



The Fourcaster

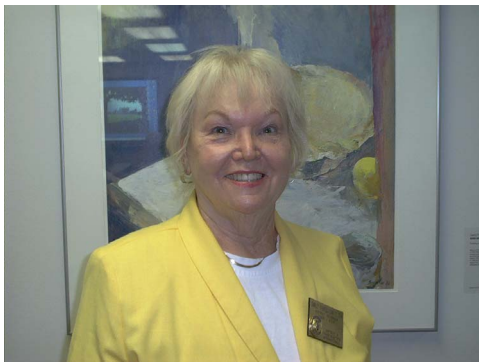
Serving Toastmasters
members in the counties of
San Francisco, San Mateo,
Santa Clara, Santa Cruz,
San Benito, and Monterey.

Volume 68, No. 3, Fall 2003

IF YOU DREAM IT! YOU CAN DO IT!

Great start!

FROM THE DISTRICT FOUR GOVERNOR Shirley Farrell-Cowles, DTM



We are off to a great start for the year 2003-2004. Our training goals have been met, we are into starting new Clubs, and we have finished the High Performance Leadership Plan and the District 4 Budget. All the necessary paperwork has been forwarded to World Headquarters (WHQ) that is required from me at the beginning of the year. Divisions have been holding excellent training sessions, and Area Governors have been making Club visits. All of this takes a team effort, and the District recognizes the time everyone puts in to make things happen!

We started off the year with the First Annual Picnic at Coyote Park; organized by Rose Renwick, ATM-G, and Ken Cawley, ATM-B; the Divisions C and D Governors. Everyone who attended had a good time. However, due to security and insurance reasons, we are unable to use the Toastmasters name and logo in future picnic events.

The installation was a great success with the District officers, Division Governors and Area Governors installed. Each received a ribbon for their Club banner and certificate. Thanks to Dee Talley, DTM/PDG, for her wonderful organization in chairing this event.

Toastmasters on Parade was another first, and World Headquarters of Toastmasters International gladly endorsed this. Thanks to Remy Riborozo, DTM/PDG, who chaired this event and made this possible, through the Filipino Arts Festival and Parade Committee. Also thanks to Phil Taylor, PDG/ID, with his wife Amy, who drove a convertible with the District Governor on board up Market Street, with our banner proudly displayed and 500 flyers given out to onlookers. (We could have handed out more). Thanks to Dolores Bergen, DTM/LGM, who printed the flyers; and David Hanna, DTM, and Franklin Chun, DTM, who created them.

I would say the parade is one of the highlights of my Toastmaster's journey: Looking up at the skyscrapers and the blue sky, with onlookers clapping on both sides of me, as we waved streamers at them, with loud music playing to announce our arrival. (continued on page 2)

INSIDE (Conference: first 50 people who register are entered in special prize drawing!)...

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Great start! (continued from page 1)

Yes, Toastmasters has more than officially arrived in San Francisco! This was a great boost for all Toastmasters Clubs. If you have the opportunity to participate in a parade, get your Club together and do it!

Area Contests should now be finished. Division Governors should already know where they will have their contests.

The calendar for the year is now on the District website at www.d4tm.org, so visit it often and keep informed of the wonderful year we have in store for you. As Hillary Clinton once said, “It takes a Village”, and in this District “It takes a team”. Be a team player and keep abreast of what is happening and you will succeed! They won’t care what you know, until they know you care!

IF YOU DREAM IT! YOU CAN DO IT!

- Shirley

You Can Apply Online for Educational Awards

<http://www.toastmasters.org/awards/> has online forms for, and information about the requirements for, the CTM, ATM-B, ATM-S, ATM-G, CL, AL, and DTM awards. Also see Linda Kenney’s article “Distinguished Club Program (DCP) and Club Success Plan” on page 3 for more information. Toastmasters on Parade: Sunday, August 10, in San Francisco



Parade Car

District Governor Shirley:

“Riding on the back of Phil and Amy Taylor’s convertible up a cleared Market Street was one of the highlights of my toastmasters journey. We had a boom box with loud music and Phil had his radio turned on coming out the back speakers so it was awesome.

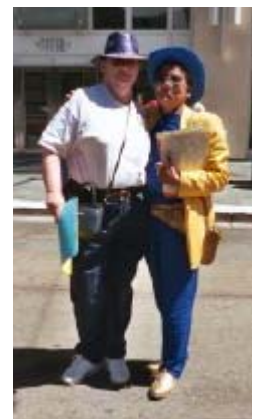
“The photo does not show the crowds that formed closer to where the Phillipino Festival took place, Yerba Buena Gardens. People clapped and we clapped back at them!! Great Day!”



