

# The FOURcaster

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

Fall 2008

Volume 74, Issue 2

# TOASTMASTERS INTERNATIONAL®



## DISTRICT 4 FALL 2008 CONFERENCE

hosted by Division F

**Fri. November 14 - Evening**

**Sat. November 15 - All Day**

**BILTMORE HOTEL**

2151 Laurelwood Rd, Santa Clara

Register On-line

<https://d4tm.wufoo.com/forms/fall-conference>

Join us for District 4's speech contests, inspirational speakers, and educational sessions. Meet and network with other Toastmasters!

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District 4 Success Plan

[www.d4tm.org](http://www.d4tm.org)

## Conference Information

Full details at [www.d4tm.org](http://www.d4tm.org)

Conference Information			EARLY BIRD	AFTER NOV 7
Friday Evening & Contest	6:00 PM - 9:30 PM	Light dinner reception, Hall of Fame and Speech Evaluation Contest	\$30	\$40
Saturday Full Day	7:30 AM - 5:15 PM	Includes keynote speech, breakfast, lunch, powerful educational sessions and Humorous Speech Contest	\$50	\$60
Saturday Contest	3:00 PM - 5:00 PM	Humorous Speech Contest only	\$20	\$30
Saturday Business Meeting	12:30 PM - 1:50 PM	Each club president and VP education has a vote and should attend or send a proxy member	FREE!	FREE!
<b>Full Conference Special</b> <i>Friday Evening and Full Day Saturday!</i>			<b>\$65</b>	<b>\$85</b>

See payment instructions on the online form. Payment by credit card, PayPal or mail in a check. Walk-in registrations cash or check only. We cannot guarantee meal availability for registrations made after Nov. 7. For any problems with online registration, email [registration@d4tm.org](mailto:registration@d4tm.org) or call Miriam 408-718-5922.



Past District 4 Governor, Joe Madley(right) receiving the Presidential Citation from 2007-2008 International President Chris Ford (left)

## Marketing Report

by Tim Childers, Lt. Governor of Marketing

These are exciting times for District Four; we have three new clubs and we've just made it through the dues payments period. Over 180 clubs paid their dues on time. We would like to thank everyone who helped remind members to pay their dues.

There are many fantastic things to be done! We need to build new clubs and support clubs that need our assistance. The district will need your help as the year progresses. We need club mentors, sponsors, and club coaches. What do each of these roles do?

### Sponsor

- Help a new club get started.
- Help sell the club to new members.
- Set up meetings
- Help with the charter paperwork

### Mentor

- Provides guidance during a new club's first 6-12 months by showing new Toastmasters how to fulfill meeting and officer roles

### Coach

- Helps a club with 12 or fewer members get back on track to building membership and to achieving Distinguished status

You can earn points towards earning an Advanced Leadership Silver award by

becoming a club mentor, sponsor, or coach.

### Marketing Programs

This year, we have several exciting new marketing programs for the district.

- We will be supplying Kick-off Team Kits to each division, along with club rebuilding kits
- Every new club that forms will get a choice of a lectern or banner
- Members of each demo team will receive a gift to show our appreciation of their time

### Club Membership -

- \$50 Toastmasters International gift certificate for a net growth of 5 new members (12 members or less)
- \$100 Toastmasters International gift certificate for a net growth of 8 new members (13 members and over)
- \$100 Toastmasters International gift certificate when club reaches Distinguished

### Club Coaches

- \$100 Toastmasters International gift certificate for club coach or coaches for helping the club become distinguished by end of June 2009

All of these programs are designed to inspire us to reach out to help and support our Toastmasters community here in District Four. Thanks for your support!

## 2008 President's Citations

Honoree:

**Joe Madley, DTM**

Past District 4 Governor  
Redwood City, CA

Each year Toastmasters International recognizes those members whose dedication and service to the organization have helped it grow and achieve. These members' contributions at the club, district and international levels have helped to maintain our organization's reputation as the world leader in communication and leadership training. This year, 18 awards were given at the Toastmasters International convention. Joe Madley was the member awarded from District 4.

