



The Fourcaster

District 4 includes six
California counties:
San Francisco, San Mateo,
Santa Clara, Santa Cruz,
San Benito, and Monterey.
<http://www.d4tm.org/>

Volume 69, No. 3: Summer, July 2004

Dare to Soar—Toastmasters is Making Effective Communication a Worldwide Reality

Spring Conference 2004 results and photos on pages 8- 9

Your elected District Officers for 2004-2005...

- District Governor: Linda Kenney, DTM; linda.kenney@netapp.com
- Lieutenant Governor Education and Training: Dolores Bergen, DTM; Dolores.Bergen@udlp.com
- Lieutenant Governor Marketing: Ellyson Barnes, CL; ellyson_b@hotmail.com
- Public Relations Officer: Rose Renwick, DTM; wldroz@yahoo.com
- Division A Governor: Andrew Kennedy, ATMS; kennedad@osd.pentagon.mil
- Division B Governor: Louise Wolfe, ATMS; LouiseEWolfe@yahoo.com
- Division C Governor: Carmel Weiler, ATMG/LDREXC; carmelw@weiler.com
- Division D Governor: Linda Berzin, ATMB/CL; misstoastmaster@aol.com
- Division E Governor: May Huang, DTM; mayhuang1@aol.com
- Division F Governor: Neil Prasad, CL/LDREXC; aprasad@cisco.com
- Division G Governor: Dan Dresser, ATMS; dan.dresser@lmco.com

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(Photos on pages 4, 8, 9, 14, and 16 courtesy of Harry Holland.)

Sir Speedy, <http://sirspeedy.com/>, 1185 Tasman Drive in Sunnyvale, prints the paper copies of *The Fourcaster*.



“If You Dream It, You Can Do It”

by Shirley Farrell-Cowles, DTM, District 4 Governor 2003-2004

E-mail: Zealandab@aol.com

TEAM 004: I want to thank you all for your time, efforts and dedication to District 4 Toastmasters this past year. To quote from a message I received “**You have done wonderful things that are not measured by points. Those are the things that members cherish most of all**”. Even though our term finished on June 30th at midnight,

I hope you will continue to build clubs and increase membership in District 4. This continuity of commitment helps to keep the organization of Toastmasters International alive.

Region II Conference: The District’s incoming top four officers attended their training in Ontario, California, and I am sure that they feel pumped up for their year ahead. We also had a working group that attended the Conference, in that Joe Madley, DTM; Susan Swope, DTM; and Harry Holland, ATM-S; were judges; Dolores Bergen, DTM; and Linda Kenney, DTM; were ballot counters. I gave the invocation on the opening night, Friday, June 11, and had many compliments as I paid tribute to our late President Ronald Reagan by taking a piece by John Lennon and reciting it. “Imagine”. There was a wonderful Past District Governors breakfast even if it was at 6:30 in the morning. This was followed by the Past District Governors being on a panel in front of the newly-elected top three from each of the eight Districts in Region II (see <http://www.tmregion2.org/TMRegion2/>). I hope in the future many of you attend a Region Conference to experience all that it offers in speech contests, educational sessions and great food!

Our Humorous Showcase speaker represented us well—Gerry Gates, a member of Top Gun in Sunnyvale—as did our International Speech contestant, Henry Miller, ATM-G, a member of Santa Cruz Orators (SCO).

Installation and Roast: This will be held on Saturday evening, July 17th, at the Sheraton Hotel in Sunnyvale. (See “Our Annual Officers Installation Dinner and Roast...”, on page 10.) I would like to see you all there to witness the 2003-2004 officers being recognized, before they are dismissed from service, and the newly-elected officers being installed. We will also announce the awards for the 2003 Toastmaster of the Year, and the 2003-2004 Area and Division Governor of the Year. The best part of this evening, apart from the food, could be the roast of “Your Outgoing District Governor”. Ouch!! Please reserve early.

International Convention: This will be held August 18-21 in Reno, Nevada. Usually we travel far to go to these conventions, and this time they are bringing it to you. I cannot elaborate enough about attending this. From the parade of flags of all the countries (79), to the dinner where each country is recognized, to a loud applause of the USA. Make your reservations early and don’t miss a thing. Check the Toastmasters International website, <http://www.toastmasters.org/>, for more information.

“Dreams really do come true!”: The experience of being your District Governor has been wonderful. I have so many memories to look back on. Starting with sitting on the back of a convertible driving up San Francisco’s Market Street in a Parade and finishing with the invocation at the Region II Conference. It was more work than I anticipated but the good times outweighed this. I hope you all continue to grow in your clubs and also take on the leadership role.

Well, there is not much more to say but again thank you for giving of your time. One of our precious commodities. I enjoyed getting to know you and I am sure our paths will continue to cross. Shirl



Lieutenant Governor Education and Training

Dolores Bergen, DTM; E-mail: Dolores.Bergen@udlp.com

Lieutenant Governor Marketing

Ellyson Barnes, CL; E-mail: ellyson_b@hotmail.com



Calendar of Events for July-October

24/7: You can pay semiannual club dues, add new club members, apply for educational awards, and buy Toastmasters merchandise online at the Toastmasters International website, <http://www.toastmasters.org/>.

