The Georgia Gavel

District 14 Toastmasters

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EMPOWERED TO SUCCEED
District 14 Toastmasters 2009 – 2010

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SPECIAL POINTS OF INTEREST:

- **More Photos from Fall Conference**

And the Winners Are...

They made us laughed until the tears streamed down our faces during the District 14 Humorous Speech contest. Claiming the title of the Most Humorous Speaker in the District in 2009 was Martin Birkbeck of Division J. Second place was claimed by Louis Holston of Division H and third place by Emily Osbourne of Division A. From Cheerios to carburetors to the inner life of a Toastmaster, these speakers had us in stitches.

Humorous Speech Contest : Louis Holston (Second), District Governor Theresa Spralling, Martin Birkbeck (First), Emily Osbourne (Third)
—Photo Courtesy of Denina Hood

Evaluation Contest Winners: Dick McCoppin (Third), Jon Stallings (Second) and David Wynn (First)
—Photo Courtesy of Barbara Wallace

Imagine giving a speech and receiving, not one but 10 evaluations! Evaluation contest target speaker Latrice Ross gave an inspirational speech, "If You Knew..." Then,

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Happy New Year

By Theresa Spralling, DTM
District 14 Governor

Happy Holidays fellow Toastmasters! It is that time of the year when we turn our focus toward the customs, traditions and celebrations that make this a wonderful and memorable time for us all. The concepts of Gratitude, Giving and Goal-Setting come to life during the holidays, but these concepts remain relevant for us throughout the Toastmasters year.

Gratitude – While I personally believe that everyday is worthy of Thanksgiving, we particularly set our minds to focus on gratitude when November approaches. This year, my role as District Governor affords me many new opportunities to show gratitude for this wonderful organization and the amazing people who are committed

Theresa Spralling, DTM
District Governor

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And the Winners Are…(Continued from Page 1)

she received 10 thoughtful evaluations. Winner of 2009 Evaluation Contest was David Wynn of Division G. Second place winner was Jon Stallings of Division H. Third place winner was Dick McCoppin of Division F.

Fall Conference Photo Gallery

New DTMs honored at the Hall of Fame Luncheon. Shown with District Governor Theresa Spralling: Rene Atkins, Venecia Bowers, Gloria Bradford, Luis Camacho,,Sherman Elliot, Cathie Fields, Mark Justice, Jon Martindale, Lana McFarlane, Tonya Moore, Sandes Murphy, Valerie Murphy, Sandra Strozier, Lina Surianto and Mark Tidrow.

— Photo courtesy of Barbara Wallace

"Mama" Prize Winner in Costume Contest
—Photo Courtesy of Barbara Wallace

"Death" Takes on a Greater Fear than Himself
—Photo Courtesy of Denina Hood

Invest in Your Personal Development — No One Else Will Do It for You

Roy Ganga, DTM
LT. Governor Education & Training

It's not often that I get to witness something phenomenal and when I do, the excitement lingers. Recently, I had the privilege of seeing the skies of Florida light up as the space shuttle was launched. What a breathtaking moment for me.

Another phenomenal experience is seeing firsthand the members of District 14 working together in their respective clubs to ensure that quality meetings are offered, thereby guaranteeing an equitable return on their Toastmasters investment, to enhance their personal growth and success.

This is what I term "Accountability in Action" because you, the members of this incredible organization, have stepped up to the plate and taken accountability for your personal development. In tough economic times, we are forced to make choices and can easily loose focus on what is important. While many organizations around the world are downsizing because of the economic climate, Toastmasters International is growing; thousands of people are taking advantage of our organization's programs to enhance their communication skills. For 85 years, the Toastmasters program has proven to be highly successful, helping individuals around the world become confident, more effective speakers and leaders. It can make the difference between having a promising future and being left behind. Don't procrastinate. Invest in your personal development; no one else will do it for you.

The leaders of the clubs in District 14 are committed to keeping their clubs healthy and successful. The first step is ensuring they have the knowledge and tools needed,

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What's New in Marketing

Kene Iloenyosi, DTM
LT. Governor Marketing

QM = QC: Building a Successful Club

"How do we become a successful club?" My fellow Toastmasters, of all leadership questions that I've been asked in my few years as a district officer, this one tops the chart. It is asked by new clubs, by struggling clubs and by successful clubs that have come to understand that sustaining success is actually more difficult than achieving success itself.