Joe's support and guidance has benefited District 4 in many ways. Since serving as district governor, Joe continues to serve in many support roles, such as speech contest chair and district treasurer. Joe has also helped start more than 125 clubs and has shared his winning formula with Region 2 and at district training sessions. Joe is never too busy to share his Toastmasters experience and is a mentor to many.

*Share your Toastmaster experience.*

*Become a club Sponsor, Mentor or Coach.*

*Contact the Lt. Governor Marketing for more information*  
[LGM@d4tm.org](mailto:LGM@d4tm.org)



Mike Barsul,  
Division D Governor

## Why I Go to Speech Contests

by Mike Barsul

Recently, an officer from my home club invited the Division speech contest winner from a neighboring division to come to our club and reprise his division contest winning speech. It sounded like a good idea. The division contest winner declined politely. That surprised and disappointed the officer from my home club.

I thought about that for a few days and realized something ..... of course a winner is not going to come to a club to regale them with his oratorical skills, he has already won! The only time you will get a contestant to come to a club to deliver his speech is when he is "ramping up" to the contest and wants some practice time.

If you want to hear the best speakers speak, go to where the best speakers are speaking. The best speakers are speaking at speech contests! It is like fishing ... you don't go out on the lake and wait for the fish to show up, you go to where the fish are, and then start fishing.

I have been to many Speech Contests in my 3 years as a Toastmaster. From the club level all the way to the International Speech Contest in Calgary this past August. I have learned at least one thing from every one of them.

Recently, I was Toastmaster at one of the contests in my Area. I was a relatively new Toastmaster and "cajoled contestant" came up to me afterward and told me how pleased he was to have been "cajoled" into competing. I guess he was too naive to say "no". He said that he was under the impression that his Toastmaster experience would begin and end at the club level. He had no idea that a whole new world was available to him outside his club experience. I plan on asking him to be an Area Governor next year ... talk about whole new worlds!

Whenever I visit clubs as Division Governor, I always tell the members in my closing remarks that they need to participate in their Club, Area, Division, and District Speech Contests.... if not as a Contestant, then as a Judge or Toastmaster. When they ask why, I tell them "Because you have got to get out of this room". I then discuss the many possibilities that await them when they accept the challenge and treat themselves to the talent and excitement of a speech contest.

Welcome to a whole new world! See you at the upcoming District speech contests in November.



## District Governor Awards

by Tony DeLeon  
District 4 Governor

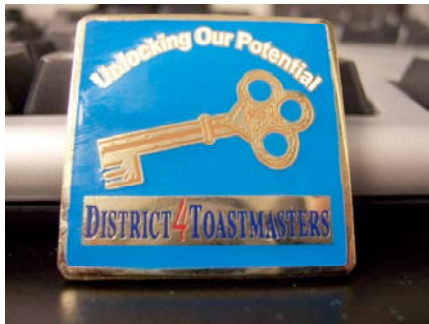
Fellow Toastmasters,  
Have you completed an educational award since July 1st of 2008? If so, you have a chance to earn a special award. As District Governor I have the privilege to create a pin to go with the district theme - District 4 Toastmasters - "Unlocking Our Potential" - for we all are keys to one another's' successes. This pin is the District Governor's Award.

Here are ways to earn this award by following the Toastmasters leadership or educational programs.

- First 100 members to earn a Competent Leader Award - CL
- First 100 members to earn a Competent Communicator Award - CC
- First 50 members to earn a Advanced Communicator Bronze - ACB
- First 50 members to earn a Advanced Communicator Silver - ACS
- First 50 members to earn a Advanced Communicator Gold - ACG

- All Advanced Leader Bronze and Silver - ALB and ALS  
Toastmasters is the best organization for tuning in those vital skills for communication and leadership, and I would like to encourage each member to introduce someone to Toastmasters and give them the key to unlock their potential .....

District 4 Toastmasters - Unlocking Our Potential



*I found that the men and women who got to the top were those who did the jobs they had in hand, with everything they had of energy and enthusiasm and hard work.*

*~ Harry S. Truman*

# My District Conference Experience

By Art Maurice  
Area F1 Governor  
District 4 Fall Conference Event Co-Chair

How many of you have gone to a Toastmasters District conference? I went my first year in Toastmasters and I will never forget what this one senior Toastmaster told me while I was mingling.

