



The Fourcaster

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

Volume 69, No. 1, Winter 2004

IF YOU DREAM IT! YOU CAN DO IT!

A “Grab Bag” of Insights from Communication & Leadership Award Winner Terry Pearce

By Sam Marines, DTM; Editor of *The Fourcaster* and a member of Switch-On Toastmasters in Campbell.

It’s probably no surprise to you that self-help gurus, counselors, or even award-winning communicators—such as Terry Pearce—will tell us that many people struggle with two basic life issues: Who they are (*their identity*) and what is their significance (*their purpose*) in life. Equally unsurprising is that District 4’s Communication & Leadership Award winner has a passion for, among other things, nurturing people to resolve those two issues so they can be effective leaders.

“Who am I?” “What do I want?” Most people go through life never answering those two questions,” says Pearce, a Novato resident. “Yet leadership is so personal and public today, it’s impossible for people to be an effective leader—unless they know who they are,” says Pearce.



photo courtesy of Terry Pearce

District 4 of Toastmasters International, like the other Districts worldwide, bestows its Communication & Leadership Award once or twice a year to a non-Toastmaster or former Toastmaster for outstanding service to the community through the skills of communication and leadership. D4 Governor Shirley Farrell-Cowles presented the C&L award to Mr. Pearce during our Fall 2003 Conference.

Perhaps the most charming trait about the current award winner is the cheerful satisfaction that shines through, when he talks about his family legacy.

“I was raised on a farm, and what my parents and grandparents gave me from that experience was a cooperative form of life. Then there was my dad. My dad had a great work ethic. My dad was probably the hardest worker I have ever seen,” says Pearce.

That last virtue Terry mentions about “hard work” obviously does drive a splendid sense of life purpose: To help people achieve *their* leadership goals.

Just a sample of his professional achievements reads like an entry from *Who’s Who In America*:

- Founder and President of Leadership Communication (<http://www.terrypearce.com/>), a company that coaches high-profile corporate, political and community leaders. His clients include top executives and executive teams of Fortune 500 companies. (continued on page 8)

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**A Message From Your District 4 Governor
Shirley Farrell-Cowles, DTM**

HAPPY NEW YEAR TO EVERYONE!

The New Year gives us all a chance for new beginnings and new resolutions! How many did you make? We are now getting ready to go into the home run as to where we will be when we reach the finish line this year on June 30th. Yes, that is the end of our Toastmaster's year. Have you completed just one educational goal this year?

If you are close to receiving your Competent Toastmaster, ask your VPE to put you on the schedule in order to do this and plan to have this finished before June 30th.

Offer to be a speaker at a demo meeting and volunteer to speak if someone cannot fill his or her assignment in your club. Make every speech a manual speech. Some members drop out before completing their basic manual and earning their CTM. This is unfortunate, for if you stay and do this you will find you will continue your journey in Toastmasters.

We have so much to be thankful for, and one item is being a member of Toastmasters International. This is the largest self-help organization in the world and one of the most affordable. We all have a chance to stretch and grow with this kind of training and some of you don't realize the benefits this will afford you in your work, home and family environment.

Reach out this year and be bold! Plan on attending the Toastmasters International Convention in Reno, Nevada, in August. We are so fortunate to have this convention so close to home this year and to not have to travel too far! You will be hearing more about this later, but until you have gone to a Toastmasters Conference and investigated outside your District level, you have not experienced the power of Toastmasters! If we all work hard this year and accomplish the goals of new clubs, new members, and CTMs and ATMs, we have a chance to be on stage in Reno! Wouldn't that be fantastic! Let's show the rest of the world what District Four is made of!

During January, we start thinking about the officers that will serve the District next year 2004-2005. If you are interested in being an Area, Division, or District officer, now is the chance. Charles Butterfield, ATM-G/IPDG (Immediate Past-District Governor), will be heading up the Nominating Committee (see "Nominations for District Offices" on page 8), so you need to let him know that you would like to be considered. The Nominating Committee will meet in March. All candidates should have their intentions known by then. If nominated, you will then go on to the May Spring Conference to run for election. The District Governor will appoint the Area Governors for next year 2004-2005.

Congratulations to the club officers who start their term in January! Training is provided for this, so please attend a training session near you. Check the web, www.d4tm.org, or you can go to any locally sponsored club officer training session. Thank you all for your enthusiasm and efforts you have put into your clubs. It is a team contribution in everything we do, so don't leave it to the other person! The member is our most important asset!

Remember: "If you dream it! You can do it!"

The Photos in this issue of *The Fourcaster*

Unless otherwise noted: Shirley Farrell-Cowles and Harry Holland took or contributed the photos on pages 6-12.

