **Online Store, e-mail [supplyorders@toastmasters.org](mailto:supplyorders@toastmasters.org)**, or call Member Services at (949) 858-8255.

## Corporate Clubs Corner

A new corporate club usually starts with the outreach of one person. Once you have decided on a list of companies to contact, researched those companies and sent a letter of introduction, you are ready to make that first phone contact.

Find out in advance who are the key decision-makers within the organization (often in Human Resources or Training, but could be in another department, depending on the organization). Never underestimate the power of the administrative assistant or receptionist. Always get the name of the person(s) you speak with and treat them with the same respect you would treat the CEO.

Focus on the following when making the initial phone call:

- ▶ Identify yourself as a Toastmasters representative
- ▶ Mention that you recently sent a letter to them (no need to ask if they received it).  
Note: see last month's newsletter for tips on sending an introductory letter.
- ▶ Make the call brief – the purpose is to set a time to meet. Don't get bogged down in over-explaining the details of Toastmasters on the phone.
- ▶ Quickly touch on why you would like to meet: To introduce yourself and discuss the value of the Toastmasters program and how simple it is to get started. Most people have already heard of Toastmasters and will either be favorable or curious about hearing more.
- ▶ You may want to mention a similar company locally that has a corporate club and the success it has experienced
- ▶ Arrange a time to meet at their location for 20-30 minutes. (Ask the contact whether he or she wants you to confirm the appointment with an assistant.)
- ▶ If you run across any hesitation, explain that (based on the needs of the organization) there are many different ways to sponsor a Toastmasters club. Sometimes it can simply be to provide a room for the group to meet once a week during the lunch hour or off hours. You can discuss this at the actual meeting.
- ▶ After the phone call, make sure you send an e-mail to confirm the date and time and say that you look forward to the meeting (See next month's District Newsletter for tips on how to have the most effective meeting with a potential corporate sponsor)!

### ***Congratulations to the 23 new corporate clubs chartered in December 2006:***

AIZA Corporation – Vacaville, California  
Amgen – Bothell, Washington  
Bank of America – Newark, Delaware  
Builders Association – Roseville, Minnesota  
Centro de Investigacion y Docencia Economicas A.C. – Puebla, Mexico  
City of Hartford – Hartford, Connecticut  
Fluor Corporation – Greenville, South Carolina  
Fluor Global – Muntinlupa City, Philippines  
FRX Networks – Jersey City, New Jersey  
HRSD – Virginia Beach, Virginia  
Jacksonville Job Corp. – Jacksonville, Florida  
Jacobs Engineering – Arlington, Virginia  
Johnson & Johnson Medical Products – Markham, Ontario Canada  
KCPL – Kansas City, Missouri  
Kroger Co. – Westerville, Ohio  
LAFCO – Woodland, California  
ODJFS – Columbus, Ohio  
Penn State University – University Park, Pennsylvania  
Prudential Financial – Iselin, New Jersey  
PT Rodamas – Jakarta, Indonesia  
Soft Brand – Phoenix, Arizona  
The Graham Company – Philadelphia, Pennsylvania  
Tucson Electric & Power – Tucson, Arizona

## Are Your Contestants Eligible?

Be sure that your district's speech contest chairmen confirm contestants' eligibility before each contest. Each year someone is disqualified at the area, division or district level because no one spent time to confirm their contestants' eligibility. Don't let this happen in your district!

Those ineligible to compete in the International Speech Contest are: incumbent International officers and directors; district officers (governor, any lieutenant governor, secretary, treasurer, public relations officer, division governor or area governor) whose terms expire June 30; International officer and director candidates; immediate past district governors; district officers or announced candidates for the term beginning the upcoming July 1; presenters of educational sessions at the area, division and district event at which the contest will be held; presenters of educational sessions at regional conferences and/or the International Convention.

An individual may not be a judge at any level for a contest which they are still competing. A contestant must be a member in good standing of the club in which competing and the club must also be in good standing. A new, dual or reinstated member must have dues and membership application current with World Headquarters. Contest chairmen can call World Headquarters' Education and Club Programming Department or e-mail [dyosha@toastmasters.org](mailto:dyosha@toastmasters.org) to confirm contestants' eligibility or pose other questions about contests.