He said, "There are two kinds of people, those who watch life and those who live it. Which one are you?"

"Why did you join TM?," he continued. "Let me guess what you said, because you wanted to be a better speaker."

"Well yes. Isn't that why everyone joins?" I said.

"Have you competed in a contest?"

"Yes, but I lost at the division level."

"That doesn't matter...good for you."

Now we've just got to make you a club officer or, better yet, a district officer."

I was thinking, "Who is this guy?"

As he continued to share his insights with me, he told me that the Competent Communicator manual was a great start, but to really get experience, you need to get involved "above your club level," such as by competing in or helping with a contest.

He said, "The CC manual is a great start towards public speaking, but to really get experience, you have to get involved, help with a contest, be in a contest or become an officer above your club level. I say this because after about the third speech you get comfortable with the members of your club

and then it's not really public speaking, it's more like a group of friends speaking."

"Well I get the speaking outside of your club part but why be an officer outside of the club? Why help with a contest? How is that going to make me a better speaker?"

"Speaking is about confidence.

Confidence comes from experience and the only way to get experience is to put yourself out there. Now most people think that's just giving more speeches but that's not the whole picture. You need to see what's happening behind the scenes, that's where volunteering occurs and you need to be a part of the management process, that's where being an officer outside of your club is important."

With a serious glare he looked me right in the eyes and asked, "Did you go college?"

"Yes, I wanted to be an engineer"

"Did you take English and other non-engineering courses?"

"Yes, I took courses in English, Psychology, Accounting and Management"

"Ahhh, so you didn't just learn engineering. You learned other subjects too. The colleges understand the big picture. Life isn't about one thing, it's a combination of things. To get really good at something you need to see the whole picture, and the only way to do that is to get involved."

I really felt pumped up after talking with this guy and when elections came around I ran for club President and won. A year after that I became an Area Governor. Then I stepped down from being a District Officer so I could compete in the contests. This year I really piled it on by being the club President, Area Governor and District Conference Co-chair. I don't recommend doing this, as I may have bitten off more than I can chew, but I wanted to get involved.

I've been a club President and Area Governor before so it's not so tough the 2nd time around, but this is my first time being a District Conference Co-chair. This is tough, and there's a fast learning curve. I am making a lot of mistakes, but some of my team members have done this before and they're teaching me what to do. There are a lot of logistics and people management, working with businesses and professionals outside of Toastmasters. I can see where this can easily be applied the corporate world or even something personal like a birthday party or wedding.

The kind of speaking you will learn is more like Table Topics, but your speech will go longer than 1 to 2 minutes. Plus, you'll get hit with multiple questions where you may have to answer offensively or defensively. It's sort of like verbal sports. You have to talk your way down to the goal. It is a skill that everyone should develop.

So when you go to the District Conference this November look around and watch the people who are working and helping the event be successful. Look at the hotel, the food you're eating, the professional guest speakers and educational sessions. Finally look at all the people there and ask yourself, "Could I do all this?"

The answer is "yes, you can!" Toastmasters wants you to grow and develop new skills to reach the goals in your life. Take on new challenges and move outside your club. I and all the other toastmasters are here to help you. There's no better feeling than saying, "I did that!"



## About Art Maurice

I started in TM in August 2005 at KT Talkers and entered the Table Topics contest that year. I made it to the Division level but lost. That's when I went to the District contest and got that great advice. I have been in every club officer position and I have been an Area Governor twice (G3 in 2006 and F1 currently). I love the exhilaration of talking in front of people. That's what makes contests so addictive. On the other hand, I also love the challenge of managing both people and projects, which makes being a District Officer so rewarding. But as you know, you can't be a District Officer and also compete in contest so there's a downside to both.