- July 1 – August 31: Club officer training continues. For the latest schedule, please see http://www.d4tm.org/D4_Events/training.html, or ask your Area Governor.
- July 1 – December 31: The time frame for the District 4 club VPE, VPM, and VPPR contests. Please see <http://www.d4tm.org/>, or ask your Area Governor, for contest rules.
- July 17, Saturday evening: Officers Installation Dinner and Roast. Please see page 10.
- August 1-31: Club Evaluation and Humorous Speech Contests.
- August 1 – September 30: The “Smedley Award” club membership building contest. If your club adds five new, dual, or reinstated members in this time frame, then it will receive a Smedley Award ribbon for its club banner.
- August 17-21, in Reno, Nevada: The 73rd annual Toastmasters International Convention. For the latest information, please see the Toastmasters International website.
- September: Clubs are collecting semiannual dues. Toastmasters International would like the dues by October 1.
- September 1-30: Area Evaluation and Humorous Speech Contests.
- October 8, Friday, 5:00 PM Pacific Time: The deadline for semiannual dues payments.
- October 1-31: Division Evaluation and Humorous Speech Contests.

District 4 Public Relations

We had fun this past year. We look forward to an even better year. Thank you all for your help and support.



Harry at the Division F Contests event on Wednesday evening, April 21, at Cadence Design Systems in San Jose. Susan Peck, CTM, of F4's Ridder Park club, finally received her Certificate of Participation for being a District finalist in last year's International Speech contest. Hanh Chau, ATM-B, of F1's Milpitas club, received an Honorable Mention certificate for July-December club VPPR. The current club VPPR contest runs until December 31.

Harry Holland, ATM-S, PRO 2003-2004; Rose Renwick, DTM, PRO 2004-2005; E-mail: wldroz@yahoo.com



Rose, the 2003-2004 Division C Governor, at her Contests event on Tuesday evening, April 20, at Roche in south Palo Alto. With 2002-2003 District 4 Governor Charles Butterfield, ATM-G; Duncan Fife, Division C International Speech Contest winner; P.K. Dash, ATM-S, Tall Tales second place and C6 Governor 2004-2005; and Raghu Halur, Tall Tales winner. Charles is a member of eight clubs, including Cupertino's Gold Brickers. Duncan is with Redwood City Orators, P.K. is with Redwood Shores's Oracle Speakers, and Raghu is with Palo Alto's Early Risers.

Applied Materials was "Soon to be Famous" in 2003-2004

by Kallol Bera, ATM-B, 2003-2004 President of Applied Materials Toastmasters Club in Santa Clara

[Editor's note: Applied Materials won the District 4 "Soon to be Famous" award for 2004-2004, an annual award presented at the spring District Conference to the club, and its officers, that implement the best public relations activity on behalf of District 4.]

The Applied Materials Vice President Public Relations, Julia Lee, CL, and I developed a Public Relations package to promote our club in the community. The package includes our website, Yahoo! e-mail group, calendar, business card, flyers, brochure, and newsletter. We used these tools to attract guests to our club, then to help them become members.

To attract guests we implemented these tools:

- 1. Website.** To provide information about our club worldwide (see <http://www.ec-ourcity.com/tm/default2.htm>). The website links to our club's Yahoo! e-mail group (http://groups.yahoo.com/group/applied_tm), to District 4 (<http://www.d4tm.org/>), and to Toastmasters International (<http://www.toastmasters.org/>). Our members can access our Yahoo! e-mail group to obtain useful information about Toastmasters including club minutes, and archived documents relevant to communication and leadership skills.

- 2. Calendar.** To encourage our colleagues and friends to visit our club.

- 3. Business card.** To inform people about our club at business meetings and social gatherings.

- 4. Flyers.** To inform people visiting public libraries, cafeterias, etc.

Many guests came to our club because of this information.

To provide an overview of Toastmasters to our guests we implemented these tools:

- 1. Brochure.** To provide necessary information to the visitors about Toastmasters and our club.

- 2. Newsletter.** To demonstrate recent activities in our club and Toastmasters in general (Area, Division, District, Region and International).

As a result *16 members* have joined our club in the past year.

We believe that, with our Public Relations package, we have increased awareness about Toastmasters in the community in District 4, and are bringing more members to Toastmasters.

10 Steps to Becoming a President's Distinguished Club

By Neel Valame, ATM-B/CL, member of Oracle Speakers in Redwood Shores, and Area C6 Governor 2003-2004

[Editor's note: Neel Valame tells us that he has been an avid public speaker and enthusiastic Toastmaster for the last 4 years. He served as VPPR and President of his club before becoming an Area Governor. He has contributed heavily in making his home club President's Distinguished for the last 2 years. He also managed tremendous growth in the District's re-established Area C6. As of June 2004, C6 is on track to become a President's Distinguished Area.]

1. Plant the club in fertile land. However potent a seed is, it needs to be sowed in fertile land if you want to have it grow and thrive. Similarly, organize your club meetings in a room close to a continuous supply of potential members. For a company club, a corporate conference room could be the best possible place. For a community club, the club meeting could be close to a fitness club or public library or major bookstore. The more members that you get voluntarily into your club, the better are the chances of your club achieving more goals. Your club may even give birth to new clubs.

2. Identify the leaders. Leaders proactively stand up to the challenges and successfully deal with them. In your club, the leaders could be the people who are earnestly interested in public speaking. They will work to sustain the club and make it progressive. For example, a good club officer will always identify their successor and train them. For a new club, a challenge is to find first seven good officers. The people who are most interested in public speaking could be those first seven. Although all seven officers are not needed to efficiently run the meetings, if the club President finds that an officer is shirking their duties, then it is better to intervene and talk to the person and to seek the replacement early. A dysfunctional officer is worse than an absent officer, because the club members believe that each officer will faithfully serve the club.