A Message From Your Lt. Governor Of Education And Training Linda S. Kenney, DTM

PERSONAL EDUCATIONAL GOALS



Yoga Berra once said, “Without knowing where you are going, any road will get you there.” January is the time of year most of us set “New Years Resolutions” – goals for the things we want to achieve over the next year: Lose 10 pounds, create a budget and stay on that budget. Some of us include Toastmaster educational goals. Advance to the next level in either the Communication or Leadership track. Complete that CTM; ATM; CL; AL or DTM. Tom Richardson, DTM PIP during his presentation—“Coaching for Peak Performance”—at the International Conference in Atlanta, GA this past August, talked about the 4 Ds—Desire; Direction; Discipline; and Determination. I applied these 4 Ds to Personal Educational Goal.

- **Desire** – You need to want to it ... everyone in Toastmasters has proven that they have the desire to improve their Communication and Leadership skills. The main reason people join Toastmasters is that they have the desire to improve their speaking skills. Once in Toastmasters they also learn about the Leadership track and some tackle both tracks at the same time.
- **Direction** – Goals ... set your Personal Educational Goal. Write it down with a date - an example would be: I will complete my CTM by February 15, 2004. The next step is to tell your VP Educational (VPE), fellow Toastmasters, your Boss, everyone who will listen. They will help you, and this adds to your commitment to that goal. Review the goal every 30-days -- do you need to make adjustments?
- **Discipline** – Develop Habits ... work on doing things on becoming habits. Give one speech a month. A speech a month soon becomes a habit and before you know it your have your next educational level completed. These do not need to me at your Club meeting. They can be at other Toastmasters Club meetings or outside of Toastmasters provided that you have a Toastmaster at that presentation to give you the evaluation both written and orally. Your VPE and Area Governor can help you.
- **Determination** – Attitude ... by applying the first three Ds, your personal attitude and confidence will soar. You will grow and develop your potentials to the maximum. Determination will bring results. If you slip determination is needed to get yourself back on track.

These 4 Ds will work with any Personal Goal. When setting your goals look at the total YOU. How many aspects do you have in your life? I use these eight aspects of my life for balance—Spiritual, Career, Community, Education, Family, Financial, Leisure, and Physical. Set your goals for a balanced life, review monthly where you are at and apply the 4 Ds.

My wish for you in this coming New Year is: May you achieve your goals and experience the GROWTH that Toastmasters has to offer. If you work the program, the program will work for you.

VP Education Winter/Spring Contest

District 4 is looking for the top VP Education in each Division for the second half of the year (January 1 – June 30). The winners will be announced at the first Executive Council Meeting in July. **The winners must complete at least eight of the seventeen items listed below.** One point will be awarded for each item. The VPE with the most points will receive a plaque in recognition of their achievement at their Division Contest.

1. Attend the VP Education Officer Training.
2. Present the Successful Club Series “Toastmasters Educational Program” (catalog no. 300).
3. Maintain a Club schedule for the speakers and Club meetings.
4. Process all Education Awards with TI via online; fax; US Mail within two days.
5. Follow-up on the Education Awards to insure receipt by TI.
6. Present the Successful Club Series “Mentoring” (catalog no. 296).
7. Implement / Continue the Club Mentoring Program.
8. Assist the Club in completing Goal 2 (2 CTM) in the DCP.
9. Each additional CTM that the Club completes will receive 1 point starting with the 5th CTM.
10. Assist the Club in completing Goal 4 (1 ATM) in the DCP.
11. Each additional ATM that the Club completes will receive 1 point starting with the 3rd ATM.
12. Assist the Club in completing Goal 6 (1 CL; AL; or DTM) in the DCP.
13. Each additional CL; AL; or DTM that the Club completes will receive 1 point starting with the 3rd CL; AL; or DTM.
14. Complete Goal 2 and 4 and 6 in the DCP.
15. Attend at least four Area Council meeting.
16. Attend the Spring Business Meeting and vote for your Club (Saturday, May 15, 2004).
17. Ensure that an Officer List is sent to TI and District Governor via the District 4 website (prior to June 30th).

Send verification to:
Linda S. Kenney, DTM/LGET
350 E. Taylor St #3119
San Jose, CA 95112

Must be postmarked or E-mailed by Saturday, July 3, 2004.
Any question please e-mail Linda at: linda.kenney@netapp.com.
Please include your name, club number and name, and your area.



