

# Voices!

One Community  
Many Voices

District 7 Toastmasters  
April 2016

The Firebirds Collective Story

## Who Inspires You?



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Immediate Past District Governor

### Publisher

Phyllis Harmon, DTM

### Associate Publisher

Brenda Parsons, ACB, ALS

### Senior Editor

Phyllis Harmon, DTM

### Associate Editors

Leanna Lindquist, DTM

Erik Bergman, DTM

Alexis Mason, DTM

### Layout/Design

Phyllis Harmon, DTM

Curtis Low

### 2015-16 Officers

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Administrative Manager

Tom Knapp, ACG, ALB

Public Relations Manager

Becky Holm

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**TOASTMASTERS**  
INTERNATIONAL



# Who Inspires You?

by Susan Ellsworth, DTM



At the 1988 Toastmasters International Convention, the Golden Gavel recipient retired Rear Admiral Grace Hopper said, “It’s easier to apologize than it is to get permission.”

*She inspired me.*

In August 2002, Policy 2.2b Club Minimum Requirement: “Regular meetings are conducted in person” was enacted.

On August 26, 2006 a news writer referring to attendees at the International Convention said “They meet and greet, guffaw, nod heads of salt-and-pepper hair and do the real communicating with their hands.” The writer went on to say that “The average age in the room might be 65. Toastmasters is not cool.”

*She inspired me.*

On September 5, I sent a letter to World Headquarters asking for their perspective on online meetings. The Board indicated they’d had a “good discussion” about “distance learning” during its August meeting. My offer to help with the process was not necessary at that point. Not cool.



Firebirds Collective Members



*However, that letter inspired me.*

In January 2009 I was in a Club Officer Training session. A member asked if it was acceptable to evaluate a pre-recorded manual speech on YouTube. The immediate past District Governor stood up and said it was against Toastmasters policy. Not cool.

*She inspired me.*

I sent an email to the trainer and the past District Governor. It reflected my belief that the movement toward online clubs would come from the Toastmasters members’ community.

On January 30 2009 I received a warning letter from the International President saying that some members had complained about my email. What I had said was against policy. Any further action on my part of that sort would

further action on my part would result in severe consequences. Not cool.

*She inspired me.*

I apologized. I also wrote that Helen Blanchard—the first female International President and Evelyn Jay Burgay—the first female World Champion of Public Speaking—had each joined Toastmasters before policy officially allowed women into Toastmasters.

In April 2013 I was invited to participate in an online staff study group. The group had been told not to advertise its presence and not to add members to its current group. Not cool.

*That restriction inspired me.*

I discovered other online clubs. I wrote posts about online clubs. I recruited likely members. On August 11 2013 I was invited to participate in my first 100% online Toastmasters meeting.

Was someone turning something around? Perhaps. Perhaps not.

By March 20, 2015 divergent values and leadership styles were not working well together. A team of eight—later known

as the Firebirds Collective—formed the core of a multi-national group of advanced Toastmasters dedicated to meeting 100% online. Soon others were brought into the group. In July 2015, members wrote and sent six white papers related to the online Toastmasters experience to the entire Board of Directors and senior World Headquarters staff.

In February 2016, the Toastmasters International Board of Directors reversed the earlier Policy 2.2.b. In its minutes, the Board said:

“1. The Board reviewed a proposal to allow online-only clubs to charter; this represents the second phase of the organization’s online strategy. In Phase 1, established in August 2015,

members were allowed online participation in clubs as long as the majority of members met in person. Phase 2 allows for online clubs where the majority of members are not in a single physical location. These clubs:

- a. Are all undistricted.
- b. Attend district-sponsored club officer training when available.
- c. Are potentially mentored by members of beta online clubs.
- d. Are not eligible to participate in any Speech Contests outside of their club other than the Taped Speech Contest.
- e. Determine the online platform to be used.
- f. Must begin existence as newly chartered clubs. Existing clubs may not become online clubs.

Protocol 2.0: Club and Membership Eligibility was updated and the Board unanimously voted to approve modifications to Policy 2.0: Club and Membership Eligibility.”

