

September 2009

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SPIRIT OF 60

Quarterly Newsletter



Harness the Power Within!

If you've been in southern Ontario the last few weeks, you've experienced the power of nature. My sister's 100 year old tree was hit by lightening and strong winds, pushing it through her neighbour's front door and crushing a pickup truck driving by. Luckily no one was hurt. Just like the forces of nature, I know that each one of us has the power within us to accomplish great things. Research literature has shown that it takes a minimum of 10 years to accomplish great things and that it takes hard work and practice to become successful.

Toastmasters are just like the forces of nature. How many of us look back after a month, a year, a few years, at the improvements we've made, the goals we've met and at others within whom we can see great improvements because we have practiced regularly and intensely at our Toastmaster meetings. We are harnessing the power within ourselves and our clubs.

My theme this year is *'Harness The Power Within'*. As individuals we have the power to become great through practice and hard work. As a team, we have even more power with each one adding something special to the whole. Take the power within your clubs, within your areas, divisions and within the district to make a difference in your own life and the lives of others. 'I am proud to lead a phenomenal District executive team this year. Please call on your Area Governor, Division Governor and District officers this year, and harness the amazing power within our team!'

This year, my foremost goal is to move District 60 forward into the 21st century. Some of my immediate goals include making the District 60 website, www.toastmasters60.org, more user friendly, providing Division and Area Governors with the ability to upload flyers, manage their training and speech contest postings; providing District officers the ability to manage more of the website content, and an on-line forum to allow all our Toastmasters members the ability to discuss and post matters of interest to them. I want to make club officer training more flexible, fitting into your busy schedules and not burning out our volunteers.

We've also listened to you and expanded our options for phase 1 club officer training by offering more lunch and learns and before and after work sessions.

We plan to offer the District 60 Phase 2 club officer training and Toastmasters Leadership Institute in November in order to avoid snowstorms and other weather related issues.



I encourage all Club Officers, District Officers and anyone interested in additional leadership training to check out the e-learning Toastmasters International has added to their website. See the 'Leading Teams' link on the 'Resources' page, www.toastmasters60.org. I look forward to seeing more e-learning courses in the near future.

'The District trio has just returned from the Toastmasters International convention where we made history. We voted on Proposal A which passed with 69% of the vote. Now all Districts in the world will become part of a region and will be represented equally on the International board. All board candidates will go through the same rigorous nomination process. We even voted in 2 floor candidates; a rarity at an International Convention!'

Look for further policy changes from Toastmasters International including cancelling Regional conferences, training district officers through a combination of e-learning and face to face training at International conventions, requiring only 2 different speeches instead of 3 to win the World Champion of Public Speaking, International speech contest.

This year, look at ways you can harness the power within yourself to meet your goals, harness the power within your club to help others meet their goals and harness the power of Toastmasters International to ensure we stay the leading communication and leadership organization in the world.

Michelle Rich, DTM



Harness your Power within at the

**District 60
Fall Conference
November 6-8th
Radisson Toronto East**



Toronto, Ontario

**Early bird
registration price
only \$179
until Sept. 15th**

**Register online at:
<http://d60.cloverpad.org/>**



*Lieutenant Governor
Education & Training
Randie Jacobs, DTM*



Fellow Toastmasters,

Fall is a time of new beginnings and new challenges. This Toastmasters year is jam packed with exciting conferences, great speech contests and fantastic workshops. Where will you be in regards to your communication and leadership goals, this time next year? What kind of progress will you have made? Opportunities abound in our clubs, areas, divisions and district for you to move forward on your communication and leadership goals and experience success. I challenge you to step forward and make this year an exciting and memorable year for yourself by seizing the Toastmasters opportunities that are available.

Toastmasters International allows for each Toastmaster to achieve one Competent Communicator (CC), per year, per club. Even if you have already achieved your CC award before, you can attain one CC per year for every club that you belong to. Consider earning another CC this year. It will help you improve even further as a speaker and it will add nicely to club meetings.

This year, we will be providing clubs with a Competent Leader workshop that can be presented at any club to help our members better understand the Competent Leader Award. Also, on the District website there will be a listing entitled, High Performance Leadership Project Opportunities. Those individuals who are looking for High Performance Leadership projects can browse the possibilities listed and choose a specific project to undertake.

The **Fall Conference** will be held **November 6-8, 2009** at the **Radisson Toronto East Hotel** in Scarborough at 401 and Victoria Park. It promises to be an exciting time with **Dwayne Smith** the 2002 World Champion of Public Speaking as the keynote speaker. There are also a number of wonderful workshops scheduled and of course there will be all of the fun and excitement that District 60 conferences are noted for. How about your club sponsoring one of your members to attend the Fall Conference? Perhaps your club might elect to put together some kind of fun competition with the winner being awarded a conference registration by your club. The possibilities are endless!