**A Message From Your Lt. Governor Of Marketing
Dolores Bergen, DTM**

LEARN AND BUILD COACHING SKILLS

Club Coach Opportunities

I recently was given food for thought, regarding how each part of the Toastmasters meeting hones our business skills: Setting up the agenda, delegating the responsibilities, researching topics, valuing and adhering to a time schedule, providing constructive feedback (don't you wish every manager had these skills?), increasing our vocabulary, improving our communication and listening skills, and of course, learning to answer questions quickly on our feet! Mentoring another club member offers good guidance skills on a one-to-one basis, but how about coaching skills? Are you working with goals, objectives, and a group? Yes, Toastmasters can help with those valuable skills, as well!



I WANT YOU to consider the next step in your personal growth by becoming a Club Coach. In the past, we had Club Specialists who helped a struggling club gain membership so they could be chartered strength, which is a minimum of 20 members. But this targeted only one area. The new program, Club Coach, offers what it says....a COACH for club officers and members. A club is not successful with just membership—it must provide a good program. How does it do this? By planning, strategizing, and understanding and setting goals. Once a plan is in place, it must be implemented and the progress monitored. The Club Coach works with the club officers and club members to fulfill these areas.

We are fortunate that Toastmasters International has put “guiding goals” together for clubs and a way to monitor those goals. It's called the Distinguished Club Program (DCP). The Club Coach goal, along with the club goal, is to become a Distinguished club by June 30th. A Distinguished club will meet a minimum of five of the 10 goals in the DCP, which includes a gain of at least 5 new members. A Club Coach is assigned to clubs with fewer than 12 members and they are assigned from OUTSIDE the club.

You can find out how many DCP goals your club has achieved for the first half of the Toastmasters year (July 1-Dec. 30), by going to www.toastmasters.org and choosing in the box named **Member QuickLinks** the **Club DCP Reports**. You must then enter your club number. It's that easy. As with the New Club Sponsor and New Club Mentor, training for this position is available and would fulfill one of the requirements for the Advanced Leader rank. If you are looking to become a Distinguished Toastmaster (DTM), consider volunteering to become a Club Coach. We have several clubs that need your help and experience. If interested, contact me: Dolores Bergen, DTM, LGM: dolores_bergen@udlp.com or (408) 289-2650.

HOT LEAD...HOTLINE! — THE LIST OF PEOPLE WHO ARE SEEKING TO JOIN A CLUB

Who is responsible to bring new members to your club meetings? YOU! Everyone should get involved in recruiting new members. Last issue, I stated the easiest method to invite guests is to ASK people to come! How about using HOTLINE LEADS? Every two weeks, our Hotline Coordinator, compiles a listing of all the calls on our hotline from people looking to join a club and sends them to those who have subscribed to the HOTLINE LIST. That is a Hot Lead! Sign up by going to our District website www.d4tm.org and choose the button stating you want to receive the list. Do all that you can to share the benefits of the Toastmasters Program with others.

PROMOTING YOU AND YOUR CLUB: NEWSLETTERS AND PR

FROM THE DISTRICT 4 PUBLIC RELATIONS OFFICER

Harry Holland, ATM-B



November 15, 2003: The District PRO, the Golden Quill awards, and the pocket book calendar. Left to right: Hanh Chau, ATM-B (honorable mention, VPPR for Milpitas Toastmasters); Division E Governor Arun Prasad, DTM (accepting for David Fitzgerald); and Carl Nail, ATM-B (for Julia Lee and Kallol Bera). Photo by David Hanna, DTM.

Newsletters

According to the manual *When You Are the Vice President Public Relations*, “...your top priority is to keep your Club members informed of Club events. This is best accomplished through a Club newsletter and/or Web site.” A newsletter has another benefit—You can use it to promote you and your Club.

For sure, a successful Club’s newsletter promotes its membership programs, educational achievements, and events. A Club’s successful newsletter also includes the writings, art, and photos of its members. You and your members have something worth saying. When you write it down, you have a permanent record of why your Club is worth being a member of.

Your newsletter can convince guests to become members. And when you are a guest—someone being interviewed for a job—your newsletter can convince an employer to hire you. One of the table topics that I got recently was, “What is your favorite story?” I mentioned (and promoted) *Charlotte’s Web*, by E.B. White. Few of us, I dare say, can write as well as Mr. White. I can’t, not by a long shot. But I do know my Club members, and I never even saw Mr. White.

When I read what my Club members have written over the years, I can still be transported to places as wonderful as Charlotte’s. I can still hear the voices of the writers. I can still remember their speeches. (“Methods of Mating”, which Charlotte didn’t mention, is one of the most memorable.) And so can you, thanks to your Club’s newsletter.