On March 29, 2016 the Firebirds Collective chartered with 28 members from Australia, Brunei, Canada, Germany, Malaysia, Mexico, New Zealand, Philippines, the United Arab Emirates, the United Kingdom and the United States of America.

The Firebirds Collective had helped to turn Toastmasters International around.

*Those Firebirds? They REALLY inspire me!*

Sagnik Biswas, one of the editors of *Spectrum*, a newsletter from INFOSYS Toastmasters in Mangalore, visited the Firebirds Collective on March 20 when the theme of our meeting was *Star Trek—Beyond the Toastmasters*. You can read his [comments](#) to gain his perspective of the club.

We have an upcoming meeting theme which is *Story Fest Around the Campfire*. We have a mix of “originals” who have been with us for almost a year and newer members. Originals will share brief highlights of our history and newer members will share their hopes and dreams for Firebirds Collective.

Other Firebirds Collective meetings have looked like traditional meetings: a Toastmaster of the Day, speakers, evaluators, table topics, grammarian, AH counter and so on. Timing devices have been everything from simple sheets of red, yellow and green construction paper held in front of the Timer’s web camera to red, yellow and green peppers held in the Timer’s hand. Just before Easter, our Timer

used red, yellow and green toy chickies. . .you never know what the next Timer is going to use!

Speeches, just as in brick-and-mortar traditional clubs are manual speeches that are always evaluated. We schedule meetings and track our progress through Easy-Speak.

We are blessed to have a member in our club who owns a license to GoToMeeting, and we have been using that since our first meeting on April 12, 2015. We are looking at alternatives. (Note: there are reviews of video conference tools and appropriate computer peripherals in the Online Toastmasters group at <https://www.facebook.com/groups/onlinetoastmasters/> There are currently over 1000 participants in that group. Two other members of Firebirds Collective and I are the administrators for that group.)

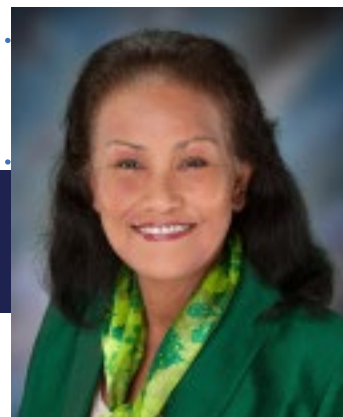
### Club Minimum Requirements

- A. Meetings are held at least 12 times per year.
- B. Regular meetings are conducted in-person, except when a club decides to allow a minority of its members to attend online, or when a club has chartered as an online club in which all members may attend online.
- C. Members work toward communication and leadership awards.
- D. Members give oral manual speeches and evaluations.
- E. Members have the opportunity to develop and practice leadership skills and earn leadership awards.

*Susan gave her first Icebreaker on May 14, 1981 at the Washtenaw Toastmasters Club #3054 in Ann Arbor Michigan (USA). She moved from Ann Arbor to Maryland in 1984 and credited the Crown of Laurel Toastmasters club with her first DTM on December 23, 1987. She remained with the club through mid 1989, when she took a long leave of absence to care for her ailing parents. She returned to Toastmasters in 2005 and has served in various club and District offices. She anticipates receiving her second DTM this Spring.*

*A lifelong learner with a Master’s degree in Library and Information Services, Susan enjoys music by Beethoven, photography by Ansel Adams, Star Trek, and the company of good friends from many different cultures around the globe.*

# VIEWPOINT



## Be There in Eugene! Michelle Alba-Lim, DTM - District Director

By the time you read this, we will be barely two weeks away from the Spring Conference. Are you feeling the excitement building up? I certainly am!

The Spring Conference is the biggest event of each Toastmasters year.

Like the Fall Conference, we will have an inspiring keynote speaker, excellent educational sessions, and awesome contestants. At the Fall Conference contests, the winners' journeys ended when they received their trophies. At the Spring Conference, receiving the trophy for the International Speech contest will herald the beginning of another, more challenging, journey. We will be witnesses to the spectacular speeches of nine division champions, as they vie for the honor of representing our district at the semifinals in Washington, DC. With the caliber of our contestants, and armed with powerful tips from our special educational speaker, World Champion Craig Valentine, our district representative may very well go on to compete for World Champion of Public Speaking! Be in Eugene as history is written!