Get ready.....get set.....Go! Let's enjoy the journey together as we move forward towards our Toastmasters dreams.

Randie Jacobs DTM





Lieutenant Governor Marketing

Phyrne Parker, DTM



The Toastmaster as Marketer

Have you ever thought of yourself as a Marketing person? For Toastmasters? While many of our clubs gain their new members through visits from strangers who have, perhaps, found us on our club websites, wouldn't you agree that there must be an easier way?

We all know that Toastmasters helps build confidence; perhaps that's the one thing we do best. We all have our reasons for joining, but wouldn't you agree that whether we joined to improve our public speaking skills, our one-on-one speaking skills or our leadership abilities, what we have gained most from the Toastmasters experience is the confidence in how we use those skills?

Don't we all know someone who could benefit from that same experience? Take a moment now and think about your friends, family and colleagues. Are you thinking? Now, is there anyone in that group of people who would not benefit from Toastmasters? Of all the rest, who are you going to invite to your next club meeting? The meeting after that one?

Why do we put so much emphasis on building new clubs and finding new members? It's because we know the benefits of Toastmasters and we believe solidly in the importance of passing on those benefits to others, to those people who haven't recognized those benefits yet.

And you, the members who are already a part of this marvelous organization, the members who are already experiencing the increase in confidence gained from building your skills, are the best marketers Toastmasters could possibly have.

As your LGM, I have this crazy, wild, improbable dream. My dream is that each and every one of you will consider yourself part of our Marketing team this year; that each of you will take a moment to identify someone you know who could benefit from Toastmasters; that each of you will invite that one person to a meeting; that each of you will help persuade that one person to join Toastmasters; that each of you will believe solidly in my marketing motto for 2009 - 2010.....Team work makes the dream work!

I've borrowed a picture from Michelle Rich, our District Governor's recent "flight" to show how great teamwork can be!

Sincerely,

Phyrne Parker, DTM





Public Relations Officer Stephanie von Barga, CC, ALB



Pulse of PR—What is good PR?

Is a handshake good PR? Is a smile good PR? You better believe it! Never underestimate the value of good PR. If you walked into a Toastmasters meeting for the very first time, would you not be drawn to the person who smiles at you saying “Welcome to our meeting, glad you could come”? Chances are this warm reception would make you feel so welcome, you’d return for not only a subsequent meeting but you’d probably even join up! On the other hand, if your reception was non-existent or chilly, you’d probably seek out an alternate club or give up on Toastmasters altogether.

So you might be asking yourself, exactly what is good PR and why is it so important? You’ll notice I’ve stressed “good” as there are two kinds of PR, the good and the bad. In the case of bad PR, you could end up squeezed between two has-been actresses or pop stars in the tabloid headlines...not exactly good PR!

Good PR is anything that produces a positive response and stimulates the reader or listener to do something, such as visit a club meeting, attend a Speechcraft program or stop by a Toastmasters booth at a trade show. Three attributes that your PR message should have are:

1. Relevance
2. Uniqueness
3. Attractiveness

Some amazing PR tools that you can utilize in your club are:

1. Announce upcoming events and programs at your meetings
2. Have a club newsletter or website (check out Freetoasthost.org)
3. Host an OPEN HOUSE! (October is OPEN HOUSE month!)



All of the above will help you to build pride and responsibility among your membership as well as providing a wonderful opportunity to engage existing as well as potential new members by asking them to contribute! Perhaps someone in your club wants to use the newsletter or website as an High Performance Leadership (HPL), Project, a great opportunity to make it count!

In all that you do to practice good PR, ALWAYS remember to protect the integrity of the Toastmasters brand. Just refer to the Toastmasters International website links below to get all the information you need regarding logo usage and samples, stationery templates for your club:

Logo trademark:

<http://www.toastmasters.org/Members/OfficerResources/DistrictOfficerResources/DistrictStationery/TermsConditions.aspx>

Logo samples:

<http://www.toastmasters.org/Members/OfficerResources/ClubOfficerResources/Stationery/Logos.aspx>

Stationery for your club:

<http://www.toastmasters.org/Members/OfficerResources/ClubOfficerResources/Stationery.aspx>

Something I’d like you to think about as your club starts to find it’s “groove” during the new Toastmasters year;

What is your brand?

What is your club’s brand?

What is your club’s unique selling point?

Keep smiling and keep thinking PR, you never know what doors it will open for you and your club members...

