



SPIRIT OF 60

Quarterly Newsletter



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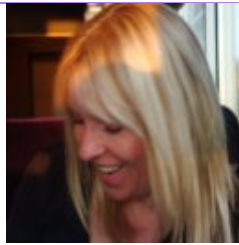
Gifts, Lessons and Memories to Last a Lifetime

It is hard to believe as I sit here writing my last article as your District Governor that this Toastmasters year is almost at an end. It has been such an incredible journey that I am saddened to see it end. It has been an absolutely incredible year of "People Helping People".

When I embarked on this journey two years ago, I knew that I would challenge myself and grow through those experiences; that I would meet new people and develop friendships, some that will last a lifetime, and some only a season; that I would learn valuable leadership lessons; and that I would create some memories to last a lifetime.

I have been mentored by many and mentored many this past year. As a mentee, I was coached, championed and cheered in my leadership of the District. I found the best lessons came in observing my mentors in action, especially John MacDonald our IPDG. Watching him lead with quiet confidence, while building the confidence of others is a treasure I will keep with me always. As a mentor I was able to empower my team, to be their best and to seek out and accept challenges that they would not have on their own. It was amazing to witness their growth and watch them shine.

The personal and professional growth that I experienced this past year, is something that will remain a part of me, long after my term is finished. As Gary Mull, a past International Director says, taking



on leadership in Toastmasters is the equivalent of earning a degree in leadership. I can personally attest to this statement. I would think that it would have taken many years of school or a lifetime in my chosen career to learn and acquire the skills and experience that I have these past two years.

One unexpected surprise came in the form of gifts of inspiration from one of my Area Governors, and I will always be thankful to Jacqueline for them. The gifts of friendship that will also last a lifetime, the gifts of strengthened friendships and relationships, the gifts of sincere appreciation, are treasures that I will keep close to my heart always.

The memories of Calgary, Cleveland and Choirmaster; conferences, keynotes and workshops; brunches, BBQ's, and giggle sessions until our sides hurt will be cherished long after the photos fade away.

I hope that you too, have many gifts, lessons and memories to treasure long after this year has come and gone. Thank you for an incredible journey.

Janice Weir, DTM
District Governor



*Summertime and
the living is easy...*

District 60 Fall Conference



November 6-8th
Radisson Toronto East
Toronto, Ontario



*"Treat people as if they were
what they ought to be and
you help them to become
what they are capable of be-
ing"*

Johann Wolfgang von Goethe



Lieutenant Governor Education & Training

Michelle Rich, DTM



What role do you play in having a successful club?

It's June again. The birds are singing, the flowers are growing, and in Ontario, dandelions are in full swing! Are you looking at the goals your club set last July, realizing you only have a few days left to meet them? Has your club already met its goals and now, you, the members, are looking to surpass them and set yourselves up for continued success in the new Toastmasters year? Sometimes, an hour or two is all you need for success.

Having your meeting role evaluated at each meeting in your Competent Leader manual, giving at least 1 speech every month, helping another Toastmaster fulfill their goals and attending Club Officer Training - Phase 1 and Phase 2 are just a few ways to spend those hours.

The benefits of Club Officer Training:

=> Networking - In district 60, there are potentially 1,190 people attending training. Networking opportunities are boundless.

=> Generating Ideas - Grab the opportunity to share ideas, share challenges and successes and build a support network that will be there when you need it.

=> Meeting Goals - Help your club meet at least one of its goals - 4 or more officers trained in phase 1 and 2. It's not about numbers. Meeting club goals demonstrates that the Club leadership is committed to achieving its club, district and Toastmasters International goals.

The best way to start your year successfully is to ensure your new Club Officers attend training. Attend one of the many opportunities between June 1 and June 30 listed on www.toastmasters60.org. Watch the site for changes. If you can't make training on one of those dates, contact LtgovEducationtraining@toastmasters60.org to discuss options. We want YOU to be successful!

I want to thank our outgoing district team for the time and effort they have given to the district this year. Many hands make light work and this team has pulled together to make our members' experience a good one! From Division Governors to Area Governors to Education and marketing teams to Youth to Speaker's Bureau to Conference committees and everyone else that helped make our experience a good one, thank you! Have a safe and happy summer!

Michelle Rich, DTM

Leadership Opportunities 2009-2010

Do you have a goal to complete your Distinguished Toastmaster in the next 5 years?

Do you feel that you want to give back to the organization with your time and experience - consider becoming a Club Coach for a challenged club, or a Club Sponsor or Club Mentor for a brand new club.

Do you want to be the support and liaison person between the District and the club? Consider becoming an Area Governor. Don't have a lot of time but you still want to complete a district role this year for credit towards your ALS - consider District Secretary. Volunteering time and effort can be very rewarding.

Many opportunities are available for you to play a role in making your club successful, your Toastmasters experience successful and help others along the way. Have a safe and happy summer building experiences of a lifetime!