Contests not your cup of tea? No problem! You have a plethora of other reasons to be at the Spring Conference in Eugene. Here are three compelling reasons:

- Toastmasters International First Vice-President Balraj Arunasalam will be our keynote speaker. Balraj will journey from halfway across the world to be at our Spring Conference. If Balraj can travel thousands of miles to be in Eugene, surely we can travel a few hundred miles to be

there for him. Your journey will be well worth it. Balraj is an inspiring speaker who will touch your hearts and encourage you to aspire to greater heights. Be there to hear him in Eugene!

- During the annual District 7 Council meeting, the District will choose the leaders who will guide us in the coming Toastmasters year. You will get to know the incoming District trio and the division directors. You will also hear important proposals affecting everyone, such as the District realignment proposal. Don't hear District developments after the fact. Be an engaged participant. Be there at the annual District Council meeting in Eugene!

- You'll make many new friends, reconnect with friends you've made from previous Toastmasters events, and finally meet all those "friends" you "liked" on Facebook. These friends will make your learning experiences so much more fun and rewarding. Some of them will reach out and offer encouraging words when you're down. Some of them will give you helpful feedback that will help you grow. You, in turn, may do the same for some of them. You'll never know unless you make those connections. And face-to-face interaction still trumps social media any day. Make those connections at the Spring Conference. Be there in Eugene!

If you haven't registered yet, do it right now by clicking on this [link](#). Be there in Eugene! I'll definitely be there!

## Leadership Opportunities

by Leanna Lindquist, DTM

Opportunities to practice and grow your leadership skills are abundant in District 7. It's not too early to consider an appointed position for the new Toastmaster year beginning July 1st. If you want to be considered for a position as an Area Director, Administrative Manager, Financial Manager Public Relations Manager please submit your name for consideration. Please click [here](#) to submit your name.





# FROM THE DESK

## Documentation Changes People

by Leanna Lindquist, DTM - Program Quality Director

It's a common misconception: completing education awards that contribute to the DCP, Distinguished Club Program, goals is all about "The District". I want to set the record straight, completing education awards is "All About the Member". It's right there in our Club Mission: We provide a supportive and positive learning experi-

*What came first?*



Photo courtesy of Depositphotos

ence in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.

Here is an age old question. Which came first, the chicken or the egg? Which came first, the member award or the DCP goals? That's an easy one to answer. The member's awards always come first because it's all about the member. Completing manuals and earning educational awards is how we measure a person's growth in the program. This is the documentation part. Fill a role or give a speech, you receive written documentation as to how successful you were. Think about your own journey or that of another club member. What was learned from the Ice Breaker to project 10 in the Competent Communicator Manual? Did you see improvement? Were skills developed? Is self-confidence evident? This is the change.

### Documentation Changes Clubs

What does the DCP say about a club? You can tell a lot about a club by reviewing the goals

and whether or not they have been achieved. Are club officers attending training? We know clubs are more successful when their officers are trained. Is the club adding new members? New members keep a club interesting. They bring new stories to evaluate, they provide a new viewpoint when evaluating speeches and they are potential club officers. Are members earning education awards? This is a big one. A club that is supportive, encouraging and pays attention to the growth of its members will have completed education and leadership goals. A club full of highly motivated members earning awards can't help but create a dynamic sought after club.

### The Importance of Being a Distinguished Club

A club achieving 5 or more goals and 20 members, or 5 above their base, by June 30th earns the status of Distinguished (5 goals), Select Distinguished (7 goals), or Presidents Distinguished (9 goals). Distinguished clubs have many of the same characteristics:

- Members give manual speeches
- Club officers are trained
- Meetings are well run
- New members join
- Members earn educational awards
- Fun is a big part of the club
- Attendance at the meetings is good

Does this sound like a club you want to join? Does this describe your club? If not, you owe it to yourself to make some changes. Start with working on your educational awards. Always bring your manual to meetings. Don't ever speak for free. If you give a speech or serve in a club role always have someone evaluate it. That is your pay for speaking. You will change. You will grow. And so will your club. It's work to be a Distinguished Club. It's a source of pride to the members. It's worth the effort.