Toastmasters from Division D gave out over 500 flyers!

Left: Division D Toastmasters start assembling for the march up Market Street.

Right: Eve-Lyn Ragland and Remy Riborozo ready to distribute some of the 500 Toastmasters flyers. Good job!



Your Club: President's Distinguished

FROM THE DISTRICT FOUR LIEUTENANT GOVERNOR EDUCATION AND TRAINING Linda Kenney, DTM

Distinguished Club Program (DCP) and Club Success Plan

Your Toastmasters Club's purpose is to provide the environment in which the members learn speaking skills. When your Club provides plenty of speaking opportunities for members, members receive helpful speech evaluations, and when there are enough members to conduct the program, then members learn what they joined the Club to learn.

The Distinguished Club Program helps your Club accomplish its purpose by focusing on two areas: Educational Awards and Membership.



Goals to Achieve

At least 20 members OR a net growth of at least 5 new members:

1. Two CTMs
2. Two more CTMs
3. One ATM-B, ATM-S, or ATM-G
4. One more ATM-B, ATM-S, or ATM-G
5. One CL, AL, or DTM
6. One more CL, AL, or DTM
7. Four new members
8. Four more new members
9. Minimum of four Club officers trained during each of two training periods
10. One semiannual membership report and One Club officer list submitted on time

DCP Awards are based on the number of goals achieved and the number of members in your Club. With a membership of 20 or net growth of 5 members and completing: 5-6 goals Distinguished Club; 7-8 goals Select Distinguished Club; 9-10 goals President's Distinguished Club.

How It Works

The DCP is an annual program, running from July 1 through June 30. The program consists of 10 goals your Club should strive to achieve during this time, using the Club Success Plan as a guide (<http://www.d4tm.org/Documents/DCP.pdf>). World Headquarters (WHQ) tracks the progress of your Club toward these goals throughout the year, sending quarterly progress reports to your Club President, or information can be found on the Toastmaster web (<http://www.toastmasters.org/creports.asp>).

- Linda

Going Outside Your Club...

FROM THE DISTRICT FOUR LIEUTENANT GOVERNOR MARKETING Dolores Bergen, DTM



Sponsor and Mentor Opportunities

Have you ever considered going outside your Club? We have numerous opportunities available for sponsoring a new Club or mentoring a new Club! What better way to enhance your Toastmaster experience than by helping a new Club get off to a great start, watching new members begin with their Ice-Breakers, elect their first officers, and go through the experience of helping 20 or more people enjoy the Toastmaster program!

Sponsors work with people to get a new Club chartered by helping with a demonstration meeting, having the new members elect officers and making sure the charter fees are submitted correctly to get the Club started.

Mentors work with a Club for 6 months after chartering to make sure the new Club is strong enough to deliver the Toastmaster program to their members on their own. Being a sponsor or mentor of a new Club is also a requirement for the Advanced Leader rank. If you looking to become a Distinguished Toastmaster (DTM) then volunteer to become a sponsor or mentor and I'll look for the new Club lead that fits your schedule! Contact me, Dolores Bergen, DTM, LGM: dolores_bergen@udlp.com.

Bring in new Members to your Club!

Are you benefiting from your Toastmaster experience? Have you shared these benefits with someone else? How often do you bring a guest to your Club meetings? Word of mouth is one of the greatest ways to gain new members! Share your experience! Bring a guest to every meeting, it's not as hard as you think, you just need to ASK people. If someone says, "No", try again another time. Check out the 116 ways to recruit new members on the District web-site: www.d4tm.org by clicking on the LG Marketing link.

Keep Your Club Members Coming to Your meetings!

Are your goals the same as they were when you first joined Toastmasters? Have you set your sights on the next educational level, CTM, ATM-B, ATM-S, ATM-G? If you aren't continuing to speak often enough to reach your next educational level, then are you continuing to improve? You've heard the saying, "Use it or lose it!" The same goes for speaking. Keep the interest of each member high by making sure the Club is meeting the needs of each member. Scheduled speeches, and participation by all members at each meeting through the various functionary roles and Table Topics, make for a good meeting. Why do Toastmasters quit? Lay-offs are understandable, but do we try to get our members in touch with other Clubs that might fit their new schedule? Let your members know they are important people and not just a name on the agenda. Do a survey to find out what your members think and need, and use the Successful Club Series to stay on track. Present the 'Moments of Truth' module at least once a year! Copy and use the 106 ways to retain members found on my web-page, and have fun while doing so.

