



# THE FOURCASTER

Serving San Francisco, San Mateo, Santa Clara, Santa Cruz, San Benito and Monterey Counties of California

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Fall Conference 2005

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## Unleash Your Potential

Dolores Bergen, DTM, District Governor



In October I attended a Leadership conference. As I read about the sessions and speakers, I saw that they promoted the importance of good communication skills for effective leadership. Toastmasters immediately came to my mind because we

also promote and teach communication and leadership skills. We do so through our club meetings and our conferences.

As I met other attendees, I discovered several other Toastmasters. The common thread among us was that through Toastmasters we continue to receive immediate benefits: improving our

speaking and presentation skills, as well as improved teamwork, leadership and meeting skills.

Toastmasters helps us unleash previously unrecognized potential in ourselves. All of us practice various skills, such as the ones mentioned above, by being Toastmaster or another functionary at a club meeting. By doing so we unleash our potential for excellence. How much more potential do you have waiting to be unleashed?

My personal experience starting with the Ice Breaker to the Advanced manual speeches and presentations, extends from learning basic things, such as how my nerves make my palms sweaty to learning how to tell a story well.

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I also learned that speaking humorously does not yet come naturally to me, and that I continue to learn by repeating manuals.

What is your Toastmaster experience? Make sure to take the time to recognize your accomplishments. Think of where you want to go. After achieving your Competent Toastmaster, continue your growth

- By giving advanced manual speeches

- By attending the Fall Conference in Monterey
- By becoming an officer in your club.

Stretch yourself and Unleash Your Potential. Remember:

“Toastmasters Make It Happen!”

*Consult not your fears but your hopes and your dreams. Think not about your frustrations, but about your unfulfilled potential. Concern yourself not with what you tried and failed in, but with what it is still possible for you to do.*

*-- Pope John XXIII*

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## Have Your Say in Monterey

Take your typical Toastmasters meeting - Table Topics and all - and mix it with competitive speaking on steroids - terrific Evaluation and Humorous Speech Contests - and you'll get an idea of what's in store for you at this fall's District 4 Conference in Monterey. This year we're doing things just a little bit differently.

“Moving Parts Make It Happen” - The moving parts refer to our careers, our passions, and the important things in our lives we want to share. We ask you to come to the conference prepared to promote and celebrate those moving parts of you - in person and on paper.

### In Person

At various times during the conference, we'll be asking you to stand and deliver a 30 second promotion for part of your life. Talk about a service you or your company provides. Talk about a product you sell. Talk about your beliefs. Talk about your pet.

### On Paper

It's more than just talk. Everybody gets at least one chance to promote something important, on that 5x8 piece of paper we're asking you to bring and post on the boards. Contribute an offering or service to the Not-So-Silent Auction, and you'll get another chance to post on the tables.

Talk it up. Dress it for success. Promote to all of us, delivering the message on that 5x8 card and/or 30 seconds of what sets that message apart, makes it worthwhile, of why others should and will care. We aim to involve everybody and that means that anybody may be asked to share. Come to the Fall Conference and “Have your say in Monterey.”

Conference Co-Chairs

Bill Fitler, DTM

Pat Garcia, DTM

Alliee DeArmond, ATM-S

## Fall 2005 Conference Schedule

### Friday November 18

6:00 PM - 8:00 PM	Registration
6:30 PM - 7:30 PM	Reception Light Food and No Host Bar (Bar open until 9:30)
6:30 PM - 6:45 PM	Contestants and Judges Briefing
7:30 PM - 8:00 PM	Opening Ceremony Keynote Address
8:00 PM - 10:00 PM	Evaluation Contest

### Saturday November 19

7:30 AM - 9:30 AM	Registration Credentials Desk Open
7:30 AM - 8:30 AM	Continental Breakfast (Coffee until 11 AM)
8:30 AM - 9:15 AM	Opening Ceremony Keynote Address
9:30 AM - 10:30 AM	Workshops Session I
10:45 AM - 11:45 AM	Workshops Session II
11:30 AM - 12:00 PM	Registration
11:30 AM - 12:00 PM	Credentials Desk Open
12:00 PM - 12:45 PM	Communication & Leadership Luncheon
12:30 PM - 1:00 PM	Credentials Desk Open
1:00 PM - 3:15 PM	Hall of Fame Business Meeting
2:15 PM - 3:15 PM	Judges Training and Briefing
3:00 PM - 3:15 PM	Contestant Briefing
3:30 PM - 6:00 PM	Humorous Contest

**Monterey Beach Resort Hotel**  
2600 Sand Dunes Drive  
Monterey Beach

**Registration Information**  
[www.d4tm.org/D4\\_Events/fall05\\_conf\\_reg.html](http://www.d4tm.org/D4_Events/fall05_conf_reg.html)  
e-mail: [conference@d4tm.org](mailto:conference@d4tm.org)

## Conference Session Highlights

**Saturday November 19**

**Opening Ceremony Keynote**

*Find Your Voice, Serve Your World*

Anne Hastings, DTM

International Director from Region II

**Educational Sessions**

See [www.d4tm.org](http://www.d4tm.org) for descriptions of the individual sessions.