For other eligibility requirements, visit the Toastmasters International Web site, [www.toastmasters.org](http://www.toastmasters.org) > **Information for Members > Forms and Documents > Miscellaneous Educational Program Documents > International Speech Contest Rules.** Remember that a contestant must maintain eligibility at all levels of the contest. If at any level it is discovered that a contestant was ineligible to compete at any previous level, the contestant will be disqualified even if the ineligibility is not discovered until a later level and has been corrected.

# QUICK DIRECTORY

Need help chartering a new club? [newclubs@toastmasters.org](mailto:newclubs@toastmasters.org)

Have questions about your district reserve statement? [statements@toastmasters.org](mailto:statements@toastmasters.org)

Have questions about your district budget, audit or treasurer's reports? [jmcpherson@toastmasters.org](mailto:jmcpherson@toastmasters.org)

Questions about area visit reports? [districts@toastmasters.org](mailto:districts@toastmasters.org)

Reporting a change in district officers? [districts@toastmasters.org](mailto:districts@toastmasters.org)

General questions about district administration? [aborden@toastmasters.org](mailto:aborden@toastmasters.org) or [kvangunst@toastmasters.org](mailto:kvangunst@toastmasters.org)

Questions about disciplinary matters? [nlangton@toastmasters.org](mailto:nlangton@toastmasters.org)

To verify eligibility of your area/division/district speech contestants: [dyosha@toastmasters.org](mailto:dyosha@toastmasters.org)

Questions about speech contest rules and situations? [dyosha@toastmasters.org](mailto:dyosha@toastmasters.org)

Questions about the District Newsletter? [districts@toastmasters.org](mailto:districts@toastmasters.org)

Want to place a supply order? [supplyorders@toastmasters.org](mailto:supplyorders@toastmasters.org)

Still not sure? Visit the Contact Us section of [www.toastmasters.org](http://www.toastmasters.org) or e-mail: [tminfo@toastmasters.org](mailto:tminfo@toastmasters.org)

## Talk Up Toastmasters!

**FEBRUARY 1 – MARCH 31**

**A**ttention area governors! It's that time of year again – time to remind your clubs about the importance of membership building.

Talk Up Toastmasters is a membership building contest. During this contest, club members should be encouraged to invite as many guests to meetings as possible. Consider having them conduct a special guest meeting, where a regular meeting can be held, but specifically discuss the benefits Toastmasters members receive as they participate in the program. As part of the discussion they can include testimonials from other members about how their Toastmasters experience has benefited them.

Any club that adds five new, dual or reinstated members between February 1 and March 31 will receive a special Talk Up Toastmasters ribbon to display on its banner. In addition, the club will be eligible to select one item from *The Successful Club Series*, *The Better Speaker Series*, OR *The Leadership Excellence Series*, free of charge.

Send out a reminder today and encourage your clubs to Talk Up Toastmasters!

### Be Inspired

*“Coming together is a beginning.  
Keeping together is progress.  
Working together is success.”*  
– Henry Ford

## Word Search

Are you up for some Toastmasters word searching fun? Give it a try by finding all 20 words. Enjoy!

ACHIEVEMENT AREAS CLUBS COMMUNICATOR  
COMPETENT DISTINGUISHED DISTRICTS DIVISIONS  
INSPIRING INTERNATIONAL LEADERSHIP MEMBERS  
POSITIVE REWARDING SPEAKER SPEECH  
TALKUP TEAMWORK TOASTMASTERS VALUE

Q	L	D	Z	B	R	T	O	X	O	T	J	T	A	D	W	H	K	K	V
P	C	H	Q	S	R	H	Q	C	F	T	P	T	J	C	K	P	T	N	W
T	Z	S	X	B	D	A	S	Q	I	X	P	I	S	K	H	N	K	V	X
K	U	T	A	U	L	K	R	R	N	X	G	R	R	O	E	T	W	N	U
W	L	U	C	L	A	R	E	A	S	R	E	O	D	M	G	D	V	T	M
Z	P	F	M	C	N	G	T	D	X	B	W	A	E	X	E	I	F	I	N
T	Y	G	L	O	O	T	S	J	M	M	P	V	M	H	I	S	N	K	F
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C	U	I	O	I	Q	I	F	H	O	M	T	L	R	H	S	J	L	T	Y
P	H	F	J	K	Z	Q	Y	P	K	X	Z	X	Z	O	S	E	A	W	H
H	Z	L	E	A	D	E	R	S	H	I	P	O	S	I	T	I	V	E	T

To create your own wordsearch, visit: [www.wordsearchfun.com](http://www.wordsearchfun.com)

# Conducting an Effective Club Visit

Part of the district's mission is to ensure every club fulfills its responsibilities to its members. To achieve this, the district must establish and maintain positive, supportive relationships with each club. Area governors play a critical role in preserving this relationship through club visits, which are required twice a year and should take place between July 1 – October 31 and again from January 1 – April 30.