Saturday, November 15, during our Fall Conference Communication & Leadership Luncheon, I presented the Golden Quill Award for the Club that produced the best newsletter during May-October 2003. District 4 recognizes and invite the Editor(s) of each winning newsletter to accept the award.

The winners for fall 2003:

- Julia Lee, VPPR, and Kallol Bera, President. Both are Editors of “AMATter of Record”, of Applied Materials Club #5015. This newsletter also won in spring 2003.
- David Fitzgerald, VPPR and Editor of “the CAMPFIRE”, of Marsh Mellow Toasters Club #779.

Our honorable mention for fall 2003: Hanh Chau, VPPR and Editor of “Milpitas Toastmasters Club Newsletter”. Club #7242. Congratulations to everyone! Let’s see more newsletters in spring 2004.

The Next Club VPPR Contest Begins January 1, 2004

Louise Wolfe, ATM-S, VPPR of CH@Home, Club #2752, was District 4’s Top Vice President Public Relations for January - June 2003. Congratulations! She received the award at the Division C contests event on October 21, 2003. The 2004 rules are online at http://www.d4tm.org/District_4/VPPRContest.html. Or I will be happy to mail you a copy. I look forward to seeing you at the various District events. hh



photo by Dolores Bergen

District 4, Out and About...



Division C, A, and F Governors: Rose Renwick, DTM; Alliee DeArmond, ATM-B; and Sharon Corgile, ATM-B



June 6, Region II Conference: Current International President Ted Corcoran, DTM; with Shirley Farrell-Cowles, Ann Webb (also from Ireland!), and Dolores Bergen



District officers: Sherry Mason, CTM and SAA; Joe Madley, DTM/PDG and Treasurer; Pat Cowman, ATM-B and Secretary; Carl Thormeyer, DTM and Parliamentarian



October 21, the Wild Parrot Bar at Division C's "Toastmasters Isle" Contests event: Carmel Weiler, ATM-S, Area C1 Governor; Daan van Schooneveld, CTM; Rupert Hart, CTM; Gordon Mann, CTM. Life is good in District 4.

New Clubs!

In 2003-2004, Toastmasters International has already chartered 12 Clubs in District 4. All right! Here are scenes from 5 of the charter ceremonies, with Club Extension Chair Charles Butterfield, ATM-G/PDG; District 4 Governor Shirley Farrell-Cowles, DTM; and the Club President...



October 30: ICC ArtICculators, Sunil Tomar



L, November 19: Laser Sharp Speakers, Bill Wells, ATM-S
R, November 4: Toast Compiler, Tony Dimalanta



November 4: Toasters R Us, Vishnu Kamat



November 4: Toastoids, Becky Dunn

At the Fall Conference 2003



Fall Conference Chair Jovan Farsight, ATM-G, with District 4 Governor Shirley Farrell-Cowles



Linda Kenney; Phil Taylor, DTM/ID; Shirley, Kitty Mason, DTM/PDG/PID; and Charles Butterfield



Shirley awards District 4 Honor Pins to Kitty Mason; Marilyn Collins, DTM; and Deborah Ferry, ATM-S



Hi mom and dad!

Fall Conference 2003 Results...

Humorous Speech Contest

- 1st: Arvind Chhabra; "Dating a Toastmaster", Division C
 - 2nd: Gerry Gates; "Black Tooth the Pirate", Division G
 - 3rd: Ashok Banerjee; "USA", Division E
- other contestants:
- David Morton; "Dave's Worst Enemy", Division A
 - Jairaj Sounderrajan, CTM; "Travel Time with Rick Massage", Division B
 - Norah Yuen Uyeda, CTM; "NYU Workout", Division D
 - Hanuma Singamsetty, ATM; "Whom Can I Blame?", Division F

Evaluation Contest

- 1st: Jim Griffin, DTM; Division A
 - 2nd: Carl Nail, ATM-B; Division F
 - 3rd: David Hayeems; Division E
- other contestants:
- Jairaj Sounderrajan, CTM; Division B
 - Neil Shapiro, ATM-G; Division C
 - Danny Raval, CTM; Division D
 - Allen Rice, CTM; Division G



Carl Nail, Jim Griffin, and David Hayeems with District 4 Governor Shirley

Communication & Leadership Award

Terry Pearce (please see article on pages 1 and 8)

Golden Quill Award Winners

(please see article on page 5)

A “Grab Bag” of Insights (continued from page 1)

- Successful author. His first book, *Leading Out Loud, The Authentic Speaker, the Credible Leader*, was honored by Executive Summaries as “one of the best thirty business books of 1996.” A new and revised edition of LOL, entitled *Leading Out Loud, Inspiring Change Through Authentic Communication* has all new research, updated examples, and a new section on the decision to lead. It is now available in stores and online.
- Lecturer at the University of California, Haas School of Business. He delivers “Leading Out Loud” in the graduate school and he delivers a condensed version of “Leading Out Loud” to students in the Berkeley Executive Program and the Center for Executive Development.