3. Participate in club officer training, and other events beyond the club. You learn the tricks of the trade from accomplished Toastmasters across the District and International borders. The world of a Toastmaster expands with every Officer Training and Contest that they attend.

4. Schedule speeches far enough in advance. The core group of speakers in the Toastmasters club, generally the seven officers, could put their speeches in an advance schedule spreadsheet. The spreadsheet could carry the details for 3 to 6 months. All the other roles can be booked in advanced either by a lottery or by voluntary participation. An advanced schedule gives a strong structure to a club. People prepare their speeches, and the quality of speeches improves drastically. This in turn results in higher satisfaction among attendees, and the club goes in to higher gear of performance.

5. Use an objective measure of club health. For example, use P.K. Dash's club point system. (See "Reward the Genuine Efforts with a Club "Point System"", on page 6.)

6. Ask for guidance from accomplished Toastmasters. There are plenty of accomplished Toastmasters in any District. Our District leadership directory is distributed to the club Presidents and District officers. Your club's Area Governor can help your message reach the right people. Ask for suggestions for any of the problems that your club is facing. Some people have been in Toastmasters for decades, have seen practically all of the difficult situations, and are willing and able to help.

7. Use the mentor or buddy system. If you have accomplished public speakers in your club, then ask them to mentor new members. Chances are they will do it out of their love for public speaking. If you do not have any accomplished public speakers in your club, then you can still use a buddy system. For example, before their next speech a member could exchange their research/preparation with their buddy. A member could do a practice speech with their buddy, to learn places for pauses, dramatization, quotes to be inserted, etc. The practice would improve the quality of a speech, which in turn would increase the value of your club in the eyes of the members. A neighboring, experienced club could also provide mentors. Your club's Vice President Education could ask directly, or through your Area Governor.

8. Take care of the "little things". Little things matter: As soon as possible, sending a new member or educational award application to Toastmasters World Headquarters. (You can do them, and more, online at <http://www.toastmasters.org/>.) Reminding your members of the meeting 30 minutes before. Reminding your officers of the officer training date and time. Greeting guests and explaining to them the proceedings of the meetings. And so on.

9. Invite powerful guest speakers. Having a powerful guest speaker once in a while is an effective strategy to add new members to your club. My club often invites, and highly publicizes, guest speakers from within Toastmasters. We give a standard five-minute presentation before and after the guest's speech, outlining the advantages of Toastmasters to attendees. This activity alone gets us 8 new members per year, and 2 Distinguished Club points.

10. Enjoy it all, and don't get burnt out. Toastmasters is fun. Enjoy it. Use it as a springboard to bounce back into your creativity, energy, vigor. Make new friends, listen to new ideas. Laugh a little with the Jokemaster's narration or a humorous speech. You can use your Toastmasters club to rejuvenate yourself and save yourself from work-related burnouts. When your guests see you and your club members enjoying your club meeting, then your guests will want to become members too.

Reward the Genuine Efforts with a Club “Point System”

By P.K. Dash, ATM-S, member of Oracle Speakers in Redwood Shores,
and Area C6 Governor 2004-2005; Forpdash@yahoo.com

Many of you will agree that the success of a Toastmasters club comes from the quality of its meetings. A good quality meeting takes the involvement of not just the scheduled speakers but also of many other roles—Toastmaster, evaluators, Table Topics Master, minor roles, and so on. The club members also put an immense amount of effort in making their meetings successful.

But how to recognize such effort and reward key volunteers behind success of the meeting? In our regular programs there is no tangible way to reward roles other than speakers.

The club “Point System” is designed to recognize the volunteers who put time and effort in making the meetings successful, allowing speakers to achieve their educational objectives. By rewarding planned roles and activities, the point system also tends to discourage last-minute changes, and thereby reduces chaos in the meetings. The point system works very well in my club, and in other clubs throughout the District. It may not work well in every club, but I believe that it is worth trying.

Overview of the Club Point System

Many of you have participated in frequent flyer programs, or in grocery store “loyalty card” programs. How do such programs work? In a frequent flyer program, for example, by flying with a particular airline you accumulate frequent flyer miles. The more that you fly with the airline, the more rewards that you accumulate. The program also has penalties, with the various terms and conditions.

Similarly, in the club point system, you accumulate points when you participate in different club activities. Your club can identify problem areas and associate points. For example, if your club has problems with low membership, then it can provide higher points to the member who brings guests to meetings. Similarly, if a club has a hard time in finding volunteers, then it can assign points to members who take roles. Club can assign higher-level points for milestone activities, such as participating in contests.

Club can identify their members who accumulate maximum points in a period (month, term, or year), then recognize and reward the members. For example, a reward could be Club Toastmaster of the Month.

Objectives of the Club Point System

Here are the main objectives:

- Have an instant measure of the health of your club.
- Find out who are the dedicated and committed members, and recognize them.
- Find out who are the non-participating members, so that follow-ups can be targeted properly.
- Encourage members to participate, not only to speak.
- Minimize chaos in the meeting, by assigning roles in advance.
- Objectively find and reward the club “Toastmaster of the month”.

4 Steps to Successfully Implementing a Club Point System

My club and other clubs have successfully followed these four steps.

Step 1: Identify the problems faced in the club.

Here are some examples:

- Low membership
- Retention of existing members
- Last-minute cancellations
- Lack of speakers
- Lack of volunteers for various roles
- Lack of participation in club and District activities

Step 2: Offer solutions to the problems.