# FROM THE DESK

## Toastmasters 1st VP ready to promote District 7

by Erik Bergman, DTM, Club Growth Director



In our weekly club meetings, it's easy to forget the "International" part of Toastmasters International. What does the rest of the wide world have to do with our personal growth or our club activities?



Plenty. And District 7 is getting the chance to watch, learn and grow when we host the First Vice President of TI, Balraj Arunasalam, DTM, in May.

Balraj is a business owner and engineer from the island nation of Sri Lanka near India. He's been a Toastmaster for decades and an avid builder of the TI program in his home country. As First Vice president, he is next in line to be elected President of our global organization in 2017.

Part of the role of Club Growth Director is to show a visiting executive from Toastmasters International around



the district. Preparing for Balraj's visit has kept a team of us busy, and the pace is picking up even as you read this. International officers such as Balraj visit districts worldwide to help spread the message about the TI program. They act as ambassadors for our brand. A key goal is to visit companies that are interested in starting Toastmasters clubs for their employees.



The visits we're setting up for Balraj will take place May 2-9. You all have a chance to see Balraj May 6-7 at the Spring Conference in Eugene, so go online and buy your tickets. His presentations at the Spring Conference serve as the centerpiece of his visit. We have secured corporate meet-and greet sessions for him at Dave's Killer Bread, Wells Fargo, Legacy Health, WE Communications and the City of Beaverton,



among others. He will also give Corporate Recognition Awards to US Bank and Nike for their ongoing support of Toastmasters.

Several clubs are also hosting him either so he can give a presentation or so he can watch them in action. He'll visit the Oregon State Prison to see Capitol Toastmasters, year after year a President's Distinguished club. He will also appear Sunday, May 8, 4 p.m., at Babble-On Toastmasters

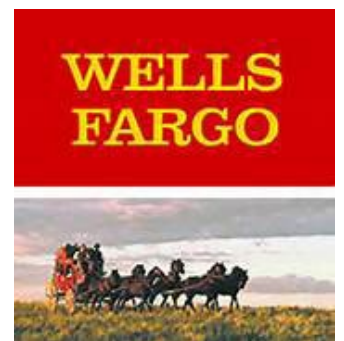


(another perennial President's Distinguished club), 935 NE 33rd Ave Portland, Oregon 97232-2516. You are all invited!

In addition he will meet with District 7 leaders to learn how we are doing and where we are headed.

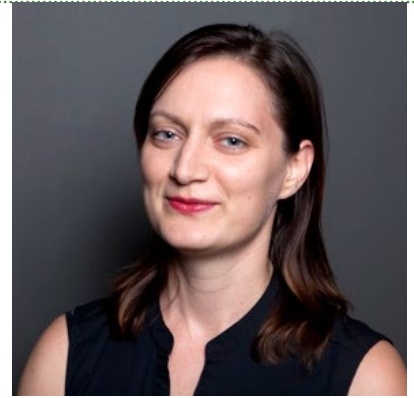
I'm looking forward to taking him around to see the companies and clubs, as well as the many sights our District offers.

We may still have corporate visit slots available due to schedules changes. If you know of a company of 200-plus employees he could visit, and can put me in touch with a key contact there, contact me ASAP at [cgd@d7toastmasters.org](mailto:cgd@d7toastmasters.org). I'll do my best to fit you in.



# Inmates Learn the Art of Public Speaking through Toastmasters

by Samantha Swindler  
Columnist at The Oregonian / OregonLive.com



Evan Watson stood behind the lectern, cleared his throat and introduced himself to about 20 other inmates.

“Good evening, fellow Toastmasters.”

This was Evan’s first speech – his icebreaker – meant as an introduction to the group.

He spoke quietly, but confidently, about growing up with dyslexia and a stutter. Teachers didn’t know how to help him, students laughed at him and his frustration led him to act out.