*How to Get Attention Every Time You Talk  
About Your Business*  
Robert Middleton  
Action Marketing

*Motivating Volunteers*  
Cindy Ventrice, DTM  
Potentials Unlimited

*Speaking of Service...with Humor*  
Noel Murphy  
Founder, Speaker's Gym

*How to Make Money in the Seminar Business*  
Bill Wittich  
VolunteerPro

*The Magic of Membership Building*  
Richard Snyder, DTM  
Candidate for International Director

*Making It Happen with the HPL*  
Lauren Kelly, DTM  
Candidate for International Director



## Learn to Serve

Ken Cawley, ATM-G, Lt. Governor of Education and Training

In November, clubs electing officers semi-annually decide who will lead their club for the second half of the Toastmasters year. Serving as a club officer is a great responsibility and exciting opportunity for growth. I encourage all members to consider becoming a club officer.

As an officer, you are responsible for ensuring that your club fulfills its mission and that members achieve their self-development goals. At the same time, you're provided the opportunity to develop leadership skills that you can use in all aspects of your life. So, how do you prepare for this opportunity?

Toastmasters International offers training programs that provide you the knowledge and tools to be successful as a club officer. On December 10, club officer training sessions begin with the Toastmasters Leadership Institute. These sessions will continue through the end of February 2006. Ten to fifteen sessions will be offered throughout the District to meet the scheduling needs of all members. Information for the sessions will be posted on the District website (see side box) beginning in late November.

Trained club officers have an impact on their clubs; their contributions can result in greater member satisfaction, more exciting club meetings, more new members and more Distinguished clubs.

In order to receive credit towards the Distinguished Club Program, club officers must attend training twice a year. Club officers who are serving a full year or who have held the office before sometimes ask why they must attend again. Besides fulfilling the DCP requirement, attending training a second time provides several benefits:

- Officers have the opportunity to discuss any problems they may be having.
- Officers have the opportunity to meet with other officers and obtain new ideas for improving their own clubs.
- Experienced officers have the opportunity to share their knowledge with new or less experienced officers.

I encourage all officers, new and continuing, to Learn to Serve by attending training. Ensure your club's success!

### **Toastmasters Leadership Institute**

Saturday, 10 December  
BAE Systems  
1205 Coleman Avenue  
Santa Clara

See flyer in Fall Conference Program for details or visit [www.d4tm.org](http://www.d4tm.org)

# Have your say in Monterey

**November 18 & 19  
Monterey Beach  
Resort Hotel**

Best Western - 2600 Sand Dunes Drive



## Toastmasters District Conference 2005

**Friday Night** Keynote and Evaluation Contest  
**Saturday Morning** Keynote and Educational Workshops  
**Saturday Lunch** with C & L Award Recipient  
**Saturday Afternoon** Hall of Fame, Business Meeting and Humorous Speech Contest

For  
Toastmasters  
Hotel Room  
Rates Call  
**800-242-8627**

**Preregistration - Before Nov. 14:**  
 Full Conference \$85  
 Saturday Only \$75  
 Evaluation Contest Only \$25  
 Humor Contest Only \$15

**At the Door**  
 Full Conference \$110  
 Saturday Only \$95  
 Evaluation Contest Only \$40  
 Humor contest Only \$30

**Business Meeting always Free**



**Preregistration - Before Nov. 14:**  
 Full Conference \$85  
 Saturday Only \$75  
 Evaluation Contest Only \$25  
 Humor Contest Only \$15

**At the Door**  
 Full Conference \$110  
 Saturday Only \$95  
 Evaluation Contest Only \$40  
 Humor contest Only \$30

**Business Meeting always Free**

## Moving Parts Make it Happen

Full Conference \_\_\_\_\_ Saturday Only \_\_\_\_\_  
 Evaluation Contest \_\_\_\_\_ Humor Contest \_\_\_\_\_  
 Saturday Tostada Salad Lunch Choice:  
 Δ Beef Δ Chicken Δ Vegetarian

Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 Phone \_\_\_\_\_ TM Club \_\_\_\_\_  
 TOTAL ENCLOSED \_\_\_\_\_  
 Checks payable to District 4 Toastmasters

Pay Via  
 PayPal  
 d4tm.org

Mail to: Toastmasters/531 Daniels Circle/Soledad, CA 93960

## **Voting Procedures/Proxy Instructions**

Cheryl Watkins, DTM, PDG and Kitty Mason, DTM, PDG, PID  
Excerpted from the Fourcaster Spring 2002 Issue

District Council members will vote on District Business.

District Council members include the Presidents and Vice Presidents of Education from each District Four Toastmasters club in good standing at the time of the District Council meeting and current District Four Executive Committee members (includes District Governor; Lt. Governor of Education & Training; Lt. Governor of Marketing; Public Relations Officer; Immediate Past District Governor; Division Governors; Area Governors; District Secretary and District Treasurer).

Each President and Vice President of Education in attendance is entitled to one vote, or may designate in writing any active individual member of the club as a proxy. If one of these officers is not in attendance and has not designated another club member as a proxy, the officer or proxy in attendance shall hold the proxy of the other and may, therefore, cast two votes. Proxy forms may be signed by either the President or Vice President of Education of the club and may not be assigned to Toastmasters who are not members of that club. No Toastmaster may cast more than two club votes, regardless of the number of clubs of which the Toastmaster is a member. You may use the proxy form printed below or prepare a similar one of your own.

Each District officer is entitled to one vote, which must be cast in person. Proxies are not accepted for District Officers. A District Officer may also carry up to two club votes. The maximum votes that can be carried by a District Officer are three.

If you are a club President or Vice President of Education, check in at the Credentials Desk and sign for your ballots. If you are the proxy for the President and/or Vice President of Education, present your signed proxy form to the Credentials Desk.

All Toastmasters who are planning to attend the Conference: If neither the President nor Vice President of Education is attending, has each one complete the proxy form for another member of the club who will be attending.

Inattention to this matter will result in your club's not being able to cast its votes. We encourage you to pick up your ballots as early as possible from the Credentials Desk.

Proxy On Next Page

# Proxy

## TOASTMASTERS INTERNATIONAL DISTRICT 4

Fall Conference November 19, 2005

Club Name: \_\_\_\_\_

Club No.: \_\_\_\_\_ I hereby appoint \_\_\_\_\_ to vote as  
my \_\_\_\_\_ proxy at the Conference stated above.

Signed: \_\_\_\_\_

Title: \_\_\_\_\_  
(Club President or Vice President of Education)

Date: \_\_\_\_\_

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### Remember:

**Clubs carry two votes each**

**Quorum is necessary at the afternoon business meeting**

**Items to ratify include**

- Annual Budget**
- Appointment of Officers**
- District Operations Guide**



## Taking Your Toastmasters Career's Temperature

-Rose Renwick, DTM, Lt. Governor of Marketing

Questions about Dues payments?  
Ask Dues Chair, Eve Lyn Ragland at  
[EveRagland@hotmail.com](mailto:EveRagland@hotmail.com)

Heaven forbid! One of your club members dropped out because the dues went up? We might understand if the dues now cost us as much as one class at Berkeley, Stanford or Santa Clara University. We might be moved to tears if Headquarters had raised the dues to equal the cost of one new automobile tire, one weed whacker, or one thirty-second of a tank of gas!

For just a few dollars more than before you still get six months of Toastmasters membership, Toastmaster Magazine, and opportunities galore. What a steal of a deal! Toastmasters is still about receiving immediate feedback, getting continual support and reinforcement, and getting an education leading to proven results. Toastmasters remains the global leader in public speaking and leadership training.

Have you checked where you are at in your Toastmasters career lately? Take your TM pulse. Are you moving right along or are you stuck? Dropping out is always more appealing when you aren't making progress. Many of your fellow Toastmasters have already discovered it is more improbable to drop out while blazing ahead towards an ATM or DTM and being involved in advanced Toastmaster activities. How rapidly you progress through the program still is up to you. The program is self-paced.

Are you actively pursuing your Toastmaster goals? What goals, you ask? The International Speech Contest begins at the club level. If you win there, you might go all the way to win at the International competition, becoming the next World Champion of Public Speaking. Who

knew? Well, you'll never know what your potential is until you start. Set a goal of entering the spring 2006 Speech contests!