If the problems are lack of volunteers for different roles, the volunteers/speakers backing out at last minute, or the volunteers/speakers not attending, then the possible solutions can include these two:

- Reward, with positive points, a member for taking a role prior to some time (for example a day before the meeting).
- Discourage, with negative points, a member from backing out at the last minute.

Examples of Points:

Role or Participation	Points	Penalty	Role or Participation	Points	Penalty
Toastmaster	7 *	-7	Other meeting role	3	n/a
Speaker (prepared speech)	7	-7	Hot Seat	2 **	n/a
General Evaluator or Evaluator	5	-5	Attending a meeting as a member	2 ***	n/a
Table Topics Master	5	-5	Bringing a first-time guest	3	n/a

Examples of Points: (Continued)

Role or Participation	Points	Penalty	Role or Participation	Points	Penalty
Bringing a guest who becomes a member	10	n/a	Contributing to a Toastmasters publication	10 #	n/a
Achieving CTM, ATM, CL, AL, DTM	10	n/a	Finishing a partial term as club officer	4-9 ##	n/a
Participating in Area/District competitions	10	n/a	Completing an entire term as a club officer	10	n/a
Winning Area/District competition	15	n/a	Attending club officer training	10	-5?

Explanations of the above:

*Points are only for pre-assigned roles. No points will be awarded if the role is assigned during the meeting.

** If the Hot Seat is used, then additional points will be awarded depending on what role is taken by the Hot Seat. For example, if a person was in the Hot Seat, and they took an evaluator role, then the total points awarded will be 2+5 = 7. If a member takes the Hot Seat, and attends the meeting without taking any role, then the member will be awarded 2 points.

*** The 2 points are awarded only if an attending member has no role. If someone is a speaker, for example, then they will get only 7 points only for being a speaker. They will not get an additional 2 points for attending.

5 Points could be awarded for contributing a photo to *The Fourcaster*. 10 points could be awarded for contributing an article to *The Fourcaster*. 15 points could be awarded for contributing an article to *The Toastmaster* magazine.

4-9 points could be award depending on the point at which the replacement officer takes office. No points would be awarded if an officer starts, but does not complete, a term.

Step 3: Total the points earned at each meeting or other event.

Total the points earned during each meeting for each member. The total can be easily derived from both the attendance sheet and the agenda sheet in which the pre-assigned roles are mentioned.

This can be done by the club Secretary, or any other officer, or the Toastmaster of a meeting.

Step 4: Use the point system to reward the deserving members.

Here are two examples to get you started:

- Toastmaster of the month/quarter/term could be determined by the total number of points accumulated in the period. In my club, a member can be Toastmaster of the Month only once in a six month term. There are beautiful trophies available from the Toastmasters catalog, or online store at <http://www.toastmasters.org/store/>, which can be used as rolling trophies.
- A club could give a discount toward the club dues for certain points. For example, by accumulating 200 points, the member would be exempt from paying club dues for a term. And, believe me—if a member accumulates that many points, then your club needs that member for your club's success.

In Conclusion

Even though there is some work, there is a very big benefit: Your club will have available an instant Toastmasters health check of each member. You can see which members are doing well. You can also see which have moderate or low point totals in a term, then follow up to determine what the members and your club can do to improve.

I welcome suggestions and improvements to the club point system, and I wish you and your club the best of success.

On Leadership

by Alliee DeArmond, ATM-S, member of Aptos Toastmasters, and Division A Governor 2003-2004

One of the first things that struck me about Toastmasters was that no one was endlessly in charge; no one owned the game, no one person consistently dictated what was happening. Toastmasters is a true democracy; peer driven and peer led.

Within Toastmasters, leaders arise for various reasons:

- 1) Some are naturally gifted leaders, recognized and called by their peers.
- 2) Some see that everyone is a leader in SOME area and that Toastmasters offers an opportunity to learn and hone leadership skills.
- 3) Some simply have a generous heart and step in to serve when the need arises.

One of the many things I've learned in this last year of being Division Governor is that Leadership is WORK....work that not everyone is willing to do.

Therefore I want to thank each of the club and District officers for their work, for their willingness, and for caring about their fellow members enough to help provide a structure to grow in. Within Division A alone, several hundred people grew and flourished because of you. Thank You!

Spring Conference page 1 of 2

Friday evening, May 14, and Saturday, May 15, at the Crowne Plaza Hotel in Milpitas....



Al Lo, here with Shirley Farrell-Cowles, was our only DTM recipient since the Fall Conference. He is a member of Orbiters in Sunnyvale and Renaissance in Campbell.



Our District LGET, Linda Kenney, DTM, presented our outgoing International Director Rick Danzey, DTM, with a trophy of appreciation from District 4.



Warren Dale, C&L Award recipient, with Shirley.



Accredited Speaker Sheryl Roush, DTM and District 5 Past District Governor, offers her book *Sparkle-Tudes* to a customer. Her website <http://www.sparklepresentations.com/> has more in the Sparkle Store.



Shirley, after presenting Conference Chair Gail Rosenthal, DTM, with a bag of goodies.



The 2001 World Champion of Public Speaking, Darren LaCroix, humors District PRO Harry Holland, ATM-S. Darren's website, <http://humor411.com/>, offers "Darren's Books & CDs", including *Laugh and Get Rich*.

Spring Conference page 2 of 2



The Tall Tale contestants, no doubt. With *The Fourcaster* Editor, contest Toastmaster Sam Marines.



The International Speech contestants. With contest Toastmaster, 2003 winner James Thompson, ATM-B.



Dolores Bergen, Linda Kenney, Carl Thormeyer, and Shirley Farrell-Cowles.



The District's top 3 officers with Susan Swope.