“One of the things I really fear is standing before people and being made fun of, because when I was little that really hurt me a lot,” he said, no trace of that childhood stutter in his voice. “I look back on a lot of the problems that I’ve created, and it has to do with my lack of



communication.”

He doesn’t talk about those problems, but the implication is they are part of what landed him here, in prison.

But something else – a desire to be a confident speaker – has brought him specifically to this classroom, on a Tuesday evening, to join the Columbia River

Correctional Institution chapter of Toastmasters International.

Toastmasters is a nonprofit dedicated to elevating the art of public speaking. If you’ve heard of the organization, you might be picturing businessmen networking at a private club. But there are many different types of Toastmasters clubs, and one arm of the group does outreach in Oregon prisons.

The Columbia River Correctional Institution club – Rose City Toasters – meets weekly to give speeches and critiques. Inmates in this Northeast Portland prison have four years or less left on their sentences, so the facility’s focus is on rehabilitation. I’ve been to public school rooms that looked more prison-like than the Toastmasters meeting space.

The meetings are conducted with the help of civilian volunteers, and one of the regulars is club coach Jason Kent.

Jason, a civil engineer, joined Toastmasters in 2004 “because I gave a speech at a conference and I bombed it very badly,” he said. To earn various designations within Toastmasters International, Jason needed to help mentor at another club.

The only nearby club that fit with his work schedule was Rose City Toasters.

“I’ll be honest, my first reaction was ‘No, hell no, why do I want to be around those folks?’” he said. “But it took me not long to realize, this is a horizon broadening opportunity for me, and it could be a good opportunity for the guys as well.”

Jason fulfilled his Toastmaster obligation after



Jason Kent, ACS, ALB and Allen Edinger, DTM during club meeting on March 1, 2016

a few months, but he keeps going back to the prison. He's been the Rose City Toasters coach for two-and-a-half years.

Inmate Nik Sparlin, 34, is president of Rose City Toasters. He has an anarchy symbol tattooed on his ear, "South" and "East" tattooed on his arms.

Nik has been in Toastmasters so long that everyone who heard his icebreaker two years ago has been released. On Tuesday he gave

another introduction speech about how his mom taught him to steal as a child.

"I felt like I was stepping up in school when I graduated to armed robbery," he said.

"Like, it was something you knew you were going to eventually do. So when I did six years for my armed robbery, it was something I expected."

Allan Edinger, prison liaison for Toastmasters District 7, leaned toward me during Nik's speech and said I was witnessing a rare event. Most inmates don't talk about their crimes.

Allan rarely asks.

"It doesn't matter to us as long as they take

the program seriously," he said.

Allan, a retired accounts-payable manager, has been leading Toastmasters clubs in Oregon prisons for 20 years. He currently oversees seven clubs with hundreds of inmates.



Rose City Toastmasters members at Columbia River Correctional Institution, March 1, 2016

"You saved my life," is something Allan has heard more than once.

After three inmates give speeches, the meeting shifts from soul-baring stories to silliness for "table topics." Speakers are given

two minutes to speak on a surprise – often absurdist – prompt chosen by that night's table topics leader.

Last week, Max Heller's prompt was: You're a presidential candidate who's

been slandered. What is the slander, and how do you defend yourself?

Max clutched the sides of the lectern, thought for just a few seconds, and [More]

*Samatha Swindler is an award-winning columnist for the Oregonian/OregonLive.com. Editor, writer, photographer, former publisher, page designer and small town lover looking to make impactful community journalism. Native of Louisiana, long-time Texan, former Kentuckian, now living in Oregon.*

## Widen Your Business Footprint

Do you have a business or service that you wish to promote? Could it be beneficial to share that information with other Toastmasters? An investment of \$25 will place a color copy of your business card in the program of our Spring Conference, Leading the World.