Lieutenant Governor Marketing

Randie Jacobs, DTM



Hello District 60 Toastmasters,

As the final months of this Toastmasters year approach, the marketing team continues to pulsate at a high level. Throughout the District, there is a flurry of activity continuing as we move forward to continue to build new clubs and promote increased membership in our existing clubs.

New is good! New clubs and new members ramp up the energy levels at our clubs and in our District to help energize us as we strive to become better speakers and better leaders.

The new energy that new members and clubs bring, mixes with the existing commitment and motivation of existing Toastmasters and results in Toastmasters clubs with 'kick', awesome areas, dynamic divisions and a District that is abuzz with enthusiasm and success.

How about tapping into one of the recognition programs from Toastmasters International? Individual Toastmasters and clubs can receive recognition for increasing membership and sponsoring new members.

Toastmasters has an Individual Recognition Program where you can win Toastmasters prizes for sponsoring members from July 1, 2008-June 30, 2009. You could receive a unique pin, if you personally sponsor five new members. What about a magnificent Silver Star pin? This would be your reward for sponsoring 10 new members. How about a Toastmasters necktie or scarf for yourself? For sponsoring only 15 or more members you could have your choice of a wonderful Toastmasters necktie or scarf.

The Beat the Clock Membership Contest runs from May 1 to June 30th. Clubs adding five new, dual or reinstated members during these two months receive a Beat the Clock ribbon to display on the club's banner. The club will also earn a choice of one module from *The Better Speaker Series*, *The Successful Club Series* or *The Leadership Excellence Series*.

As we look down the home stretch of this Toastmasters year, there is much to celebrate! District 60 stays vibrant due to the commitment and initiative of its Toastmasters members.

Thanks to all of you!

Sincerely,

Randie Jacobs, DTM
Lt. Governor Marketing





Public Relations Officer

Deanna Yeung, DTM



PUBLIC RELATIONS & TOASTMASTERS

All surviving organizations need public relations. The same applies to Toastmasters clubs no matter how strong a club's current status happens to be. The average membership turnover for most Toastmasters clubs hovers around 30-40%; without good public relations, it will be difficult for a club to retain its existing members and even more difficult to recruit new ones. If a club does not attend to its public relations, the gradual erosion of membership will lead to a club's demise.

What are good "public relations" for Toastmasters?

Most of us joined Toastmasters because we came across someone who had practiced good public relations. We might have read an article by someone about Toastmasters. We might have heard someone telling us the valuable educational program offered by Toastmasters International, and the invaluable experience they have gained while going through the Program. And the best practiced public relations that precipitated us joining Toastmasters (and a particular club) is when we witness how well a Toastmaster conduct himself as a speaker and/or leader at a club meeting. These are examples of good public relations - "doing a good job and letting the world know about it" (Note 1)

Why do Toastmasters practice public relations?

We Toastmasters practice public relations for three main reasons: (Note 2)

1. Maintain a consistently strong membership by attracting new members and retaining existing ones;
2. Increase opportunities for members to serve as speakers for other community organizations; and
3. Additional visibility through public recognition and appreciation of a club and its members will attract new members to join Toastmasters throughout the community.

How do Toastmasters practice public relations?

Among other things, we Toastmasters practice public relations when we tell non-toastmasters about the Toastmasters program and the benefits we get from these programs; serve as guest speakers or panelists for other organizations; and conduct Youth Leadership Programs or Speechcraft in our communities. A club demonstrates its public relations first and foremost by conducting high-standard club meetings, followed by good communication with its members and the public via its newsletters and web presence, hosting open houses, guest nights or the like and inviting media coverage of its meetings and special events.

While advertising requires money, public relations is usually free. Often public relations can bring better results than advertising although its impact may not be readily measurable. Clubs in District 60 do engage in these forms of free publicity. On December 27, 2008 *The Toronto Star* published an article on a club meeting of the Ebony Club. In April 2009, there was a broadcast on Le Cercle Toastmasters on *TFO TV*; and a newspaper article plus website posting by *Immigration New Star Times* on Faith Brown (a long-time active Toastmaster) and her contributions to immigrant Chinese for her tireless efforts in keeping TAIE Toastmasters Club running for the past eight years as well as the Youth Leadership Program coordinated by her. Recently, through an interview by *Leisure Talk TV* of two LEAP students who had finished a Toastmasters Youth Leadership Program, the CCMN - *WOW TV* has also become interested in Toastmasters and requested District 60 to give two separate interviews (one each in Cantonese and Mandarin) about Toastmasters in the coming months. Without a doubt, such free publicity about Toastmasters will bring more people into its fold.