As you prepare for your club visits:

- ▶ Review the Distinguished Club Program report online for the club to determine where the club is in relation to its goals.
- ▶ Familiarize yourself with the Area Report of Club Visit form online – it will act as your evaluation tool during your visit.
- ▶ Contact the club president at least one month prior to your visit.
- ▶ Request a copy of the Club Success Plan from the club president and spend time reviewing it prior to the visit.
- ▶ Ask that the club president share the club's historical information and demographics.
- ▶ Work with the club president to determine the club's specific needs so you can customize your visit and ensure the club is getting the most out of it.

Each club visit will vary depending on the arrangements you've made with the club president. Focus on those items that are applicable based on your agreements:

- ▶ Discuss the club mission.
- ▶ Discuss characteristics of successful clubs through best practices.
- ▶ Ask club leaders how they know when they are successfully meeting the needs of their members?
- ▶ If you give a speech, opt for a manual one.
- ▶ Review the Toastmasters programs (e.g., Membership Building, Distinguished Club Program).
- ▶ Identify prospective future leaders – talk about leadership opportunities within Toastmasters.
- ▶ Debrief your visit with the members. Ask these questions about the meeting – What worked well? What didn't work? How can you better meet the club's needs during your next visit? Use this feedback to plan future visits.

After your visit with the whole club, spend time with the club's leaders. Do a separate debrief with them. They may provide different feedback than you receive from the members. Ask how communication between you and the club can improve. Discuss where the club is in relation to year-end goals and discuss strategies to ensure those goals are achieved. Use the Distinguished Club Program and Club Success Plan as your guide. Recommend methods for moving forward and point out opportunities for enhancement.

Even though your visit with the club has ended there are some additional items you need to complete:

- ▶ Submit the Area Report of Club Visit form online at [www.toastmasters.org](http://www.toastmasters.org). A copy of the form will automatically be sent to your district leaders and the club president. Reports are due twice a year. Deadlines are November 30 and May 31.
- ▶ Write a thank you note to the club.
- ▶ Follow up with the club and see how things have been since the visit. Ask if the club needs additional support then ensure you provide it.
- ▶ Keep records of your area club visits and pass them on to the next year's area governor. This will ensure clubs' needs are continually met.

## Management Corner:

### What Makes a Good Leader?

As districts begin their election process and appoint a nominating committee, questions will arise around what makes a good leader, about leadership succession planning and how to identify and cultivate future leaders. There is no better time than now to start thinking about the district's future leadership.

District elections are not just about filling open officer positions. They involve identifying the district's long-term goals and selecting the best person(s) for each available officer position. Who can help you meet your district's goals?

Data available in the district performance reports will help you understand your district's growth. District conferences, leadership institutes, area governor club visits and other events are useful for identifying and cultivating the next group of leaders for your district. District council meetings offer another opportunity for district leaders to identify long-term strategies for continued district success. Perhaps your district has achieved Distinguished District status over the last three years and your long-term goal is to achieve President's Distinguished District? Use district meetings to ask and answer questions; How will the district achieve the desired goal? What kinds of leaders are needed to move the district forward? How can the leadership group work together to meet the needs of clubs, areas and divisions?

Beyond meeting the minimum requirements for each leadership position, districts can look for leaders who exhibit skills in global and strategic thinking, project/program management, fiscal management, effective communication, leading teams and/or effective training. Most importantly, a district leader needs to have a core understanding of TI, including the mission, vision and how clubs, areas, divisions and districts are interconnected. Every leader is unique with varying skills and contributions. If the district asks the right questions and accurately identifies its needs, the district will inevitably place the right person(s) in the available officer position(s) to move the district forward.

What kind of leaders does your district need? Consider this article; successful district elections depend on it. Remember, today decides tomorrow.

#### Did You Know?

*January 29, 1938 – Charter No. 100 is presented to the Century Toastmasters Club in Santa Ana, California.*