



# THE FOURCASTER



Serving San Francisco, San Mateo, Santa Clara, Santa Cruz, San Benito & Monterey Counties.  
[HTTP://WWW.D4TM.ORG](http://www.d4tm.org) for the latest news and to find a club near you.

NEWS AND INFORMATION FOR DISTRICT 4 TOASTMASTERS

VOLUME 68, NO. 2  
SUMMER 2003

## LEADERSHIP IN TOASTMASTERS

Holding a Club Officer position in your club puts you on the Leadership Track in Toastmasters. To help each officer understand the responsibilities in each position, there are District and Division trainings. Trainings may be for officer positions only, or may be Toastmasters Leadership Institutes, (T.L.I.), which offer a variety of sessions in addition to the officer training. There are also sessions for those who have held, and been trained in, the same position the previous term. In these sessions, the officer roles are still reviewed, but more in depth discussion regarding the success and difficulties encountered with each position, based on experience, are explored, along with “what’s the next step?”

At the beginning of each term, the officers should meet to set their goals for the term. Toastmasters International provides goals in the Distinguished Club Program to help clubs be successful. Each month the club officers should meet to discuss their progress in meeting their goals. Each officer should also present two modules from the Successful Club Series to their club during their term. The Successful Club Series, does exactly what it’s name implies – helps the club be successful. The series contains several modules including a module on mentoring, evaluating, membership building, and the distinguished club program. By completing the six-month term, being trained in the position held, and presenting two modules from the Successful Club Series, if the CTM educational rank has been achieved, then an application for the Competent Leader rank should be submitted to Toastmasters International. This is an easy goal to make, and all seven club officers should attain this rank, each term, as well as know they have done their best to make their club successful!

## WHERE HAVE ALL THE LEADERS GONE?

By Jovan Farsight, DTM

Same as any other organization, we in Toastmasters, need strong leaders to succeed, but it takes more than just an outgoing person to lead a successful team.

As a consultant, I am often surprised to see, how most people in leadership position are still measured more on their busy activities rather than pure outcomes. Sadly they are also rewarded for pleasing the boss, but not for leading the troops. Moreover, I have witnessed people who are assigned to lead but are not expected to lead; they are expected just to parrot the “party line”.

Good leadership is hard to define, but you know it when you see and feel it. It is a concept that cannot be ‘learned’, but rather is absorbed through reflective observation on the differing styles and impact of others.

To see how far you have traveled in your journey toward “Leadership excellence”, check yourself by using these following questions that are based on my “general leadership essentials”.

### 1. Have you defined your Vision (Your Purpose)?

Have you noticed that your vision is the driving force behind the activities in every level within the organization? Can everyone see his or her involvements from the big-picture viewpoint? In another word is your vision clearly visible within your corporate mission, goals, and objectives.

continued on page 6

Club officer training dates are posted on the Web-site:  
[www.d4tm.org](http://www.d4tm.org)  
All club officers must be trained each term.  
Sign up for your session now!

## In This Issue

- 1 | Leadership in Toastmasters
- 1 | Where have all the Leaders Gone?
- 2 | From The District Governor
- 2 | Why Parliamentary Procedure?
- 3 | Lt. Governor of Education and Training
- 4 | Lt. Governor of Marketing
- 5 | “Sign Up For Toastmasters”
- 7 | Spring Conference Hi-Lites

**FROM THE DISTRICT GOVERNOR:**

**Charles Butterfield**



**Stretch to Be Your Best!**

We have almost completed the 2002-2003 term. The year went by quickly, didn't it?

Has your Club elected its officers for the coming term? Remember our bylaws require that Club officers for the coming term be elected at the first meeting in May. If your Club has not yet elected the incoming officers, make arrangements to do that at your next meeting.

How is your Club doing in the Distinguished Club Program? Will your club finish this term as a Distinguished Club or better? There are still a few weeks left to complete educational goals, and recruit new members to meet your Club goals in the Distinguished Club program. Remember, the paperwork must be post-marked no later than June 30 and received by July 7 at Toastmasters International to receive Distinguished Club credit for this term.

Chart your course for the coming term!

Now is the time to start planning for the coming term. Outgoing Club Officers, arrange a meeting with your incoming Club Officers to help them plan for the coming term beginning July 1. Make it your club goal to be a Presidents Distinguished Club! It is easy, if you start early!