I wish I could say I found the answer through much meditation and seeking the wisdom of the ancients. As it sometimes happens, the answer we seek has been in front of us for so long we didn't even realize it. After visiting a number of successful clubs, it hit me that the success of these clubs lay not in the big events they hold periodically, the eloquence of their speakers or the abundance of district officers as members. The secret to the success of these clubs lay in the simple things they did at each and every meeting.

Fellow Toastmasters, Quality Meetings = Quality Clubs (QM=QC.) I can stop right here and let you figure out the rest; there are no complex strategies needed. Your ability to develop a club culture that focuses on "Quality Meetings" each time you meet will determine the enduring success of your club. Consistent "Quality Meetings" will take a club of 6 members to 20, a club of 12 to 25 and will keep a club of 30 always above charter strength regardless of how many members it loses. There is something about "Quality" that is attractive and appealing to most.

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Ponderings of the PRO

Luis Camacho, DTM
Public Relations Officer

Why Public Relations is important not to just any club, but to <u>every</u> club.

To many non-Toastmasters, we are an enigma. If you ask a prospective member what Toastmasters is about before they attend their first meeting, their impressions will range from a social drinking club to learning how to bake bread – and all things in between. Perhaps we need to do a better job of getting our message out there.

That's where a good public relations campaign is critical. Aside from clearing up any misconceptions about the purpose of a TM club, a good campaign along with the help of the club's VP of Public Relations (VPPR), can increase membership, boost member morale, and improve member retention. Did you notice how it said "the help of the VPPR"? That's because every member has a shared responsibility in getting our message out there.

Here are four basic ways that your club can create some buzz:

1. Make sure that the information on the Toastmasters International website is accurate. If you do nothing else, do this. Don't dismiss this by saying that you haven't changed your club's meeting location, date and time since you opened. What about the contact information? Is the email address and phone number correct? More importantly, is the person(s) responsible for answering electronic inquiries or phone calls available or at least quick to respond? Test how nimble your club is by sending an email or calling the contact number.

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How to Get to DTM with a Full Plate

If you're wondering how to achieve DTM with a full plate, just ask Lana McFarlane one of District 14's newest DTMs. With a demanding job and family life, and while providing inspirational leadership to other Toastmasters, she still managed to achieve her DTM award.

Little did she know that when she joined Toastmasters in 2003, that she would serve in several club officer roles including Sergeant-at-Arms, VP of Education and President. Not only is she serving currently as her club's Club Secretary, she is also serving as the 2009-2010 District Club Extension Chair.

Along her journey to DTM, Lana took the leap to serve as Area Governor. She thought she would barely make it through that year. She not only survived, she was awarded Area Governor of the Year for 2006-2007! This was while she juggled her area club visits, a hectic work schedule, her daughter's band practices and working on her own educational goals.

Thanks to the advice of another DTM who paved the way — Roy Ganga, DTM, our current Lt. Governor of Education and Training. Roy taught Lana that Leadership doesn't mean "Do it all yourself-ship!" While Lana did not find this an easy lesson to learn, she took it to heart and became an expert on time management as well.

Back when Lana first joined Healthy Voice Toastmasters, achieving the DTM was the furthest thought from her mind! She initially didn't even want to serve as Sergeant-at-Arms and had not yet even heard of Area Governor. But "Who knew?" as Lana would say? She came to the realization that achieving DTM was within her grasp once she saw that two of the founding members of her club -- Roy Ganga and Tonya Horne – achieved their DTM awards. All Lana needed to do was stay focused and follow the Toastmasters educational program.

As Division G Governor, Lana inspired her team of Area Governors to lead their areas to success. She also worked diligently on her educational goals. When Lana lost some momentum toward DTM, she was encouraged by the commitment and dedication of the new clubs she helped Charter. Serving as club mentor and sponsor, reinvigorated her toward her quest. Two of her new clubs Grainger Voices in Action and Toastmasters at the Paddocks achieved Presidents Distinguished Club status during their first years.

Lana McFarlane, DTM

Leadership Doesn't Mean "Do It All Yourself-ship!"