The District PRO with Kallol Bera and Julia Lee.

Spring Conference 2004 Results...

Tall Tales Contest

- 1st: Jo Streit, CTM; Division E (3rd from right in the photo)
 - 2nd: Vincent Jorgensen, Division B (2nd from left)
 - 3rd: Ron Goodman, ATM-S; Division A (3rd from left)
- other contestants (Sam Marines is in the middle):
- Raghu Halur, Division C (left)
 - Mani Sundaram, Division D (2nd from right)
 - Hari Sridharan, CTM; Division F (right)
 - Scott Longley, CTM; Division G (not in photo)

International Speech Contest

- 1st: Brian Williams, Division F (3rd from right in the photo)
 - 2nd: Henry Miller, ATM-G; Division A (4th from left)
 - 3rd: Steve Doss, CTM; Division G (left)
- other contestants (James Thompson is on the right):
- Cheryl Sevy, CTM; Division B (4th from right)
 - Duncan Fife, Division C (2nd from right)
 - Sharon Giordano, ATM-B; Division D (2nd from left)
 - Lisa Beard, CTM; Division E (3rd from left)

Communication & Leadership Award

Warren L. Dale, D.D., an internationally renowned trauma specialist from Redwood City. (See article in Spring 2004 issue.)

Forty Years in Toastmasters

Carl Thormeyer, DTM, District Parliamentarian; a member of Naval Postgraduate School, club #2032 in Monterey, and of Peninsula Pros, club #8275 in Monterey. Carl was also the recipient of the Golden Gate Award for 2003.

Golden Gate Award

Susan Swope, DTM; a member of Point of Order, club # 6028 in Foster City, and of SRI Organon, club #1435 in Menlo Park.

Golden Quill Award

Julia Lee, CL, VPPR; Editor of *AMATier of Record*, of Applied Materials, club #5015, in Santa Clara.

Platinum Page Award

Vanessa Au, VPPR and Webmaster of Foster City, club #4014. Their website is at <http://www.fostercitytoastmasters.org/>.

Silver Scribe Award

For the fifth consecutive year, there was no Silver Scribe award for the best Area or Division newsletter.

“Soon to be Famous” Award

Applied Materials, club #5015; and to two of its officers, Kallol Bera, ATM-B, President, and Julia Lee, CL, VPPR.

Note:

The 2003 Toastmaster of the Year, 2003-2004 Area Governor of the Year, and 2003-2004 Division Governor of the Year will be announced at the July 17 Officers Installation Dinner (see page 10).

Our Annual Officers Installation Dinner and Roast...

	<p style="text-align: center;">DISTRICT 4 TOASTMASTERS OFFICERS INSTALLATION DINNER <i>Featuring</i> <i>A Roast of Outgoing District 4 Governor,</i> <i>Shirley Farrell-Cowles, DTM</i></p>	
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Location: Four Points Sunnyvale
1250 Lakeside Dr Sunnyvale, CA 94085
408-738-4888

Directions:

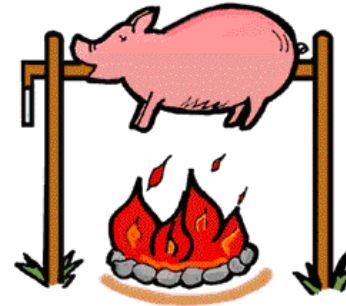
From San Jose: Hwy 101 North to Lawrence Expwy. North exit. Follow Lawrence to Oakmead Pky. Turn left into Oakmead Pky. To Lakeside Dr turn left and right into Four Points parking lot.

From San Francisco: Hwy 101 South to Lawrence Expwy. North exit. Follow Lawrence to Oakmead Pky. Turn left into Oakmead Pky. To Lakeside Dr turn left and right into Four Points parking lot.

Date: Saturday, July 17, 2004
Registration & No Host Bar: 6:00 p.m.
Dinner: 7:00 p.m.
Roast and Installation: 8:30 p.m.

Cost: \$40 per person

Information: Contact Dee Talley
(home) (408) 274-2809



RSVP by July 13, 2004 -- Dress is semi-formal

Mail Checks and Registrations to Dee Talley, 3279 San Rivas Drive, San Jose, CA 95148

Make checks payable to District Four Toastmasters.

Name: _____ Guest: _____

Address: _____

E-Mail: _____

Home Phone: _____ Work Phone: _____

___ London Broil ___ Chicken ___ Pasta Primavera

___ No. Entrees @ \$40 per person = _____ Amt. Enclosed

Building Membership with a “Snapshot” Toastmasters Meeting

by Rose Renwick, DTM, District 4 Public Relations Officer, 2004-2005; wldroz@yahoo.com

A snapshot meeting is a mini-membership-builder. It is not an overnight process resulting in huge gains, but because it gets a lot of people involved in the process periodically over a year's time, the snapshot meeting has a lot of merit. It is yet another way to promote our clubs and Toastmasters in general.

What is a public library snapshot meeting?

This concept was developed when I was VP Membership for the San Carlos - Belmont Club. A snapshot meeting is an abbreviated Toastmasters meeting similar to a demo meeting: It has only one speaker, one evaluator, 3-4 table topics and a lengthy discussion/Q&A (question and answer) section at the end.

How long is the meeting?

The meeting is one hour long and includes everything a regular meeting does except Word of the Day, Grammarian, Vote Tabulator, Ah Counter, or a Business Section.

How do we arrange for a snapshot meeting to take place?