Toastmasters like to do business with other Toastmasters. Whether you attend the conference or not, your name and business will be in front of potential clients. Your advertisement investment will help support our conference. Place your ad before April 23rd to assure your place in the program. [Click here to place your ad.](#)





# Distinguished by April 1<sup>st</sup>

Congratulations to the 7 clubs who set their goals and met or exceeded them. These clubs will receive \$50 gift cards to the Toastmasters International Store

	Members	Required	Goals Completed
<b>Distinguished</b>			
Babble-On	22	20	9
New Horizons	22	20	9
Noon Talkers	26	20	6
West Beaverton	33	20	9
<b>Presidents Distinguished</b>			
Moser Community	23	20	9
Sporty Speakers	29	20	9
Swan Island	27	20	9

CONGRATULATIONS  
to our **WINNERS!**



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# Club Dues Challenge

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Last June we learned, effective September 30, 2016, all those not paying dues will no longer be members on October 1, 2016. Incentives were offered to those clubs renewing 75 to 100% of their dues by April 1st. This was a practice exercise to prepare for the next dues cycle. As it stands members are considered in good standing 60 days after the official due date of April 10th. That means you can compete in contests and hold office. On October 1st if your dues are not at World Headquarters you are no longer a Toastmaster. Only Toastmasters can compete in contests and serve as club officers. It is critical that each club develop a good strategy for collecting and submitting all their dues on time. In the next issue of Voices! clubs will share what they did to achieve a high rate of payment.

The results are in. . .

57 clubs renewed dues for 75% or more of their members

9 clubs renewed dues for 100% of their members

Fifteen clubs were randomly chosen from the list of 57 clubs to receive \$75 gift certificates to the Toastmasters International Store. Congratulations to:

<ul style="list-style-type: none"><li>• Clark County</li><li>• Columbian</li><li>• Grants Pass</li><li>• I.R. Speaking</li><li>• Jefferson State</li></ul>	<ul style="list-style-type: none"><li>• La Pine Chamber Noon Talkers</li><li>• Noon Time</li><li>• NuScale</li><li>• Oregon City</li></ul>	<ul style="list-style-type: none"><li>• Rogue Communicators</li><li>• Roseburg Speakers by Design</li><li>• Timber Talkers</li><li>• Toasting Excellence</li></ul>
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Five winners were randomly chosen from the list of the 9 clubs to receive \$100 gift certificates to the Toastmasters International Store. Congratulations to:

- Bridge
- Liberty
- Prime Time
- Salem
- Testmasters

Gift certificates will be ordered and mailed to the Club Presidents.





# Marketing: Why Messaging is So Important

by Janet Hager

Marketing is about relationships, and relationships rely on communication. Marketing is, at its core, a specialized kind of communication. Communication, at its most basic level, follows a sender-receiver model.

A sender (that would be you) sends a message (some kind of marketing communication) to a receiver (a potential client or customer, for example). That message could be your answer to the so-what-do-you-do question, or your logo, or your website, or a marketing email—any one of the myriad pieces of communication you put out there to the world about your company each and every day.

Simple, right?

Except that between you and your receiver stand a bunch of road blocks that your message has to get through in order to reach your receiver. That's why messaging is so important: if you want your message to make it through the road blocks, you have to anticipate what might get in its way and craft your message so it will bust through those obstacles.

## Road Block One: the media

The media is the delivery mechanism that carries your message to the receiver. The media matters; it impacts how your message is perceived and understood.

Certain messages are better suited to one type of media than another. You would never send an entire college course catalog in a text message, for example, because that media isn't a good fit for that message. By contrast, you wouldn't mail a printed postcard to let students know a class has been cancelled.

The media can also generate subconscious reactions in your receiver that will change how your message is perceived. An editorial in the Enquirer, for example, creates a different impression on a receiver than an editorial in the New York Times.

Marketing is about relationships, and relationships rely on communication. Marketing is, at its core, a specialized kind of communication. Communication, at its most basic level,



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## Road Block Two: choices you make in crafting the message

Word choice, design choices, color and font choices, all work together to create an impression. You can say "it's the second to last one" or you can say "penultimate"; either way, you're creating an impression. Whether you print your business cards on thin paper or the thickest card stock, you're creating a

subconscious impression. Often it's not one thing that tips the scales, but the combination of choices you've made throughout your messaging and materials. Make sure all of those choices you're making are in line with the impression you want to make.