And polished presentation skills don't end with the Basic Manual and your 10<sup>th</sup> speech. When you've reached your CTM you've just begun! [www.toastmasters.org](http://www.toastmasters.org) has a list of advanced manuals ready for purchase to take you to the next step in your Toastmaster Career.

Learning leadership does not end with serving as Club President. Learning leadership continues beyond the club as you step up to assume a role as district Officer: Area Governor, Division Governor, PRO, or one of the Top Three District Officer roles. Your leadership skills develop and improve by serving as a club coach or mentor.

Public Relations and marketing skills develop and improve by serving on the District's Club Extension Team. Do you know how to start a Toastmasters Club? Management and delegation skills develop and improve by serving as a district chairman in any number of supportive positions. Long-range planning, strategic methods improve and get perfected by serving as Lt. Governor of Education and Training.

Each time you pay your semi-annual dues the door to more Toastmasters action, activities and adventures opens once more to you. What will 2005-2006 hold for you and your Toastmasters career? Only members in good standing of clubs in good standing will ever know. Make sure that applies to you and take your Toastmasters' temperature today!

## From the Desk of the Public Relations Officer

Linda Berzin

District 4 Public Relations Director

[PRO@D4tm.org](mailto:PRO@D4tm.org)



*Attention all Public Relations People!* Did you notice I did not say VP's of Public Relations? I am talking to all Toastmasters. As members of Toastmasters, our objectives are to improve our communication ability and to develop our leadership potential. We also have other group goals, such as maintaining membership, being part of a well-run meeting, and greeting new guests. These goals can only be met through a well-designed public relations program.

Public recognition and appreciation of your club and its members can provide an additional incentive to your personal commitment as well as a broader acceptance and support of your club throughout your community. Public Relations is not only the responsibility of the VP of Public Relations for your club, it is every Toastmaster's responsibility and duty.

Has your club held a special event, such as an open house or a youth leadership? Did you tell the world? Wow, your club went the extra mile and set up a youth leadership program; 10 new people attended and 3 people joined your club. Did you take pictures? Did you write an article for your local newspaper? Thousands of people could read that article and think, "Hey, I would like to join that club." Maybe so many people would like to join that you would have to start a new club.

Are any of your club members also members of the District Speakers Bureau? Perhaps they have just done a talk for a local Rotary or Community Television Program. Should we let the world know? That would be a nice show of appreciation for your club member who has worked so hard, and it is also a fantastic way to attract new members.

Are any of you *Toastmaster/Public Relations Officers* out there are sharing your club with the world? If so, please let me know, so we can showcase the club member and the organization they are working with.



## MEDIA TIPS

Remember, when you contact the media:

- ✓ Give a contact name and phone number in case they have questions.
- ✓ Specify a release date. For instance: “For Immediate Release” or “For Release Before November 18”
- ✓ Make sure your lead paragraph answers as many questions as possible, such as who, what, when, where and why. If a newspaper or radio has to cut your ad, due to space or time, then you can be sure that your audience knows what your message is about.
- ✓ Then add more facts and background info to add some sizzle to your message.

### *Congratulations to the High Spirits of Toastmasters Club!*

The club celebrated its 25<sup>th</sup> anniversary on October 16, 2005 at the Marriott Hotel in Burlingame. Almost seventy people attended the gala event, including one of the Charter members, Lyn April Statten.

For pictures of the event, please visit <http://www.smugmug.com/gallery/892309/1>

## DISTRICT 4 TOASTMASTERS



Linda Berzin, ATMB/CL  
Public Relations Officer  
725 St. Lawrence Court  
Pacifica, CA 94044

District 4 Important Dates		November 2005
<b>November 1-30</b>	Club Officer elections (clubs that elect semiannually)	
<b>November 1-30</b>	Club Secretary: Submit Club Officer Lists to World Headquarters ( <a href="#">Process Online</a> )	
<b>November 10</b>	District Governor: Submits Area Club Visits Forms to World Headquarters Financial Report for July-Sept due to World Headquarters	
<b>November 18- 19</b>	<b>District Fall Conference, District Evaluation and Humorous Speech Contest In Monterey Fri and Saturday sign up at <a href="http://www.d4tm.org">www.d4tm.org</a></b>	
<b>November 19</b>	Club Presidents & VP Education: Attend District Council Meeting at Fall Conference. If unable to attend, assign vote to another club member using <a href="#">Proxy</a> .	
<b>November 30</b>	Previous Year's District Financial records due at World Headquarters	