- Dolores

Outside the Club

**FROM THE DISTRICT FOUR PUBLIC RELATIONS OFFICER
Harry Holland, ATM-B**



Outdoor Public Relations

Yes, I do spend some time outside the Club. Maybe in the next issue of “The Fourcaster” you can see the photo of me indoors by the painting. For sure, indoor ambiance can make a good meeting better.

Right now, though, your future members—and ours—are outside the Club. A way to meet them is to go out and introduce yourself.

This summer, Menlo Presbyterian in Area C2 was one of the Clubs that hit the streets to promote Toastmasters Club membership. We were part of the Menlo Park Connoisseur’s Market and street fair during July 19-20. We set up our table by the sidewalk, in front of Menlo Park Presbyterian Church and opposite some spaces that had metal sculptures and paintings. Those spaces helped to attract some of the foot traffic to our area. Our displays and promotion did the rest.

Open-air table topics, massages in the lounge chair at the neighboring booth, or whatever—your neighbors and you can work together to make a street fair very successful for everyone. Several local Clubs can also have a joint promotion at the same event.

In the picture, I’m holding some brochures describing our Club, and our Club T-shirt. When I wasn’t at our table, I mingled in the crowd, distributing the brochures and chatting with the other attendees. But I was only one of the Club members who participated and mingled. Two others in particular: Club President Angela Hey, ATM-B, who had previously designed the Club T-shirts, was there. So was the Club Vice President Public Relations David Dailey, ATM-G, who did much of the organizing for us. You, too, can do as well or better for your Club. For you, the District 4 PRO team offers its semiannual VPPR contest.

Club Vice President Public Relations Contest July 1 - December 31, 2003

District 4 is looking for its top Vice Presidents Public Relations for the first half of the Toastmasters year, July 1 - December 31, 2003. The intent of the contest is to promote effective leadership for each Club Vice President Public Relations (VPPR). A goal of the VPPR contest is to give to VPPRs some ideas of what they can do as VPPR. Generally, you can do whatever works for you and your Club.

Each District 4 Division can have a winner. Honorable mentions are also possible. The Division winners will be announced at the District 4 Executive Council Meeting in January 2004. If two or more Vice Presidents Public Relations in a Division tie for first place, then each will be the winner.

The Division winners will receive a plaque, in recognition of their achievement, at their Spring 2004 Division Contest. The winners will also have the opportunity to write or contribute to an article for the District 4 newsletter, “The Fourcaster”, describing their Vice President Public Relations term and accomplishments. Promote yourself and your Club!

Are you interested? The rules are online at http://www.d4tm.org/District_4/VPPRContest.html. Or I will be happy to mail you a copy. I look forward to seeing you at the Fall Conference, if not before.

hh

Fall Conference Speakers, November 15, 2003

You can use the Fall Conference Registration Form, or a reasonable facsimile, on page 8 to register for our Fall Conference at the San Mateo Marriott. This big event starts on Friday evening, November 14, with a reception and the District 4 finals of the Humorous Speech Contest. Evaluation Contest Saturday.

What a lineup!...

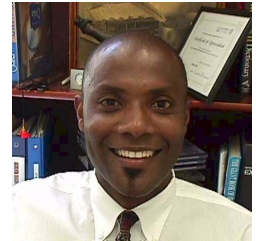


Leadership Breakfast – Lead From Where You Sit, Stand and Speak! ***Subtitle: Don't Dream it...Do It! -- Craig Harrison, DTM PDG***

Opportunities abound to lead. Your Club, Area Division and District need Leaders, as does the World. You don't have to run for Governor of California to make a difference. Craig Harrison will show you ample way to lead others in fulfilling their dreams. A DTM, AL, past District Governor and frequent contributor to *The Toastmaster*, Craig's Toastmaster tenure turned his fear into fun and helped him launch a professional speaking career. But he had his share of failures too. Laugh and learn how he led from where he sat, stood and spoke, and you can too.

Opening Ceremony – Everything Is Possible – Fredy Dorsainvil

Fredy Dorsainvil has been a member of generally speaking toastmasters Club at San Francisco general hospital for two years. Having been born and raised in Haiti, Mr. Dorsainvil understands the importance of positive thinking and knows what it takes to overcome life-defining obstacles. His speech "The Power To Dream" won him the division runner-up spot in the International Speech Contest at District 4's last Spring Conference.