### **Road Block Three: the black box effect**

You carefully craft your message, gently send it on its way toward your receiver, and hope for the best, because what happens to it once it gets in your receiver's head is completely out of your control. You don't know what they're going to do with the information. You don't know if they're having a great day, or if their dog just died. You don't know whether they love you right now or hate you. You don't know whether they've had good or bad experiences with other practitioners in your industry.

Starting to seem maybe not so simple?

It's like that kids' game, telephone. You put

your message into the system at one end, and that message gets reinterpreted at every step along the way until it comes out at the other end. The more crisply you can enunciate your message in the beginning, the likelier it is to make it through to the other side intact.

That's why messaging is so important. Carefully crafted messages have the best possible chance of getting through all those road blocks and making it to your receiver.

When it comes to your Toastmasters club, here are some things to think about. Where should you place messaging about your club? What phrases or words should ALWAYS be used, and what phrases or words should NEVER be used to describe what your club is all about? Who are you trying to reach, and what internal mental roadblocks might you need to overcome?

*Janet Clesse Hager can help you find develop powerful messaging, and then some. She's a marketing and branding specialist, a dynamic speaker, distiller of information, and solver of problems. Her company is called Tinfish Initiatives.*

## **TLI - Toastmasters Leadership Institute Saturday, June 25, 2016 • 8-3:15pm**

# **Be Extraordinary**

Mark your calendar now for this full day of club officer training, breakout sessions and networking. Make this your best Toastmasters year yet by attending this special training designed to take you from ordinary to extraordinary.

**Call for Speakers:** We are looking for presenters. If you have a one hour interactive session that will allow our members to go from ordinary to extraordinary please fill out the form. Questions? [pqd@d7toastmasters.org](mailto:pqd@d7toastmasters.org)

**Wilsonville High School • Wilsonville, Oregon**





## 00006222 Civil Tongues Club President's Distinguished

Club Alignment	
Region	<b>2</b>
District	<b>07</b>
Division	<b>E</b>
Area	<b>61</b>

Membership	
Base	<b>13</b>
To Date	<b>18</b>
Required <b>18</b>	
20 members or a net growth of 5 new members	

Goals	
Goals Met	<b>9</b>
Distinguished	<b>5</b>
Select Distinguished	<b>7</b>
President's Distinguished	<b>9</b>

6th, they added their 18th member. Not only had they met the DCP membership requirement, but they had also completed nine of ten DCP objectives – they were President's Distinguished!! They will finish the year having completed all ten DCP objectives.

Civil Tongues Toastmasters finishes this year as a President's Distinguished Club, something they have done very few times in their 15 years of existence. However, each time they previously became President's Distinguished, they failed to achieve even the Distinguished level for several years thereafter. I do not believe that trend will continue

next year and beyond for this club. The club now has a very strong membership and leadership makeup as part of the club's culture. They are excited about their rebound, and are already looking forward to next year's success. Even though their club coaches will have achieved their objectives and will move on, they never really go away. Like protective parents, we will always be hovering just outside the periphery and are just a phone call or email away.

*Scott has been an active member of D7 for many years. Some of his previous roles include serving as a club officer in every club he has belonged, Area & Division Governor, and he has had the privilege of serving as our District Governor during the 2009-10 Toastmaster year.*

## The Club Coach program helps struggling clubs become Distinguished clubs.

### Club Coach Program Regulations

- ▶ A club coach may only be assigned by the district director or the club growth director.
- ▶ A club must have 12 or fewer members at the time a coach is appointed, and coaches cannot be members of the club at the time of appointment.
- ▶ Up to two coaches may be appointed to a club.
- ▶ The appointment lasts to June 30 of the current program year if the club becomes Distinguished or better. If Distinguished club status is not reached in the initial program year, the assignment will be extended to June 30 of the following year.

### Club Coach Recognition

- ▶ Each club coach receives a pin upon assignment.
- ▶ After successfully completing the assignment, each club coach receives a certificate and credit toward the Advanced Leader Silver award.
- ▶ A certificate will be sent to each club coach upon successful completion.
- ▶ Districts are asked to publicly acknowledge appointments and successes.



**WHERE LEADERS ARE MADE**

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