You contact the local public library's director and schedule a date, time and meeting location (generally a corner off to the side of the main room, or a separate conference room). Clapping is kept to a minimum or per Area C2 Governor Louise Wolfe's great suggestion, just shake your hands [by holding them up at eye level and waving them, like applause for the deaf] but don't clap them. Be sure to ask if there is any charge for use of the room. Many libraries now charge a fee for use of a room.

How do we publicize it?

The director of the library generally prefers to generate an in-house library advertisement and posts it in the library on the bulletin board, and also produces flyers and puts them with other free handouts for public access. Check with the director at your location to determine what they prefer.

You can publicize it by creating your own flyers and posting them at coffee houses, government buildings, schools, hospitals, etc. in the vicinity of the public library. Also can post on Craig's List, <http://www.craigslist.org/>, and District 4 under events I believe.

Which materials and handouts should we bring to the meeting?

Come prepared on the date of the meeting with Membership Application forms, pamphlets (available from the Toastmasters International store, <http://www.toastmasters.org/store/>) other handouts about Toastmasters such as the Toastmaster Magazine, a sample Basic Manual for them to look over, an Agenda for the Meeting, and flyers advertising your own club and/or clubs in the vicinity of the public library they can visit.

Is it okay to bring food?

Clear this with the director first, but snacks and beverages are always a plus for these meetings and quickly help break the ice when speaking to hesitant, but interested people.

Be sure to clean up after the meeting and return chairs to their original positions. In the spirit of reciprocity, offer some of your leftover snacks to the director and Library Staff (or offer to whomever is in charge when your meeting takes place if after normal business hours). These snacks are always well received!

How often should we schedule a snapshot meeting?

We scheduled a snapshot meeting at the public library about once every couple of months. We had visitors to our club as a result and there were a few people who became members as a result.

The biggest value was in the public relations and exposure. Just having a Toastmasters meeting in a very visible location as opposed to behind closed doors was meaningful. Many people who had no idea what Toastmasters was walked by and observed, and many took flyers. Some even called the number indicated to inquire further.

The current Belmont Library location is rather small. I believe that a larger library may generate more interest.

Who benefits?

The experience benefits club members who participate. The speaker completes another speech toward their next award. Participants also gain a sense of camaraderie as they work as a team toward club membership goals. There is always the benefit of meeting new people and having the opportunity to practice our communication skills by answering guest questions. We also get to practice our public relations skills by inviting guests to a regular meeting. When we see them show up at a

regular meeting, we then get to practice our mentoring skills as we introduce them to club members and sit with them through the club meeting and explain more about Toastmasters.

Who is part of the Snapshot team?

Whoever you want, basically. I recommend the Club President, VPM, VPPR, one speaker, one evaluator, a Timer and table topics master. The guests really enjoy meeting the Club President. They love participating in the Q & A session at the end of the meeting. The President, VPM, or VPPR conducts the Q & A session. Have a handout with FAQs about Toastmasters and about your club in particular, something that your guests can take with them.

What if we don't have enough volunteers?

For clubs who may not have enough volunteers to put on a snapshot meeting, once you have a date certain, broadcast your need for volunteers to conduct such a meeting to the District. With enough advance notice, you should be able to fill the 5 or 6 positions needed to get the job done. Invite a District officer to attend. Give them an opportunity to say a few words (1-2 min.) about Toastmasters at the beginning of the meeting and once again (1-2 min.) at the end. That leaves the guests with a great impression of Toastmasters, as District officers are generally very polished speakers.

Taking Risks

by Cindy Yu, CTM, VP Membership of both Bayview and Peninsula Pros in Monterey



(Photos courtesy of Cindy Yu.)

I never thought about jumping out of a plane unless it was parked on the ground. However, this changed in August 2002 when a Toastmaster friend convinced me to go skydiving with him. He had recently given a speech about stepping out of your comfort zone to stretch yourself.

I never thought about entering a speech contest since English is my second language. I constantly felt discouraged because I have an accent when I speak English. However, in February my friend, Eileen Hu, said to me that I should take a risk and enter the club's Tall Tales speech contest.



Bayview Toastmasters at the Division A contests on Friday evening, April 30th, in La Selva Beach. Left to right: Rachelle Onishi; Andrew Cigolle; Cindy Yu; Tom Levendowski, CTM; Eileen Hu; and Jill Levendowski, CTM

I decided to enter the contest to practice and entertain the club members with my tall tale. After the club contest, the Toastmaster of the meeting, Tom Levendowski, asked me this question when he was interviewing me: "Do you think skydiving is scarier or the speech contest?" I responded instantly, "Skydiving is definitely scarier because the result of it could be death if something wrong happens during the jump." You can tell the scale of risk when you are asked to sign 20 papers before you are flown to the jump elevation, for example 14,000 feet. In comparison the speech contest is safe unless somebody in the audience throws eggs at you. Fortunately, this has not been the case for me yet.

Unexpectedly, I won the club contest and went on to the area contest. I decided to find a mentor to help me improve upon my writing and speaking skills. Rachelle Onishi, the newly elected Bayview Toastmasters' President, generously devoted her time to mentor me for almost two months. Other Toastmasters also provided good feedback. During this time I placed 1st at the area contest, and I placed 2nd at the division contest.

The speech contest was one of the most rewarding risks that I have taken among Toastmasters' events. It helped me improve my English tremendously in just two months. I also learned that, if I need any help with my presentations, there are always Toastmasters available to help.

If you are intimidated about entering speech contests or taking other risks like skydiving, think again. The risk of going skydiving helped me expand my comfort zone, as did participating in the speech contest. I am glad that I did both of them. Why don't you start taking risks by entering the upcoming speech contest? Always open your mind and be willing to take risks, you will get unexpected rewards while savoring the process of defeating the fear once insurmountable!