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Don Enschede, DTM



Tammy Miller, DTM



Mary G. Russell, DTM,  
International Director 2008-2009



Steve Dellaporta, DTM

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# Voting Procedures/Proxy Instructions

Cheryl Watkins, DTM, PDG and Kitty Mason, DTM, PDG, PID

District Council members will vote on District Business. District Council members include the Presidents and Vice Presidents of Education from each District 4 Toastmasters club in good standing at the time of the District Council meeting and current District 4 Executive Committee members (includes District Governor; Lt. Governor Education & Training; Lt. Governor 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 be deemed to 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, have 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.

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## Toastmasters International - District 4 District Council Meeting Proxy

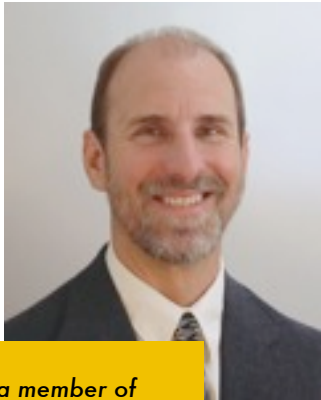
Club Name: \_\_\_\_\_ Club No: \_\_\_\_\_

I hereby appoint \_\_\_\_\_ to vote as my proxy during the District Council Meeting.

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

Office: Club President [ ] VP Education [ ] (check one)

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



Michael has been a member of Toastmasters since 1998 where he began his journey at the Pajaro Valley Toastmasters. He is also a member of an advanced club, Surf City in Santa Cruz. He has been an Area Governor and has been a test speaker for many club, area and division contests. Michael is a Toastmaster trainer and has been a keynote speaker at many Silicon Valley companies.

Professionally, he has presented "Dealing with Difficult People" and "Human Dynamics" workshops at Delta College, Cuesta College, Evergreen Valley College, and Gavilan College. Michael feels the best part of Toastmasters is the wonderful people you meet.



## Emptying the Mind

by Michael Chojnacki

Whenever people meet, the custom is to shake hands, exchange greetings, and begin a conversation. Yet, how many times do we feel that we haven't really connected to the other person? Perhaps one aspect of the Japanese bow can help us improve our ability to connect before we begin communicating.

In Japan, according to an ancient tradition, people bow whenever they greet each other. When bowing, each person takes a moment to empty their mind and express *kyo shin*, which means to greet someone "without prejudice." After the head is raised, the empty mind sees the person with a fresh awareness and a greater sense of connection.

Although we may never bow in our society, we can practice emptying the mind whenever we greet someone. Just like a glass of water filled to the rim, there is no way to accept even an additional drop unless one empties the glass. It is important to take a moment to empty the mind and connect to the other person before communicating. The quality of our connection to others is a direct reflection of the quality and depth of our relationships. Imagine the vast improvement it would make in our lives when we slow down, empty our mind, and truly connect with others.

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## A Toast to Life

By Kristyn Fredericks  
Club President

This past September, A Toast to Life had the pleasure of hosting Michael Chojnacki at our club. His talk, "Dealing With Difficult People", addressed how each of us can turn any moment or relationship in to a better, more fruitful one. In this time of such uncertainty in our jobs and in the world, it was a very apropos topic. We had a high turnout. Not only our club members, but also neighboring clubs attended the workshop.

The audience learned how to bring a new perspective to stressful relationships. Michael gave an example of a woman who swam at his club. Neither he nor his friends liked her because she had no regard for the other swimmers and would often swim too fast. After some consideration, Michael walked up to her one day, smiled, and said hello. Just that incredibly simple gesture instantly changed their relationship. Michael started saying hi to the woman every time he saw her. Soon she became more aware of other swimmers and their relationship transformed in to one of a friendly nature.

I particularly liked this example because it's a small action that anyone can do. It requires minimal effort, but has a positive, high impact. Throughout his speech, he gave other examples. The audience chimed in with questions and noticeably enjoyed the speech. By the end, we were all picturing our lives with less difficult people. And now, thanks to Michael, this wish can become a reality.



A Toast to Life Members

# Lights...Camera... Evaluate!

by Jennifer Stephenson  
Division F Governor



Five years ago I started in Toastmasters and just wanted to learn a little more about speaking at my company club. I got talked into taking an officer role, and discovered leadership skills within the organization. As Area Governor last year and Division F Governor this year, I have had the chance to participate in many different activities outside of the club that have really helped me improve in both speaking and leadership!