Remind your Club Officers to attend Club Officer Training. For dates and locations go the District 4 website at [www.d4tm.org](http://www.d4tm.org)

It has been an honor and a privilege to serve as your District Governor during the past term. Thank you for all of your support. Please give your support to the incoming team of District Officers led by Shirley Farrell-Cowles our incoming District Governor for the term 2003-2004.

Charles Butterfield  
District Governor

<b>DISTINGUISHED CLUB PROGRAM</b>	
<b>GOAL</b>	<b>RECOGNITION</b>
Achieve any five of 10 goals	Distinguished Club
Achieve any seven of 10 goals	Select Distinguished Club
Achieve any nine of 10 goals	President's Distinguished Club
Clubs must have 20 members or a net gain of 5 new members	

**WHY PARLIAMENTARY PROCEDURE?**

**By Carl Thormeyer, DTM/ATMS, District 4 Parliamentarian**

Decades ago, when most Toastmasters Clubs were community clubs and met in the evening for two hours, a major portion of the educational focus of the meeting was in a business session where parliamentary procedure was learned and exercised. Today, with corporate clubs and one-hour meeting times, this part of our Toastmasters education has largely been lost. And yet many of us belong to other organizations - some with large annual meetings where important decisions are made - in which a working knowledge of parliamentary procedure is not only desirable, it is essential! These organizations range from church groups and civic organizations to incorporated organizations and condominium associations. In some of these groups, a wrong decision by a Board of Directors, or an improper vote at an annual meeting can result in costly and time-consuming lawsuits or other legal challenges. Therefore, it is very important to execute all business in accordance with a standard set of rules for doing so. Generally speaking, these "rules" are Roberts Rules of Order, Newly Revised. These rules govern our District Four Council meetings, Executive Committee meetings, and Operating Committee meetings when not in conflict with the TI-generated District Administrative Bylaws or the District Four Policy Guide.

**continued on page 4**

**LT. GOVERNOR OF EDUCATION AND TRAINING:****Shirley Farrell-Cowles, DTM***District Governor (elect) 2003-2004***OFFICERS TRAINING**

All training for the 7 Divisions was completed and stats sent to TI by Randy Preston, District Statistician. Congratulations! to all those who trained and club officers who attended this term.

**ELECTIONS:**

**MAY IS THE TIME ALL CLUBS SHOULD HOLD THEIR ELECTIONS.** The new term will commence on July 1, 2003 and this will give you time to mentor the new officers and turn over any materials you may have. Please enter the new officer's names on the web [www.d4tm.org](http://www.d4tm.org) as soon as you have them with all information as to address, phone and Email. Division Governors will be setting their training dates and putting them on the web. You can attend any of the training sessions and we encourage you to do this. This is important for the Distinguished Club plan.

By entering your new officers names early will enable us to get the new Directory out.

Please take special care in doing this so we have accurate information.

**EDUCATIONAL GOALS**

We now have a few weeks to reach Distinguished Club status in every club and higher in some clubs who have worked very hard these past months. Please make every effort to move your speakers along in the clubs. If they are on their sixth speech schedule them as often as you can so they can make another CTM. The club that has the most CTMs from July 1, 02 through June 30, 03 will receive a module of the Better Speaker series or Successful Club Series for their club. We need more ATMs as well so check to see if anyone is close to achieving this. Send in the paperwork the same day by fax or on the web to Toastmasters International. Have your VPE sign off every speech after it is completed and sign off after the tenth speech and take care of the paperwork.

The District is judged by our educational completions. This is why we strive hard to encourage all clubs to have every member receive an educational goal this year. We have been having such a great time with the Division speech contests and the Spring Conference that this sometimes takes us away from our goals in the club. Sit down with your Area Governors and check what achievements their clubs can make with the few months we have left for this year. It is not too late.