Smile! You're on Public Television's KTEH in San Jose

By Hanh Chau, ATM-B, Immediate Past President of Milpitas Toastmasters

Do you have a great smile and like to be in front of a TV camera? Have you thought about getting promoted in front of a camera with Toastmasters? You can get involved with volunteering during KTEH TV's pledge drives—their next will be in August—and you can help to promote Toastmasters at the same time. KTEH televises its telephone volunteers, and their banner too. When we are volunteering at KTEH, we bring the District 4 Toastmasters banner. (You can see our photo in the Spring 2004 issue of *The Fourcaster*, page 5. It is available online at http://www.d4tm.org/District_4/fourcaster.html.)

Volunteering with KTEH helps hone your public speaking skills in front of a camera and its television audience. The volunteering is also a good way to have fun. We have been entertained by the television shows and the live in-studio performances. We have helped to get the word out about Toastmasters, and we have met new people like the other groups that volunteer at the same time that we do. KTEH feeds all of us, too, when we volunteer.

We have been helping KTEH, and vice versa, for the last three years. KTEH agrees to publicize a group like Toastmasters on TV if there are 10 or more members from the group helping during the same time frame of a pledge drive. What is required to get involved? Just a few hours of your time. No experience is necessary. KTEH staffers train us, in 10 minutes or so, before we go on the air to answer pledge drive phone calls, gather information, and answer questions from callers. If you are interested then please either check our website at www.d4tm.org, or ask your Area Governor, for the latest information.

I Couldn't Have Done It Without You!

By Robert Van Horne, CTM, a member of Switch-On in San Jose

[Editor's note: Robert Van Horne is a pianist and composer managing WPI Records. Information about his several piano CD's are available on his Web site, www.robertvanhorne.com. Photo courtesy of Robert Van Horne.]



On September 21, 2003, something changed my life and gave me a path to follow in my career as a musician...I presented my first, formal public piano concert. How, you may ask, did joining Toastmasters, an organization that promotes better speech, help me in the musical world where there is communication using the sounds of an instrument? How did becoming a Toastmaster and giving that concert in September change my life?

In 1971, I graduated from the Philadelphia Musical Academy with degrees in music and education, majoring in piano. I never really thought of myself as an "exceptional" pianist. However, I've always enjoyed composing music and playing the piano. Becoming a member of Toastmasters International in April of 2001 helped me gain the confidence and the experience of performing and speaking in front of audiences—something I never learned how to do well in music school nor from numerous piano teachers.

In the past, playing the piano for an audience of strangers in clubs and restaurants was fairly easy and non-threatening. I was able to hide my social insecurities behind the piano keyboard. However, speaking to an audience between songs...? Now, that was difficult and terrifying! Having a microphone to amplify my voice in a room filled with people would sometimes keep me tongue-tied and speechless. I resolved my thinking to the fact that speaking in public was not one of my fortes. I would have rather spent the rest of my life vocalizing my fingers than taking the chance of uttering words from my mouth.

Being a Toastmaster changed all that. Regularly attending my club's meetings, getting beneficial support with my prepared speeches from the other members, entering competitions and volunteering for various functions during the meetings, all increased my confidence level as well as my speaking ability.

Looking back on that memorable day in my life, I can recall the concert in September very well. It was an "Ice Breaker Concert!" [Ed. note: Is the exclamation point part of the title?] It was also the perfect starting place for reaching my goal as a pianist entertaining audiences; a career that will continue to grow and develop with each performance.

In the past, I never could have imagined myself alone on a stage before a large audience. Playing the piano, speaking and entertaining for almost two hours seemed like the impossible dream. But on September 21st, that impossible dream became a reality. Toastmasters has helped me immeasurably in fulfilling my purpose and goals as a musician. Having joined this organization, I can only say, "Thank you for changing my life. I couldn't have done it without you!"

What's Been Happening Since Spring...



All EARS, in Redwood City, enjoyed their charter party on June 24. District Governor Shirley Farrell-Cowles presented the club's charter to their President, Steve Sammonds.



The Honorable Sandra James, Mayor of Cupertino, holds a trophy of appreciation that Shirley Farrell-Cowles presented to her on April 23 at the Division G Contests event. With them are Division G Governor Wada Nandiwada, ATM-G, and G2 Governor Harvey Brown, CTM.



B.L.T., in Salinas, enjoyed their charter party on May 19. Attendees included club President Rich Gierman (back row, in white) and A2 Governor Andrew Kennedy, ATM-B (next to Rich).



Also at Division G on April 23: G4 Governor Dawn Gray, ATM-S (behind cake), and Lorraine Jackson, ATM-B (far right), of Saratoga Toastmasters celebrated their birthday anniversaries. Holding the cake: Wada Nandiwada, and Clare Mullin, DTM, of TGIF Management in Sunnyvale.



I'm Feeling Chatty, in Mountain View, enjoyed their charter party on May 6. Club President Andrew Reid is in the red shirt in the front row. District officers in the photo: Division C Governor Rose Renwick, DTM, and C1 Governor Carmel Weiler, ATM-G (middle row left); C2 Governor Louise Wolfe, ATM-S (back row with upraised hand); and PRO Harry Holland, ATM-S (to Andrew Reid's left).



San Jose Mercury News Personal Technology columnist Mike Langberg, front row near the center, visited Cupertino Toastmasters on May 25. Club President David Greenstein, ATM-B, is in the back row, far right.