For example, recently I participated in the first District 4 Bay to Bay TV show. I was an evaluator, and let me tell you it was tough! We recorded "live to tape". Meaning there was no editing after the show so it was live like a regular Toastmasters meeting. I was given exactly 2 minutes for my evaluation instead of the usual 2-3 minutes with 30 seconds grace. Boy, it was hard to squeeze in the "sandwich" technique of strengths, recommendations, and then a strength and positive encouragement. In fact I was thinking too much about the time instead of strengths, and I hit a blank near the start... I stared into the camera for a few seconds... So embarrassing!

It was amazing how much extra pressure the lights and cameras seemed to apply. But I was able to pick myself up and get through the evaluation, even finishing with some smiles for the speaker, coming very close to my time limit. (Check out the recording of the first show at <http://blip.tv/file/1279852> and of course check [www.d4tm.org](http://www.d4tm.org) for upcoming episodes.)

I have to credit my Toastmasters training for kicking in to get me through the 2 minutes – but it reminded me that I can still get nervous and tongue-tied up there! It all comes down to practice, I suppose, and I'm glad I have the opportunity in the safe Toastmasters environment to make these mistakes and learn from them!



## Are You On Track?

by Henry Miller, DTM  
Lt. Governor of Education and Training

My fellow Toastmasters, are you on track for becoming a Competent Communicator (CC) or an Advanced Communicator (AC) in this Toastmasters Year: 2008-2009? Will you be able to say proudly at the end of this year, "I got mine in 08-09"?

What it would take to get you on the right track? As your Lieutenant Governor of Education and Training (LGET), I want to work with you to help you achieve your goals, and I strongly believe that all it will take is "Following the Program".

When we first join Toastmasters, we are shown the way to becoming a Competent Communicator, after which each member is responsible for setting and achieving his or her individual goals. We are taught to follow the Leadership Track and the importance of setting milestones as we press on to become a Distinguished Toastmaster (DTM). Today I ask you to check your internal Global Positioning System (GPS) and ask yourself "Am I on track"? What am I doing right, and what do I need to improve to make me a better communicator?

## Competent Communicating

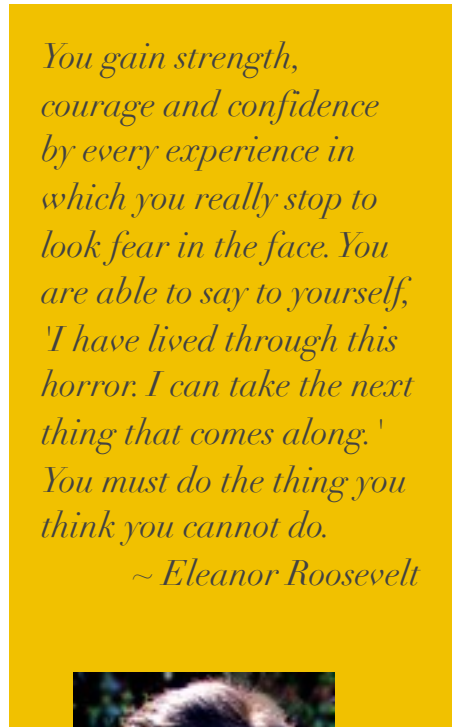
The Competent Communicator manual is the starting point to becoming a better communicator and it is also the foundation of our communication program. The Advanced Communicator track takes you to higher ground but it is the Competent Communicator manual that will keep you focused on the basics, as you follow your chosen path towards the goal of becoming a better communicator and a better leader. Not every project will qualify as an "Advanced Manual Project". Sometimes you will be called upon to give a last-minute speech. As you continue to work on your advanced projects, it is wise to always keep working on a CC manual to record those impromptu speaking opportunities. By doing so, you can easily make every project a manual project.

Make each speaking opportunity a Manual Project and you will be demonstrating to your fellow Toastmasters the true value of the program. Just do it and you will be on track to proudly say at the end of this Toastmasters year ...I got mine in 08-09.