**We have 284 CTMs this year. Goal 289 Behind 5**

**102 ATMs this year. Goal 82 20 +**

**We need to exceed the above figures if we are to compete with the 79 other Districts in the World. We are presently coming 20<sup>th</sup> in the world. Let's go for #1!**

**Every club with 4 CTMs will also receive a module from the Better Speaker Series or Successful Club Series. This should not be a hard accomplishment and goal!**

**These will help members who received a CTM move on to receive their CL.**

**EVERYONE CHECK WHAT YOU CAN DO FOR THE DISTRICT THESE NEXT FEW WEEKS SO WE CAN ACCOMPLISH A HIGHER GOAL AND BE THE BEST WE CAN BE!**

**THANKS!**

**LT. GOVERNOR OF MARKETING:**

**Linda S. Kenney, DTM**  
**[linda.kenney@netapp.com](mailto:linda.kenney@netapp.com)**



**Effective July 1, 2002, MasterCard, Visa, American Express and Discover credit cards, MasterCard and VISA check cards, and electronic checks will be accepted for New Member Fees.**

Toastmasters International was running **“Beat the Clock!”** This membership promotion program recognizes clubs that add 5+ members during the months of **May and June**, a great time to add members to any club.

Clubs adding five new, dual, or reinstated members during these two months earn from Toastmaster International, a choice of one item from The Better Speaker Series, The Successful Club Series or The Leadership Excellence Series. These short (7-15 minute) educational modules focus on speaking, Club success, and leadership development. Make earning the **Beat the Clock!** Award a Club goal and formulate a contest in your Club to motivate every member to get involved. If you need contest ideas contact World Headquarters and ask for a free copy of Membership Building 101 (Catalog No. 1622) or A Simple Membership Building Contest (Catalog No. 1621) or visit the *membership building ideas and resources* section at [www.toastmasters.org](http://www.toastmasters.org).

Linda Kenney, DTM  
 Lt. Governor of Marketing  
 Lt. Governor of Education and Training - Elect

FIND MEMBERSHIP BUILDING IDEAS  
 AND RESOURCES  
 ON THE TOASTMASTERS  
 INTERNATIONAL WEBSITE:  
[www.toastmasters.org](http://www.toastmasters.org)

**Membership Building Ideas and Resources**

*Conduct a Membership Drive*

*Examine Your Club*

*Public Relations*

*Other Resources*

**WHY PARLIAMENTARY PROCEDURE? cont.**

In Toastmasters clubs, we are governed by a series of documents. The first two, the Club Constitution and By-Laws, are essentially standard for all clubs throughout the world. No part of the club constitution may be changed by an individual club; only the International Convention each August can approve such a change. Each club has two votes at the International Convention, and that is why it is so important to mail those proxies into the District Governor each spring!

The standard club bylaws are similarly limited, but there are a few items that can be changed by the club. Such items as meeting time and place, location, name of the club, and similar information can be changed by the individual club involved. However, upon making such a change, TI World Headquarters requires you file a form with them documenting that change. The form may be found in your club officer manual as well as on the TI Web page ([www.toastmasters.org](http://www.toastmasters.org)).

Once your club has abided by the requirements of the standard club constitution and bylaws, Roberts Rules is the next governing document. It is, however, permissible to adopt some modifications to these rules ahead of time, such as length of debate, order of business, etc. We actually do this at the beginning of the District Council meeting each fall and spring in order to be able to conduct the required business in the amount of time allotted.

This article is not the place to discuss specific rules of order, or to go through the various motions that can be made. It is better to attend a training session or workshop on parliamentary procedure given by a knowledgeable Toastmaster to learn this information. Toastmasters also has a Success Leadership module on parliamentary procedure which discusses basic principles. Remember - Toastmasters is the training ground for all communication and leadership skills - parliamentary procedure is but one of those skills!

**PUBLIC RELATIONS OFFICER (PRO):****Dolores Bergen, DTM****dolores\_bergen@udlp.com**

Rose Renwick, Area C1 Governor, Division C Governor-elect, called me with this wonderful idea. Read below and see if YOU might be willing to help in "Sign Up For Toastmasters!"

**"SIGN UP FOR TOASTMASTERS"**

A 2003-2004 District Four Promotional Campaign

Open to All Interested Toastmasters

Returning home from Silicon Valley to the Peninsula one day in March, 2003, I noticed that the ground sign at Highway 101 and Ralston Avenue at the "entrance" to the City of Belmont had an "empty spot" at one end. I saw the (Logo) highway signs for other service and non-profit organizations, but none for Toastmasters International. How had I missed this? I've been a Toastmaster for around five years, yet I just now noticed this glaring omission? I shook my head in disbelief. Has this ever happened to you?