— Roy Ganga, DTM

— Adapted from the Hall of Fame luncheon Bio submitted by Lana McFarlane. Margaret May also contributed to this piece.

HAPPY NEW YEAR... (Continued from Page 1)

and devoted to our District's success. I am humbled by the service that volunteers consistently contribute. I am inspired by the teamwork that keeps us moving forward. And I am grateful for the opportunity to commit myself to greater levels of service to you our members.

Giving – The Christmas, Hanukkah and Kwanzaa seasons highlight the spirit of giving and sharing. We as Toastmasters are able to make giving and sharing a year round event. Each Toastmasters meeting provides us with the opportunity to share our thoughts, stories and experiences in prepared speeches. We offer our impromptu opinions during Table Topics. We bestow the gift of encouragement and feedback during the evaluation portion of the meeting. These gifts enable ongoing growth for our members and clubs as we come together to carry out the Toastmasters mission.

Goal-Setting – We cap off the holiday season by focusing on the New Year and the opportunity for new starts and new beginnings. Personally, we reconnect with the goals that shape our families, our health, our finances, and other important aspects of life. At the club level, we revisit the Distinguished Club Program (DCP) goals that clearly spell out the progress that our clubs aspire to each year. At the District level, we constantly monitor the performance of District 14 to see where we currently stand and how we can make significant progress for the remaining six months of the Toastmasters year.

So as we embark on the very pivotal mid-point of our Toastmasters year, I encourage you to use the 2009 holiday season to focus on Gratitude, Giving and Goal-Setting in ways you never have before. Be grateful for your role in Toastmasters. Realize the gift that you have to offer to others. Commit yourself to achieve bigger and better things as we transition into 2010. I wish a safe, happy and enjoyable new year for you and yours. Continue to be ***Empowered to Succeed***.

Ten Lessons in Ten Years as a Toastmaster

By Twanda Mickle, DTM

What a difference a decade makes! I joined Toastmasters in September 1999 looking for a way to overcome shyness, introversion and social anxiety. Ten years later, I have not only overcome my battle with timidity, but I have also cultivated communication skills, enhanced my leadership abilities and accumulated a wealth of life lessons that have forever changed the way I see the world. My top ten list of ***Toastmasters Life Lessons*** are outlined below:

1. **"There is a speech around every corner of life".** You don't have to look far to find a topic for your next speech project. I have learned to just open my eyes to the humorous, enlightening, inspiring and amazing moments around me.
2. **"It will work if you work it."** You have to "work" the program. I have learned that you will only go as far as your commitment and diligence will take you.
3. **"I am glad you asked that question . . ."** As an introvert in an extroverted world, I learned how to hold my own in social and business settings through Table Topics.
4. **"Every club "ain't" for every body".** Each Toastmasters club is unique. Visit at least three clubs to experience the variety and diversity that our clubs provide.
5. **"Showing Up is 70% of Success".** Members who show up consistently at club meetings, conventions, and contests walk away with the inspiration they need to stay involved and enjoy more of what the program has to offer.
6. **"Dare to Soar".** Past District Governor Lee Holliday's theme still rings in my ears when I step out into new and unchartered territories. Every Toastmasters experience gives us all an opportunity to soar to new heights. Are you flying yet?
7. **"Beware of the Company You Keep"** – In order to be our best, we must surround ourselves with the best. Toastmasters members are some of the most talented, diligent, and dedicated individuals you can find.
8. **"If you love what you do, you will never work a day in your life".** There is a contingent of folks in District 14 whose passion and commitment to Toastmasters always shines. If you truly love what you do, it does not feel like work.
9. **"Evaluations should add value".** Before giving your next evaluation, be sure that there is value in the feedback you are providing. Through practice, I have learned to provide a balance of compliments, constructive feedback and encouragement to motivate speakers.
10. **"Butterflies never go away".** After 10 years of public speaking, I am convinced that the butterflies in my belly will never go away. I consider them my friends and keep talking until they start to fly in formation.

Interested In Being a Leader for Our District? Call for Nominations

Fellow Toastmasters,
It is that time of year where district elections will be held on May 8th, 2010 during our business meeting at our Spring Conference which will be located at the Hyatt Regency Savannah, Georgia.