Get your nerves under control using Recovery Methods by Tom Marcoux.



*You gain strength, courage and confidence by every experience in which you really stop to look fear in the face. You are able to say to yourself, 'I have lived through this horror. I can take the next thing that comes along.' You must do the thing you think you cannot do.*

*~ Eleanor Roosevelt*

## Be Heard and Be Trusted: Success With Ease

by Tom Marcoux, America's Communication Coach

How can you be a great speaker? How can you get nervousness out of your way? As a coach of CEOs and graduate students in effective public speaking, I often begin by sharing Recovery Methods. Speaking six times at the annual National Association of Broadcasters Conference, Las Vegas has given me several opportunities to use Recovery Methods to calm my own feelings.

What's the worst thing that can happen when you're on the speaking platform? Often clients tell me that they fear their mind will go blank. Here are a few Recovery Methods that I share with my clients:

- Say: "And now I want to emphasize . . ." [while you say the words your mind is going at 500 words a minute to find the next point]
- Say: "Oh. I need a moment. My brain needs more RAM" [This inspired appreciative laughter from an IBM audience.]
- Ask a question: "At this point, I want to understand what is most important to you about [topic of

presentation]. In order to \_\_\_\_\_, what do you feel is necessary?"

When I addressed an audience at Sun Microsystems, I emphasize a powerful process for gaining cooperation. The process to Be Heard and Be Trusted begins with you asking a gentle question and then listening. This takes the tension out of the interaction. When people come together they are itching to share their own point of view. But when you ask a question and listen, the person will likely want to hear you - in a reciprocal manner. When you demonstrate your care and respect, you have set the stage so you will be trusted. This creates success with ease in that people are more likely to cooperate even when stress is high in the workplace.

An example of a powerful question to ask: What is most important to you about \_\_\_\_? In addition, to Be Heard and Be Trusted, make sure that your listener knows that you share common traits, concerns and feelings.

It is important to me to encourage readers of my books to join Toastmasters. It has been my honor to be a guest speaker at Toastmasters open house events and a conference - on both coasts of the U.S.



Tom Marcoux, America's Communication Coach, addresses top achievers at IBM, Sun Microsystems, Silicon Valley Bank, National Association of Broadcasters Conferences, Stanford University and more. He is CEO of TomMarcoux.com, Inc. and author of Be Heard and Be Trusted, 2nd Edition. A member of the National Speakers Association and faculty member at Academy of Art University and motion picture director, Tom earned a degree in psychology and won a special award at the Emmy Awards. TomSuperCoach.com.

Toastmasters Calendar of Notable Dates	Nov	Dec	Jan
	<p><b>1-30</b> Club Officer Elections Submit Officer lists to TMI</p> <p><b>14 - 15</b> District 4 Fall Conference</p>	<p><b>1</b> Club Officer Training begins</p> <p><b>31</b> Deadline to submit Officer lists</p>	<p><b>1-30</b> Club Officer Training continues</p>

## Vox Toastmasters Open House

By Arthur Chin, VPM

What if you lost your wedding ring and had to present the situation to your spouse? On September 3, professional speaker Tom Marcoux laid out the options at the second Vox Toastmasters Open House. Vox TM is a 7-year-old community club located at the offices of IBM North San Jose. The highlight of the meeting was a presentation by Tom on "Being Heard and Trusted: Secrets of Success with Ease" using his COMPEL model. Tom entertained and inspired the audience with what happened to his wedding ring and graciously signed copies of his publications and CD's. This was preceded by a scaled-down TM session with table topics.

Around 40 former and current members, prospects, guests and walk-ins attended the session in the Bistro, including members of neighbor TM clubs San Jose Toastmasters and Cisco Speaks. Other events at Vox have featured guest speakers such as Rebecca Linqvist on "Communicating with Clarity and Confidence" using accent reduction techniques. Such occasions create venues for outsiders to learn about Toastmasters, generating several good leads and new members.