An excellent example of public relations

"*Toastmasters Going Strong at Apotex*" is the title of a 1-page article on the internal website of Apotex which has four Toastmasters clubs within its corporate premises. The article features members' recent activities: hosting and participating in the Division G Speech Contests, winning the District 60 Open House Contest, etc, as well as contacts for each of the four clubs. This article is excellent public relations that go a long way: the corporation is happy to see its employees being so active in the Toastmasters program, the Toastmasters members are proud to have their activities publicized among their peers, and other Apotex employees get to know more about Toastmasters, and may be drawn to attend a meeting to find out more.

Fellow District 60 Toastmasters, if you want to be a member of a vibrant club and get the best out of the TM Program, practice public relations. Remember: public relations is every member's business.

Deanna Yeung, DTM

Note 1 & Note 2: from Let the World Know! Publicity and Promotion Handbook, Toastmasters International.



Immediate Past District 60 Governor

John MacDonald, DTM



Slowly things get better...

If you are not returning in a leadership capacity next year - Thank you for your efforts this year. If you are coming back as a leader next year, you will notice that slowly things get better. The definition of inertia is " An object in motion tends to stay in motion and an object at rest tends to stay at rest." During the 08/09 year our district was just beginning. Since the district was new, we will consider the District at rest. We did not have the experience with this new group of clubs to work with. Our efforts this year have begun to move the district and created a new inertia.

Our combined efforts this year have been applied towards new systems, new programs, new clubs and other new things. Many times the fruit of our efforts does not come for a few years. Stay involved and observe and you will see what your efforts will become. This year has indeed presented us with plenty of challenges. As I stood in the background and observed a new team labour over their efforts; I have noticed many things. New Club Presidents, Area Governors, Division Governors have all worked very hard to help our club members to better understand the program and the organization that they have joined.

This year has presented many opportunities for us to ask for help from others and to grow from dealing with the amount of support we get. You see, during our greatest challenges we have the most opportunity to grow and develop. If the journey was simple, we would miss those challenges and growth opportunities. It has been my experience that changes and new programs can take up to three years to really become effective.

As Area Governors continue to have area council meetings, the area benefits through common goals like membership, contests and training. As Division Governors learn to follow the district's mission, each area becomes more effective. As our District Leaders become more experienced, our district slowly gets better and better. Going forward - think of the lessons you have learned on a personal level. Everything happens for a reason. Each person is who they are for a reason. Every event happens for a reason. My role was to support the District Leadership this year. As you step back to a supporting role next year, please provide others the opportunity to learn.

When the new leader asks a question; guide without leading yourself. You see, when you lead you take away their opportunity to struggle, overcome and learn. The challenge each of us is faced with is as follows:

How do I support the new leadership to make decisions, changes, to grow, and to develop without becoming a leader? First you must trust the program. Teach them how to find the information. Help the new leaders to stand in the spot light. Teach them to trust the program.

FINALLY

When I joined Toastmasters, I never considered that I would ever be in this position. It has been my absolute pleasure to support the district. During my support I have experienced the treasures and lessons that have presented themselves at the most challenging times. In what could very well be my last note to you in this Toastmasters year, know that I am proud of each and every leader, each and every decision, each and every misunderstanding. We have learned together, we have shared part of our leadership journey together.

Slowly things get even better.

Thank you from the bottom of my heart.

JMAC out

John MacDonald, DTM



Have you held your
Club Officer elections yet?

Phase 1 Club officer Training is
currently running June 1-30th
Check www.toastmasters60.org for
alternate dates, locations and more
information.

District 60 Training - June 17
www.d60.cloverpad.org



Alternate dates:

- June 11th 5-9pm 200 Town Centre Court,
- June 16th 61 Front Street,
- June 18th 7th Day Adventist Church,
Pickering
- June 26th Manulife Centre, Toronto
- June 27 North York Civic Centre
(subject to change)
- June 29th 1 Vulcan Street, Toronto

Ajax-Pickering Toastmasters



*won a \$100 PIZZA PIZZA
gift card for winning 1st place
in the March-April*



CONTEST

*Way to go Ajax-Pickering
Toastmasters!*

Toastmasters Membership Building Campaigns!

May 1st-June 30th "Beat the Clock"

Toastmasters Individual and club Membership Recognition Program -
please contact Randie Jacobs for details!



∞ INTRODUCING ∞
Your new District 60 Executive Team
for 2009-2010:



From left to right:

Treasurer:

Immediate Past District 60 Governor:

Public Relations Officer:

District 60 Governor:

Lieutenant Governor Marketing:

Lieutenant Governor, Education & Training:

Kingsley Hui

Janice Weir

Stephanie von Barga

Michelle Rich

Phyrne Parker

Randie Jacobs

*Have you registered for the
District 60 Fall District Conference yet?
What do you mean "no" !?!*

*You don't want to miss out on this A-M-A-Z-I-N-G
opportunity to*

"Harness the Power Within and Discover your Wings!"



**November 6 - 8th 2009,
Radisson Toronto East, Toronto, Ontario**

**\$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!**

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