I wondered how I could get a Toastmasters (Logo) Highway Sign installed at the entrance to my City. I started inquiring at the City Clerk's Office, was referred to the Chamber of Commerce, and then spoke with the Parks and Recreation Department. Eureka! I was informed that the "empty spot" would be filled with the Toastmasters sign soon after I brought it in. I was thrilled and ordered the sign!

Could the process be this simple for every city? I believed that the three clubs in my city (High Spirit, #4368; San Carlos/Belmont, #530, and Speak 4 Yourself, #318) would gladly pay a proportionate share of the sign's expense in exchange for the amount of visibility and recognition all clubs would enjoy. When I approached the District with my plan, it was met with enthusiasm, as well and District Four will reimburse each Area for the cost of the sign once it has been successfully installed. Isn't District Four terrific? Yes!

The requisite sign is available for purchase from Toastmasters International as catalog item #363, Highway Sign (18 inches, \$25.00 plus tax and shipping. Now that Belmont has its sign, I wondered how this idea could serve the greater good. Why couldn't this become a much bigger campaign to install these signs in every town and city?

In speaking with District Four's Public Relations Officer, Dolores Bergen, DTM and Lt. Governor of Marketing, Linda Kenney, DTM I discovered what a novice at the "ad game" I am. These women are pros! I learned that we could open this campaign up in many directions. Not only could this be used as a device to advance individual Toastmasters toward their next Leadership Award, it could be used by District Officers to promote Toastmasters using each highway sign installation as a photo opportunity, and exercise in written expression in newsletters, newspapers, periodicals, and Toastmasters Magazine.

The number of ideas for related Toastmaster projects is endless. What about developing a database to track and recognize sign installation completions? How about developing a web site for "Sign Up For Toastmasters" with interactive pages? What about writing an article in the Toastmaster Magazine tracking your team's challenges and experiences in getting the sign installed in your city? Once you start thinking about the myriad of possibilities its difficult to stop.

I wondered if any or all of this might actually happen. If so, could it truly have begun with just one question, one idea, and one town? I'd like to challenge you to find out what might lie ahead for you, your local clubs, and your city when you develop a team and join this campaign. District Four is ready to show you how you can use this campaign to earn your Leadership Excellence Award or other advanced Toastmaster Award. This is just one simple idea. You can think of many more!

Oliver Wendell Holmes said, "Man's mind, once stretched by a new idea, never regains its original dimensions." Are you ready to expand your horizons by participating in a "Sign Up for Toastmasters" project? Don't wait for someone else to think of and use your idea. Go For It!

Rose Renwick, Club 4368, [rozeeren@aol.com](mailto:rozeeren@aol.com) <http://www.geocities.com/highspirits>



## WHERE HAVE ALL THE LEADERS GONE? cont.

- a) Does every department's specific objectives coexist with the values and goals that you have set for the entire organization?
  - 1) Does every employee or team member have detailed job descriptions so that they know exactly what is expected of them and how their jobs relate to the overall corporate mission?

Focusing on your vision and goals in this way allows you to understand the organization or the project from a global perspective (macro view) and then take it down to the smallest detail and to see how everything and everyone fits within that model.

### 2. Are you involved in an ongoing Team-Building Activities?

Is your team working together toward a common purpose?

### 3. Have you established a System of Communication?

A. Do you realize that open lines of communication are crucial to your organizational success?

Have you been able to increase the effectiveness of your communication activities?

- a) Do you have a measuring system in place that defines how much you sell, make, ship, etc on daily, weekly, and monthly bases?
- b) Have you built a system to tie this back to the budget for the year?
- c) Does every employee know how everything that they do is related to budgets and profit?**d)** Are they free from confusion or ambiguity about how their work affects the entire business?
- e) Do your team members know how and what to report every day to you or to the other employees and communicate it up to management?

B. Are you holding a daily "quick huddle" sessions?

Leaders should get together with team members at the beginning of every day or shift, for no longer than five minutes, to do three things:

- a) Give them feedback on yesterday's performance;
- b) Set goals for today: (or just remind them of)
- c) Ask for feedback and find out if there are any questions or problems.

Don't attempt to solve problems during the huddle. This is simply a time to identify needs that can be followed up on later. This is the most productive five minutes a leader can spend, and you'll get results immediately

C. Are you holding efficient, informative meetings?

People spend an enormous amount of time in meetings, do not waste time, it is crucial to convey valuable, concise information quickly.