Session I

Is Your Club Distinguished? – Alfred Herzing, DTM PIP



Past International President "sharing the secrets of success ..."

In this session, Past International President Alfred Herzing, DTM will explain the Distinguished Club Program. Past President Herzing will go through the ten goals in this program and explain why these they are important to ensure that you (the member) are being served. He will also explain how your Club can earn credit for completing these goals.

Getting and Giving the Most when You're an Evaluator – Susan Swope, DTM PDG

Susan Swope, DTM, PDG, has been a Toastmaster since 1980 and is a charter member of both SRI Organon Toastmasters 1435 and Point of Order Toastmasters 6028. Good evaluations benefit both the speaker and the evaluator. They are critical to ensuring that Club members get maximum benefit from their participation in Club meetings. In this session, Susan will share her views on what makes a good evaluation and the techniques she uses when she evaluates speeches in her Clubs and elsewhere.



Leadership Skills: In Toastmasters and Beyond – John Fenwick, DTM PID

While we come to Toastmasters to learn communication skills, we learn that we also develop our leadership skills at the same time. Join Past International Director John Fenwick DTM to explore how to develop your own leadership skills, not just in your Club, but in other areas of life as well.

Session II

Judges Training – Shelley Horwitz, DTM

Have you ever wonders “How do they pick the winners of the Contest?” -- Do you want to be a Judge at a Contest? Do you want to be a Contestant? This workshop is for you!



Personal Communication with Character – Annabelle Jenkins, MBA

Develop a compelling style of personal communication - one based on integrity, authenticity, and clarity of purpose. A strong internal compass based in these three areas allows a person to overcome cultural barriers to convey a message with powerful expression, as did Martin Luther King, Mahatma Gandhi and Nelson Mandela. Though few, if any of us have the capacity for sainthood as Mother Teresa did, these expressions of the human spirit that embody the courage to raise humanity to a higher level exist in all of us on a personal basis. Learn simple yet powerful approaches to create this in your life.

Leadership – A Job for YOU! – Kitty Mason, DTM PID

Leadership, like Communication, is a skill every Toastmaster can acquire and practice. Kitty Mason, DTM, Past International Director and Past District 4 Governor, helps you figure out what it takes to be a leader in Toastmasters, how to be one and how it can apply to your job. Evaluate your personal skills. Get in “on the ground” as Toastmasters promotes leadership as a specialty of the organization.



Session III

Impromptu Speaking with Power and Poise – Karrie Allen, DTM PDG



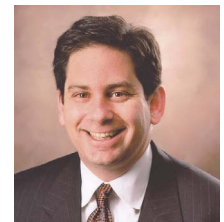
Mark Twain said, “**It takes three weeks to prepare a good ad-lib speech.**” Few of us have three weeks to prepare an impromptu speech. But if we decide what we want to say, organize it as much as possible in the time available and check specific facts, we can present a good speech on short notice. **Do you wish you could:** Speak confidently and clearly the next time your boss asks you a question? -- Feel confident in a job interview?

-- Mix easily with strangers at a party and enjoy the chit-chat? -- Be able to give an effective business briefing when suddenly asked to do so? -- Handle questions with poise and grace even under hostile circumstances? In this highly interactive and fun workshop you will learn several approaches and technique, and the **FUNDamentals of impromptu speaking that will empower you** to replace palpitation and perspiration with power and poise.

From Free to Fee: On the Road to Professional Speaking – Craig Harrison, DTM PDG I

In 1992 Craig Harrison joined Toastmasters to overcome his fear of public speaking. Eleven years later, not only did Toastmasters turn his fear into fun, they launched Craig's professional speaking career. Laugh and learn as Craig helps you along the road to professional speaking.

Craig Harrison DTM, is a past district governor and president-elect of the National Speakers Association for Northern California. He is also a frequent contributor to The Toastmaster magazine.



“Leadership - 24 X 7” – Phil Taylor, DTM ID

Many people think of leadership as a special quality that only an inspired few, or perhaps those in privileged positions of power, are able to exhibit, and only under specific conditions and at special times. Our speaker advances the thesis that the basic principles of effective leadership are available every day to all of us whatever our circumstances, and that learning them, successfully incorporating them into our lives, and employing them in the choices we make each day can lead to success in nearly all our endeavors. This interactive presentation will provide examples from the world of work, Toastmasters, community involvement, and even home improvement.