There are leadership opportunities available for the following positions:

- District Governor- Elected position
- Lt Governor Education & Training- Elected position
- Lt Governor Marketing- Elected position
- Division Governor- Elected Position
- Public Relations Officer- Appointed
- Secretary- Appointed
- Treasurer- Appointed
- Area Governor- Appointed

Nominations close on **March 6, 2010**. Please contact Cindy Cannon, DTM, IPDG for more information: cindy@gmgweb.com

Stevie Said So— Thoughts from the Volunteer Chair

By Stevie Peterson

"If it is not one thing it is another, every time I turn around there is something else rearing it's ugly head to prevent me from having a "good" day. I wondered what if anything could make it better?" Have you ever felt this way? Wonder how Toastmasters can help?

Glad you asked. Toastmasters is a network of individuals that are seeking to become better communicators, leaders, or professional speakers. As a member of Toastmasters you are surrounded by people in various industries who are talented and have connections of their own.

This is the time to speak out, time to shine, time to showcase what you have. In addition to attending the meetings and introducing yourself to the other members, this year I personal challenge you to volunteer your time at Toastmaster District 14 events. Volunteering is a wonderful way to share your gifts, meet others, and best of all network.

You never know who you might meet or who is looking to meet you. This could lead to a new job, a business idea or partner, or better yet a new friend. Get out there and chat it up.. Stevie said so.

INVEST IN YOUR PERSONAL DEVELOPMENT... (Continued from Page 3)

which involves attending Club Officers training twice a year. Over 80% of District 14 clubs had 4 or more Officers trained at the Summer Toastmasters Leadership Institute (TLI). For the upcoming Officers Training at our January TLI, we are expecting 100% of the clubs to have 4 or more officers trained. Start planning now. Trained club officers result in more satisfied members, more exciting club meetings, more new members, more Distinguished Clubs and a stronger District 14.

As District 14 Toastmasters, it is your responsibility to make sure your club meetings is run effectively, thereby providing you the opportunity to participate, as well as to ensure your club officers are held accountable for attaining the club goals as outlines in Distinguished Club Program (DCP). Another of your accountability is to always bring your toastmasters tools (Communication manual and Leadership manual) with you to every meeting, and ensure your educational accomplishments are submitted on time, in order to be recognized for your achievements. At the recent Fall Conference, fourteen of your fellow Toastmasters were recognized for achieving the Triple Crown Educational Award, each receiving a prestigious Trophy for their accomplishments. You can be the next to earn one of these trophies, which will be presented at the 2010 Spring Conference in Savannah.

I am looking forward to welcoming all of you to historic Savannah when Division B hosts the 2010 SPRING CONFERENCE on May 7-8, 2010 at the Hyatt Regency Savannah on the historic Riverfront. Bring your family and friends and enjoy true Southern Hospitality. Packages and events are being planned to include your non-Toastmaster family and friends. To be a volunteer at the Spring conference, please contact Debbie Rauers, Spring Conference Chair at drauers@aol.com.

Empower yourself to succeed by reassessing your plans and see if you are on track to realizing the goals you have set for yourself. Look at where you are currently and where you plan to be. It's time to close the gap and challenge yourself to be the best you can be.

PONDERINGS OF THE PRO... (Continued from Page 3)

2. Do you have a website? Just like in real estate, it's all about location, location, location. If you're club's not on the web, chances are prospective members will pass your club and go to the one that is on the internet (for a free website go to http://www.freetoasthost.org/)
3. If you're an open club, where are you advertising? Is there an office complex nearby? Chances are the complex will have a newsletter (free resource) and a newsletter editor that's ALWAYS looking for articles and material to put in there. Ask them to place a small ad for your club, and submit articles regularly about what's going on in your meetings, or member achievements. If you belong to a company or closed club, be sure to post flyers on company bulletin boards along with any kind of corporate communication.
4. Now that you've got them interested, be sure you have some materials on hand for when they visit. There are plenty of free brochures on the TI website (http://www.toastmasters.org/MainMenuCategories/Shop/MarketingToastmasters/FreeMaterials.aspx)

And those are just the basics. For more advanced ways of creating a stir, try submitting articles to local newspapers or radio stations. Contact your Mayor about a proclamation designating a Toastmasters day, week or month. Have your club adopt a stretch of highway or a local road. These and other ideas can be found on TI's website (http://www.toastmasters.org/Members/OfficerResources/ClubOfficerResources/ClubOfficerRoles/VicePresidentPublicRelations.aspx).