- a) Before meetings, give everyone an agenda that defines the objectives of the meeting.
- b) After meeting, within 24 hours, distribute minutes of the meeting with any task assignments that were given or decision that were made.

### 4. Are you radiating Enthusiasm?

A leader needs to like what he or she is doing to be successful. That means being excited about the business - and communicating that to team members.

### 5. Have you established Positive Expectancies?

Leaders must believe they can succeed at what they are doing and they must communicate that to the employees. It's a self-fulfilling prophecy. If you say you can do it

**6. Have you established A Commitment to Action?**

This one is as simple as a quote from W. H. Murray:

“Until one is committed there is hesitancy, a chance to draw back, always ineffectiveness. Concerning all acts of initiative and creation there is one elementary truth - the ignorance of which kills countless ideas and splendid plans. That the moment one definitely commits oneself then providence moves also. All sorts of things occur to help that otherwise never would have occurred.”

I hope your responses are all positive. You are always welcome to call on me or write to me when you need further elaboration on these. Also when you think I can help you as your personal or corporate coach.

Jovan Farsight, 415-285-3752, [JovanFarsight@hotmail.com](mailto:JovanFarsight@hotmail.com) or msn.com

**This is an edited version of the Leadership Article. For the full article, please go to [www.d4tm.org](http://www.d4tm.org).**

**Spring Conference Hi-Lites: Cirque du Soliloquy 2003  
“Resonance of the Human Spirit” May 2-3, 2003**

**International Speech Contest Winners:**

**First Place:** James Thompson  
San Jose Toastmasters #1577,  
Five Steps to Success’

**Second Place:** Fredy Dorsainvil  
‘The Power to Dream’

**Third Place:** Elliotte Mao  
‘My Two Mothers’

**Tall Tales Speech Contest Winner:**

Daan Van Schoenveld  
Donald L Bogie, #27 Toastmasters



**Hall of Fame:  
2002 District Toastmaster  
of the Year  
Louise Wolfe, ATM**

**Golden Gate Award:** Carl Thormeyer

**DTM (Distinguished Toastmaster) Awards:**

Edward J. Paluch and May Huang

**2003-04 Officers Elected:**

**District Governor:** Shirley Farrell-Cowles, DTM

**LGET:** Linda Kenney DTM

**LGM:** Dolores Bergen DTM

**PRO:** Harry Holland CTM/CL

**Division A -** Alliee DeArmond ATMB/CL

**Division B -** Gail Rosenthal ATM

**Division C -** Rose Renwick ATMG

**Division D -** Ken Cawley ATMB

**Division E -** Arun Prasad ATMS/CL

**Division F -** Sharon M. Corgile ATMB/CL

**Division G -** Wada Nandiwada ATMB

**Golden Quill Award:**

Applied Materials, #5015, ‘A Matter of Record’  
Editor: Kallol Bera, Associate Editors: Julia Lee,  
Barbara Busch, Lynn Jameson

The latest one is available on the Applied Materials  
web-site: [http://www.geocities.com/amat\\_toastmstr/](http://www.geocities.com/amat_toastmstr/)



Applied Material  
Club #5015

**Platinum Page Award:**

High Spirits Toastmasters of Belmont,  
Webmaster John Gill

High Spirits Toastmasters of Belmont



Gone Platinum, High Spirits!

## District 4 Calendar of Events

### June

- 14 District sponsored T.L.I.
- 16 Division D Club Officer Training
- 21 District Operations Meeting
- 21 District sponsored T.L.I.
- 28 District Officer Training

### July

- 12 Division C T.L.I.

\*Toastmasters Leadership Institutes (T.L.I.)  
Includes Club Officer Training and Sessions  
for Club Members

**More information on:**

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

Please make sure your officers list has been submitted on the District website for the District directory.

## ***THE MISSION OF TOASTMASTERS INTERNATIONAL***

*Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.*

*Through its member Clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking — vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.*

*It is basic to this mission that Toastmasters International continually expand its worldwide network of Clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.*

## ***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.*



### **THE FOURCASTER**

Dolores Bergen, DTM  
District 4 Public Relation Officer  
4291 Sayoko Circle  
San Jose, CA 95136  
[dolores\\_bergen@udlp.com](mailto:dolores_bergen@udlp.com)



NON-PROFIT  
ORGANIZATION  
U.S. POSTAGE PAID  
SUNNYVALE, CA.  
PERMIT NO. 369