Fall Conference Registration Form

Club Presidents and Vice Presidents Education: Proxy information is online at http://www.d4tm.org/D4_Events/F03Conf/Proxy.pdf, and in the current *District 4 Leadership Directory*.

Follow your dreams



Toastmasters International District 4 Fall Conference

Friday, November 14th 6:30 PM – 9:30 PM:
Reception & Humorous Speech Contest

Saturday, November 15th 8:00 AM – 4:30 PM:
Special Speakers, Evaluation Contest, Leadership Training

Great Educational Presentations

Great rates if registration is received by **NOVEMBER 1st**.

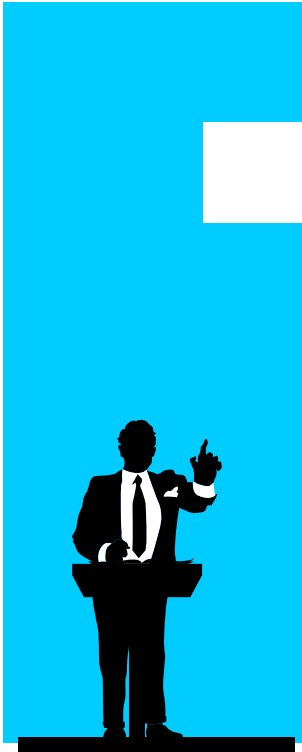
Friday Reception & Humorous Contest \$20.00

Saturday - All day (includes Buffet lunch) \$64.00* (\$74.00)

Saturday - Evaluation Contest only \$15.00

Saturday - Leadership Breakfast 7-8 am \$15.00* (\$20.00)

**After November 1st prices go up. All rates include regular hotel parking.*



WHERE:

San Mateo Marriott

1770 S. Amphlett Blvd.

San Mateo, CA 94402

Cross streets are Highway 92 and Delaware

For more information contact:

Jovan Farsight, ATMB/CL

Phone: (415) 285-3752

E-mail: JovanFarsight@msn.com or

Linda Kenney, DTM LGET

E-mail: linda.kenney@netapp.com

FOLLOW YOUR DREAMS

Highlights

- **CONTESTS**
- **SPEAKERS**
- **TRAINING**



2003 DISTRICT 4 FALL CONFERENCE REGISTRATION

Check all events you will be attending:				Print your Name/Address/ Club #/Phone/Email
Friday, Nov. 14 Reception & Humorous Contest <input type="checkbox"/> \$20.00	Saturday, Nov.15 ALL DAY Incl. Buffet Lunch & Evaluation Contest <input type="checkbox"/> \$64 by Nov. 1 st <input type="checkbox"/> \$74 AFTER Nov. 1 st	Leadership Breakfast – 7-8 am (Not included in ALL Day price) <input type="checkbox"/> \$15 by Nov 1 st <input type="checkbox"/> \$20 AFTER Nov 1 st	Saturday Evaluation Contest Only <input type="checkbox"/> \$15.00	_____

				TOTAL ENCLOSED \$ _____
Make your check payable to "District 4 Toastmasters." Send your check & Registration Form to Joe Madley, 469 Duane Street #2, Redwood City, CA 94062.				

5 CTMs, 1 Sunday, at Fair Oaks Toastmasters in Sunnyvale

The Fair Oaks Club celebrated 5 CTMs on Sunday, June 22. Congratulations!

From left: 2003-2004 District 4 Governor Shirley Farrell-Cowles, Rhonda Farrell-Oller, Shaju Nair, Irina Ganzha, 2002-2003 District 4 Governor Charles Butterfield, Anat Iyer, and Stan Ng.

How is your Club doing? You can download a PDF file of the Distinguished Club Program / Club Success Plan at <http://www.d4tm.org/Documents/DCP.pdf>



District 4 at the 72nd Annual International Convention August 20-23 in Atlanta, Georgia



Left: Our District Four banner hangs proudly at the International Convention. Banners from all the Districts in the world adorned the room.

Below: Linda Kenney, DTM/LGET, and District 4's Phil Taylor, DTM/PDG, at Phil's Campaign table as a candidate from Region II for International Director. He won! and will serve from 2003-2005. The outgoing International Director...



...is honored, and roasted, at the Region II breakfast. District 4 attendees included Linda Kenney and Dolores Bergen.