Vox Toastmasters is grateful to Fumie Piontkowski, District 4 PR Officer for connecting Vox with Tom! This is a great

example of how District & Division officers can help clubs get distinguished speakers for open houses. A wide variety of food and drinks motivated people to stay on afterwards and network with other members. To attract guests, the event was published on Craigslist, San Jose Mercury News website and around local libraries and coffee shops, as well as at IBM and nearby Cisco.

*Vox Toastmasters meets every Wednesday from 12-1pm in IBM conference room 1066 at 4400 North First Street, just north of 237 at Nortech Parkway.*

*For more information, please contact Han Lin, VP PR at [BetterSpeaking@vox.freetoasthost.org](mailto:BetterSpeaking@vox.freetoasthost.org).*



### Vox Officers:

Back Row L-R: Dilip Kikla - Sergeant-At-Arms, Sunil Sabat - Treasurer, Vineet Goel - VPE, Allen Rice - Secretary

Front Row L-R: Tinh Hau - President, Prashant Bhatnagar, Douglas Young - Webmaster, Arthur Chin - VPM



## Toastmasters Bay to Bay

by Stanly Ng

Toastmasters Bay to Bay is now showing on Cable TV! It can be seen in and around Palo Alto and will be appearing soon on the peninsula from Burlingame to Redwood City. The first episode is hosted by Carl Thormeyer, with speakers Connie Dimmitt and Gopi Kallayil; able evaluators Jennifer Stephenson and Jim Griffin give their feedback to Connie and Gopi before a studio audience of Toastmasters. We plan to produce a new show monthly.

### Why a TV Show?

#### 1. To Give Local Toastmasters a Chance to Speak on TV

YouTube has changed the way we communicate. Getting your message "out there" means you may eventually need to present on video. But video communication skills are very different from those you use in person. Toastmasters Bay to Bay gives local Toastmasters an opportunity to develop those skills using the ultimate platform—a TV show!

#### 2. To Tell the World about Toastmasters

What better vehicle than a series of programs and promotional videos produced locally?

District 4 can showcase the benefits we all know about, and introduce non-Toastmasters to local clubs and members.

#### 3. To Provide a Tool for the District 4 Community

With an established video production team, District 4 has another way to communicate to its members and build the Toastmaster community district-wide.

### How can we do this?

Palo Alto is served by the non-profit Midpeninsula Community Media Center, which enables local residents to produce content for local cable viewing. In the U.S., a part of all cable subscription fees is required by law to support local production efforts. Because of this, we can produce programs for a very low rate: \$30 per episode. We just need to supply volunteers for production crew.

### How Do I Watch?

- If you're in Palo Alto or nearby communities you can watch on Cable TV channels 27 and 28. See program listings at <http://midpenmedia.org/program> and search for "Toastmasters"

- You can watch on The Media Center's web streamed channels online. <http://midpenmedia.org/watch/schedules>
- You can watch older episodes at any time online at Blip.tv <http://mcmmediacenter.blip.tv>

### We Need YOU!

Toastmasters Bay to Bay is potentially a great resource but we need your help to start it and keep it going. Please contact Henry Miller ([lget@d4tm.org](mailto:lget@d4tm.org)) or Stan Ng ([stan\\_ng@pacbell.net](mailto:stan_ng@pacbell.net)).

- Suggest Club Features. We'll create a 3-minute video to show during TMBTB which you can then embed in your Club's Website! See our feature on LEB Toastmasters..
- Be On Camera! Always wanted to be on TV? Here's your chance! We need Hosts, Speakers and Evaluators to appear on TMBTB.
- Be in the Studio Audience. Contact us for the next taping time. We can always use spectators!
- Producers! Produce, operate cameras, be in the control room, even direct!



Stan Ng has been a Toastmaster since 2002. A founding member of Fair Oaks Toastmasters, he now lives in Fremont and is a member of Fantastic Toastmasters in District 57.

# Into the Light

by Henry Miller, DTM  
Lt. Governor of Education & Training

Bob Astor had a vision after receiving his May issue of the Toastmasters Magazine. As he read the article about our service men and women who, while serving in Iraq, were members of a Toastmasters Club at Camp Victory, he was inspired to build a speaker's timing-light to facilitate the members and send it to the troops.