The District 4 Public Relations Team also presented two awards for outstanding service to these people:

- Co-owners Paulina Hoang and David Rodriguez of Sir Speedy printing in Sunnyvale.
- Bong Aquino, of the Sunnyvale USPS Business Mail Entry Unit.

Corrections for the Spring 2004 paper issue of *The Fourcaster*

- Page 12, bottom: The candidate's name is Ken Garber.
- Page 21, top right: The Division heading is wrong.
- Page 23, middle: The e-mail address should be lradzilo@earth2net.com, beginning with a lowercase L.

Evaluate to Motivate: A Workshop

by Jim Griffin, DTM, of Surf City Advanced Toastmasters Club in Santa Cruz

[Editor's note: Jim Griffin was the winner of the District 4 Evaluation Contest on November 15, 2003. With the evaluation contests starting again at the club level in August, we offer Jim's suggestions. Toastmasters International also offers information beyond what is included in a New Member Kit. In particular see, "Evaluate to Motivate" from *The Successful Club Series*, and "The Art of Effective Evaluation" from the *Success/Communication Series*. For more information, please see the latest Toastmasters catalog, or visit the online store at <http://www.toastmasters.org/store/>.]

There are three myths about Toastmaster evaluations that I would like to dispel from the get-go:

1. The speaker is more advanced than I am; I cannot possibly evaluate him/her.
2. My job as an evaluator is to tell the speaker what he/she did right and what he/she did wrong.
3. The "sandwich" technique of evaluation instructs us to first say what is good about the speech, then give the bad, and conclude with the good.

All three of these myths come from misguided assumptions about the role of the speech evaluator. The above myths may be debunked with the following realignment of our assumptions and motivation for evaluating:

1. Evaluation is about giving the speaker feedback in regards to the effectiveness of his/her speech. By being a member of the audience and hearing the speech, you are uniquely qualified to provide such feedback from your point of view.
2. As an evaluator, your job is to provide feedback as to what worked well and suggestions for improving the effectiveness of the speech. You are not casting judgment on the speaker; you are presenting ideas.
3. If you approach your evaluation from the viewpoint that parts of the speech were good and parts were bad, your evaluation is more likely to have a demoralizing effect. If, instead, you think in terms of what was good and what could make it even better, your evaluation will have an uplifting effect. (The outline below includes a better interpretation of the sandwich technique of evaluation.)

To work on improving your skills at evaluating, it is helpful to think in terms of the Toastmaster motto: Better Listening, Better Thinking, Better Speaking. The following outline follows these three skill sets:

I. Better Listening

A. Listening to the language

Hear the words and the grammar, the descriptive phrases and pictures being painted. Listen for alliteration, similes, metaphors, and vivid, specific details that bring images to life.

B. Listening for the message

Listen between the lines to the intentions of the speaker. Identify the meaning of the message.

C. Listening to your reactions

Listen to your own physical, mental, and emotional reactions. Parts of the speech that elicit a response from you are significant. Make notes on what it was about the speech that elicited your reaction. Be aware that your reactions are in part due to your own biases and perspectives.

II. Better Thinking

After the speech is given, you need to organize your notes and observations into a mini-speech.

Following are some suggestions for structuring your evaluation:

A. The Evaluators Motto

1. This is what I saw.
2. This is what I heard.
3. This is how I felt.

B. The Sandwich Technique

1. This is what I liked most.
2. This is how you might improve.
3. This is a list of your strengths.

C. The Contest Approach

1. Content.
2. Organization.
3. Delivery.

D. Follow the Speaker

1. Evaluate the Introduction.
2. Evaluate the Body.
3. Evaluate the Conclusion.

E. The Objectives Method

1. Speech Objective #1.
2. Speech Objective #2.
3. Speech Objective #3.

III. Better Speaking

A. Frame of Mind

1. Try to like the speech.
2. Try to like the speaker.
3. Be excited by what you have heard.
4. Be a tutor rather than a teacher.

B. Deliver as a Speech

1. Attention Getter. Know your opening line well; speak confidently and upbeat.
2. Tell em what you're going to tell 'em; tell 'em; tell 'em what you've told em.
3. Make suggestions for improvement; if you don't have a specific suggestion for improving an aspect of the speech, then don't bring it up.
4. Wield authority by supporting your statements with specific examples from the speech.

C. Use Proper Speaking Protocol

1. Acknowledge your introducer, the audience, and then the speaker by name.
2. Speak primarily to the speaker you are evaluating; use 1st and 2nd person.

3. Thank the speaker, not the audience.

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.

Arrrrgh! June 12 at the Region II Conference



At the Saturday morning Humorous Showcase: Gerry "Black Tooth the Pirate" Gates, of Sunnyvale's Top Gun club. With Ashley; Jim Wu, DTM, of Cupertino's Gold Brickers; and Joe Madley, DTM, of Belmont's Speak 4 Yourself and Foster City's Point of Order.

We traveled down to Ontario, California, in District 12 for this year's conference.

Our Region's two International Directors, Rick Danzey, DTM, and District 4's Phil Taylor, DTM, put on a good show. Their website is <http://www.tmregion2.org/>



At the Saturday evening International Speech Contest: Toastmaster John Stesney, ATM-B, of District 52 interviews first-time contestant Henry Miller, ATM-G, of Santa Cruz Orators. Contest winner Jim Tucker, of District 5's Century club in San Diego, will make his third consecutive trip to the International Speech Contest finals, August 21 in Reno, Nevada.



THE FOURCASTER

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