Mary Jones-Williams, the roastee, seems to have been in front, on stage.

What's it really like? You can find out in August 2004 at the International Convention in Reno, Nevada. We will roast outgoing International Director Rick Danzey.

Reaching Your Zenith With ProToasties Toastmasters Club

by Lyn April Statten

District 4 is fortunate to have many quality specialty Clubs to further fill the needs of its members. If you desire to learn about parliamentary procedure, you drop in at Point of Order Toastmasters. If you have a hankering to learn how to operate a television camera, you drop in at TMTV. If you want to give longer speeches than your own Club allows—and try out material you have to give in your professional career—you drop in at ProToasties Toastmasters Club.

I have been a Toastmaster for 22 years, and only until four years ago, did I entertain the notion of joining a second Club. It was “love at first sight” when I was invited to be a guest at the ProToasties Toastmasters Club. The caliber of the members, the quality of the meetings, and the frivolity of the room was enough for me to return and return, until I finally joined. What makes ProToasties so different? What makes guests want to join after one meeting? Why have so many members escalated in their careers after joining ProToasties?

ProToasties enables you to give longer speeches, try out your professional material, and most importantly receive the best feedback evaluation of any Club in the District. After your initial evaluator is done with you (I don’t mean that literally) there is a round-robin evaluation, which is very valuable. After all, we each see things in a different light. How many times have you disagreed with a movie critic?

ProToasties does have qualifications for membership. You are eligible if you have achieved your CTM; you have given a number of outside speeches (not Toastmasters Clubs); you give speeches as part of your job; and you are interested in becoming a professional speaker. We take all of that into consideration.

Our members come from all over the Bay Area—from San Francisco to the East Bay to Cupertino, Sunnyvale and San Jose. ProToasties meets on the 2nd and 4th Tuesday of the month at the Crowne Plaza Hotel on Chess Drive in Foster City at 7:00pm. Interested? Please call Lyn April Statten at 650-592-4333. [ProToasties website: <http://www.protoasties.bigstep.com/>]

District 4...Unmasked?



Above: Charles Butterfield, ATM-G, outgoing District 4 Governor answered to his roast at the District Four Installation of Officers, on July 19, 2003. From left: Dolores Bergen, DTM; Carl Thormeyer, DTM; Shirley Farrell-Cowles DTM Incoming District Governor; Roland Talley, Honorary Toastmaster and event videotaper; and Dee Talley, DTM/PDG, chair of the Installation dinner. A “well staged” event.

Right: Guess who!! Dolores Bergen, DTM/LGM and Shirley Farrell-Cowles, DTM/DG promoted the Spring Conference 2003, Cirque du Soliloquy, during Spring at the Division Contests.



District 4's First Annual Picnic! Sunday, July 13, at Coyote Point



Ken Cawley (Division D Governor) and Rose Renwick (Division C Governor) were the chairs of this picnic held at Coyote Point, San Mateo.

Here we are, with the mariachi band that serenaded us. This picnic was well attended by Toastmasters from Division D.

Picnic co-chairs Rose Renwick and Ken Cawley are in front of this group of picnickers.

Behind them: a hungry horde, stopping their forward progress for less time than a table topic.



District 4's Division Governor of the Year 2002-2003



July 25: 2003-2004 District Governor Shirley Farrell-Cowles, DTM, presented 2002-2003 Division C Governor Jovan Farsight, DTM, with District 4's Division Governor of the year plaque at Daly City Toastmasters.

Jovan was also roasted this day by his fellow Toastmasters, at Daly City's Western theme meeting.

David Hanna, DTM, wears the Black cowboy hat. David is both the President of Daly City Toastmasters and the District 4 Email List Chair. He is with 2 guests, Shirley Farrell-Cowles and Daly City VPPR Remy Riborozo, DTM, the meeting's Toastmaster.

Hats on: David came with 10 cowboy hats, so that everyone could share in the theme!



The Mission of the Club

The mission of a Toastmasters Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

Toga! Friday, August 23, 2003, at the 72nd Annual International Convention. When in Atlanta, dress as the Georgians do?...

From the left:

District Four Governor, Shirley Farrell-Cowles, DTM; Joe Madley DTM/PDG; Susan Swope DTM/PDG; Dolores Bergen DTM/LGM; and Diane Vaughn DTM/PDG/PID, currently a candidate for 3rd Vice President of Toastmasters International.



DISTRICT 4 TOASTMASTERS



THE FOURCASTER

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