Working through the club VPPR, we can get our message heard – after all, we have the best messengers!

Photo courtesy of Denina Hood

New Club Corner

Congratulations to more than 100 new members and the following new clubs that have joined District 14 Toastmasters Family since July 2009:

Div.	Area	Club	Charter Date	Name	Location
A	4	1289461	09/25/2009	Morrow Toastmasters	Morrow
B	11	1297778	09/17/2009	Moody Talking Tigers	Moody AFB
H	71	1304784	07/02/2009	MZ Toastmasters	Atlanta
J	95	1341233	09/03/2009	Toastmasters R Toastmasters	Snellville
J	91	1392185	09/25/2009	East Coast Toasters	Norcross
H	72	1400363	10/28/2009	Club 1599	Atlanta

Calendar of Events

Month	Event
January 23, 30	Toastmasters Leadership Institute
March 6	Nominations for District Leaders close
May 7-8	Spring Conference in Savannah

International Director Sal Asad Speaking at Fall Conference

— Photo courtesy of Denina Hood

Barbara Wallace & Kyle Mitchell
- *Photo courtesy of Barbara Wallace*

Roy Ganga and Cindy Cannon
- *Photo courtesy of Denina Hood*

Alan Reyes Presents at Fall Conference— *Photo Courtesy of Denina Hood*

QM=QC… (Continued from Page 3)

What Can I Do To Develop A "Quality Meeting" Culture? I'm glad you asked, I'll suggest a few:

- Make sure your meeting agenda is well planned and guides every participant through the meeting. This way, even guests can follow the flow of the meeting.
- The Toastmaster of the Day should always have a meeting theme. This can be as simple as providing facts, quotes or stories on a given topic through out the meeting or as elaborate as decorating your meeting space and encouraging members to wear costumes. However simple or creative, just make sure people have fun. Remember that we learn best in moments of enjoyment.
- Vice President of Education should use a sign up sheet and encourage members to sign up at least 3 meetings ahead. Minimize last minute signups.
- At least once every 2 months, an officer should give a speech that teaches the club members something they can apply to their Toastmaster experience. Modules from the Successful Club series or Better Club Series are great speeches to present to the club.
- Teach club members how to give good evaluations. This simple step is so critical because it is what really sells the benefit of the Toastmasters program to visiting guests. They listen to the prepared speeches, but realize that the feedback given during the evaluation is what helps members grow. A good evaluation always points out what the speaker did well, and at least one area in which they can improve. Commit to never say "I can't find any area for you to improve." Yes you can, just think hard enough or ask the person sitting next to you.
- Stop telling guests that you are trying to grow your club, and focus on making sure their experience is a good one. Don't sell them, show them. Get them involved in table topics and ask for their feedback at the end of the meeting. Invite them to join to improve their communication skills not because you want to grow your club. Focus on their needs, and you will meet yours.
- There are a number of simple things we can do, and I'm sure you can think of more. You don't need money, or a fancy meeting environment. You just need a little bit of thinking and a committed group of people to create a "Quality Club Environment." The key to building a successful club is in having "Quality Meetings." With these simple things in place, I believe we can end our year with every club at 20 or more members, and make this a culture in each club.
- Happy New Year! As we start a new decade and new year, please remember that your purpose in life needs the skills you learn at Toastmasters; practice giving toasts, or telling stories, or motivating friends and family to strive for more in the coming year. Your communication skill gives life and light to your dreams and goals. Let it shine, and let it shine brightly.

EMPOWERED TO SUCCEED
District 14 Toastmasters 2009 – 2010

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The Mission of the District

The Mission of the District is to enhance the performance and extend the network of clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- Focusing on the critical success as specified by the district educational and membership goals.
- Ensuring that each club effectively fulfills its responsibilities to its members.
- Providing effective training and leadership for club and

Fall Conference Photos courtesy of Denina Hood