He envisioned a camouflage frame with a green, yellow and red blinking light so the next day, Bob traveled to Salinas, California and found an Army Surplus Store. Like a modern day Godiva, he began looking around and found a suitable frame made of steel very much like an Ammo Box. He then found a Special Forces water tank and some other odds and ends and went to work building his camouflage timing light. When Bob presented his idea to his club, Surf City Toastmasters of Santa Cruz, they decided to sponsor the building of the light and, at their meeting in July, it was present to the club. The light and carrying case were approved with unanimous endorsement.

Bob has been building Timing lights for over 10 years but confessed that this one was special and a bit of a challenge. However, to Bob, most ideas are just problem solving until you see the light. Bob's lights are used by many clubs in District 4. He has also sold his lights to Toastmasters International. When asked "Why Bob?", he simply responded, "I wanted to do my small part for our Troops"



## The Path Towards Continuous Growth in Toastmasters

by Len Radzilowski  
Division C Governor



In my seven years of being a Toastmaster, I have seen many members fall into a Toastmasters mid-life crisis - they grow bored and do not get anything out of the program. My favorite advice for revitalizing growth as a speaker and a leader is to take your Toastmasters skills outside the club and into the world. The club is like a laboratory where we can experiment in front of our fellow members. Stepping away from this familiar setting challenges us to confront unknown audiences and unexpected situations. When we take these risks, we return to our clubs with newfound ideas and greater insight into our strengths and needs.

Volunteer work is how I got more experience. I spent a few years as a community organizer working to strengthen neighborhoods in Mountain View. While Toastmasters enabled me to address city councils and speak in front of audiences of 200, the experiences bolstered my confidence all the more.

Here are some ways you can practice your speaking skills outside of the club environment

- Lead a brainstorming session at work
- Speak up in meetings
- Volunteer work
- Compete in a speech contest
- Lead a team to organize a contest
- Coach a struggling club

There are so many opportunities around us and in our areas and divisions. Not only will we grow from taking the risk, we will strengthen our Toastmasters community.



# The FOURcaster Editorial Staff

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David Katsumoto  
Editor-In-Chief

Toastmasters Intl. President, Jana Barnhill (right) and District 4 Governor, Tony DeLeon (left) at Toastmasters Intl. Convention in August.



*If your actions  
inspire others to  
dream more, learn  
more, do more and  
become more, you  
are a leader.*

*~ John Quincy Adams*

## District Four Success Plan

### Make our plan a part of your club's plan for success - District 4 Toastmasters - Unlocking Our Potential

Jana Barnhill has asked me to promise that I will do my best to come up with a plan to motivate the members of District 4 to become Distinguished. This is something I can only accomplish with the help of my fellow district officers. With guidance from the Toastmasters International Directors, the team of top District 4 officers, have been working on the District Success Plan (DSP) and a budget to support the plan. Below are the highlights of the District 4 Plan:

- To promote membership building of clubs with 12 members or less
- \$50 TMI (Toastmasters International) certificate for a net growth of 5 new members
  - \$100 TMI certificate for an net growth of 8 new members
  - \$100 TMI certificate when the club reaches Distinguished Status
  - \$100 TMI certificate to the club coach or coaches for helping the club become distinguished by end of June 2009

- To promote membership growth for clubs 13 members and over - (For the first 50 clubs)
- A \$40 TMI gift certificate for a net growth of 6 new members
- (For the first 30 clubs)
- A \$100 TMI certificate for a net growth of 10.

- To recognize Distinguished Clubs
- \$25 TMI certificate for Distinguished club
  - \$50 TMI certificate for Select Distinguished club
  - \$75 TMI certificate for President's Distinguished club

- To recognize district officers:
- Area Governors
- \$25 TMI certificate for Distinguished Area
  - \$50 TMI certificate for Select Distinguished Area
  - \$75 TMI certificate for President's Distinguished Area

- Division Governors
- \$25 TMI certificate for Distinguished Division
  - \$50 TMI certificate for Select Distinguished Division
  - \$75 TMI certificate for President's Distinguished Division