Stephanie von Barga, CC, ALB



*Immediate Past
District 60 Governor
Janice Weir, DTM*



A Year of Achievements and Celebrations

I want to take this opportunity to thank each and every member of District 60 who contributed to our success and helped us to reach Select Distinguished Status and finish number 12 in the world. Your dedication to achieving your educational goals, commitment to your clubs, and support of the individual member, proves that we are keeping alive the dream of Dr. Ralph Smedley. On the stage at the 78th International Convention in Mashantucket, CT, District 60 was honoured with the following awards:

- Excellence in Marketing Award - Randie Jacobs, DTM**
- Excellence in Education and Training Awards - Michelle Rich, DTM**
- Select Distinguished District - Janice Weir, DTM**



District 60 Toastmaster Members on Stage at the Hall of Fame, Receiving their Awards from International President Jana Barnhill



From left to right: Michelle Rich DTM, District Governor, Janice Weir DTM, Immediate Past District Governor, Randie Jacobs DTM, Lieutenant Governor, Education & Training

“Of The Year” Awards 2008-2009

I would like to recognize and honour the following recipients of District 60’s “Of The Year” awards. Each of these leaders and members went above and beyond the basic requirements of their roles, to serve their respective Clubs, Areas, Divisions and Members. We will be recognizing and rewarding these members for their service at the Communication and Leadership Luncheon on Saturday November 7, 2009 at the Fall Conference. Make sure to attend and help to recognize their service.

- | | |
|---------------------------------------|------------------------------------|
| Toastmaster of the Year | Matthew Kleinosky DTM |
| President of the Year | Merle Menezes |
| Division Governors of the Year | Alfredo Lopez and Terri Bonnah DTM |
| Area Governor of the Year | Jacqueline Ryl, DTM |
| Publicist of the Year | Stephanie von Bargaen |
| Coach of the Year | Virat Bhatt |



Thank you for an awesome year of learning, leading and friendship.

Janice Weir, DTM

Harness the Power Within and Discover Your Wings!

Fall 2009 Communication and Leadership Conference

Sponsored by District 60 Toastmasters

November 6th - 8th 2009

Radisson Toronto East

**\$179 Early Bird Registration is only available until
September 15, 2009.**

Registration prices go up on September 16th.

Single event and partial registrations are now being accepted!



Final registration closes on November 3, 2009 at midnight!

- *Only Speech Contest tickets will be sold on-site!
- *No other meal or event tickets will be sold on-site!

There are a limited number of seats available so be sure to register early so you don't miss out!



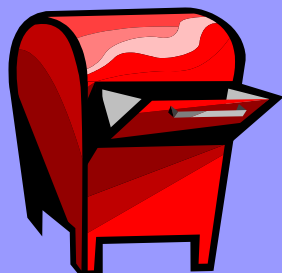
Exclusive Early Registration Bonus!!!!!!



Available only to those individuals who register and pay for the full conference by the Early Registration Deadline date of Sept. 15, 2009 : Complimentary admission to a special afternoon boot camp with **Dwayne Smith**, 2002 World Champion of Public Speaking!

**November 6th 1:00 pm to 4:00 pm:
"Step One, WRITE the Speech"**

Does it take you 2 or 3 weeks to write a speech and even then it is not where you wanted it to be? This workshop will cover Dwayne's 7 Steps To Speaking Success program with an emphasis on writing the speech. Learn how to make speech preparation easier so that you will be less apprehensive about speaking. Please be prepared to develop the speech you're currently working on or thinking about.



Please direct feedback, suggestions, articles, photos to our newsletter Designer/Editor:

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~ Visit the D60 website by clicking www.toastmasters60.org ~

Education and Training Recognition Program Awards 2008-2009

All prizes have been mailed to participating members using the addresses supplied on the forms. If you have not received them, please advise Michelle Rich, mrichd60@gmail.com.

☞ "Go Outside The Club" ☛

Grand Prize Winner Matthew Kleinosky with 105 points!



☞ Distinguished Club Challenge ☛

Club Award winner: 1830 W.C.B. Club wins \$50.00 gift coupon for the Fall Conference Bookstore.



☞ Above and Beyond Winner ☛

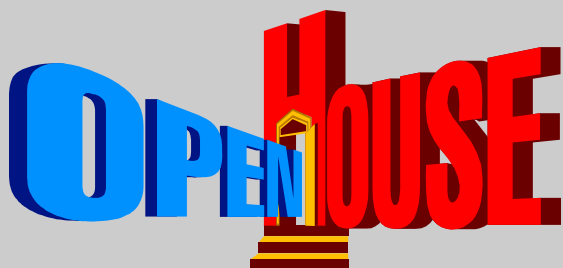
590213 **Toronto Debate Toastmasters** wins a PIZZA party!

Other clubs that earned a minimum of 2,000 points are:

4196 Phoenix-Toronto toastmasters

8529 Metro Hall Toastmasters

8047 Bay Street Breakfast



October is **OPEN HOUSE MONTH**
so keep checking the Toastmasters
website for more information
regarding prizes
you can win for your club!