While his achievements are impressive, Pearce points out that he has not been without mentors who help him. What’s more, he still meets with his mentors on a regular basis.

“I’m 62 year’s old, and I still have personal mentors—I still have those people in my life—and we meet every six months,” says Pearce.

“The problem that people have with communication is that they view public speaking as a ‘performance act’, and not communication.”

It follows that even for our highly successful Communication & Leadership Award winner, there is still much to do ahead. He keeps feeding his mind for future challenges and opportunities.

“For me, as we grow—and learn how to speak confidently and competently—we still need to continue to broaden our perspectives. For example, I read about the great themes of spirituality, mythology, and anthropology, and I still make time to enjoy the other stuff that’s really important,” says Pearce, the father of three grown children and grandfather of five.

So what is his suggestion for overcoming the No. 1 fear that most people have?

“Find the nearest Toastmasters club, join it, and speak—but don’t lose your way. The problem that people have with communication is that they view public speaking as a ‘performance act’, and not communication. If you want to effectively communicate, it starts with being *prepared* to share stories about yourself. Then you really don’t worry much about how you look, how you are standing, and your gestures. Those things are important, but ultimately communication is about preparation,” he says.

Terry Pearce’s website is at <http://www.terrypearce.com/>, or you can phone him at (800) 658-4453.

Nominations for District Offices

The District 4 Nominating Committee will meet Saturday afternoon, March 20, to interview and select candidates for District Governor, Lieutenant Governor Education and Training, Lieutenant Governor Marketing, Public Relations Officer, and Division Governor. If you would like to be a candidate or on the committee, then please contact Charles Butterfield, ATM-G/IPDG and Presiding Officer (Chair) of the Nominating Committee. His phone number is (408) 345-0562.

The Toastmasters International *Manual of Management Operations* has specific information about the committee, campaigns, and elections. Please see <http://208.179.231.194/Sections.nsf/Table+of+Contents?OpenPage>, section VI E.

Toastmasters Online Forms and Documents

- **Educational Awards:** <http://www.toastmasters.org/awards/> has online forms for, and information about the requirements for, the CTM, ATM-B, ATM-S, ATM-G, CL, AL, and DTM awards.
- **Forms and Documents:** <http://www.toastmasters.org/> > get forms & docs > Miscellaneous Educational Program Documents (<http://www.toastmasters.org/artisan/detail.asp?CategoryID=1&SubCategoryID=1&ArticleID=6&Page=1>) includes “High Performance Leadership Information”, “Distinguished Club Program/Club Success Plan Information”, “International Speech Contest Rules”, and “The Ice Breaker Speech”.

Attracting New Members: Make Your Club Delicious To Visitors!

By Sam Marines, DTM; Editor of *The Fourcaster* and member of Switch-On Toastmasters in Campbell

While sitting in elegant dining rooms or on barstools at District, Regional, and International Toastmasters Conferences, you will sometimes hear peoples' theories on how to "close the sale" with visitors who are shopping for a club to join. How do you get club visitors to come back again? More to the point, how do you get club visitors to say "yes!" on whether they want to join your club? Then one day, the non-obvious question occurred to me: Why not put the question to visitors? So I did. What I discovered is a more appropriate visitor's question: *What makes a club appealing or "delicious" to you, so it will make you want to join?*

I am not talking about incorporating into your meetings the functionary role of SnackMaster, such as the role practiced at Lucently Speaking (Club #9093, Area F1). I am talking about the "dessert analogy" that I like to use, whenever I share the items that visitors (who eventually joined my home club) told me what made their decision to join easier. Have you ever been to a restaurant that features mobile dessert carts that are displayed to patrons? Those restaurants seem to have every imaginable dessert wheeled around on a cart to help customers get a closer look, on their way to making a dessert selection.

The point is, customers at those restaurants have a decision to make—and in the same manner—so does a visitor at your club. Why not make your club delicious to visitors by incorporating the three items that impress them the most? From what I gather, what makes a club appealing to visitors is:

- Attitude of the members
- Attitude of the speakers
- Attitude of the club officers

ATTITUDE OF THE MEMBERS. I'm told (by visitors-turned-members at my home club) that a visitor's analysis of the general "club culture" starts the moment they enter the meeting room. So ensure the visitors at your club feel immediately welcomed. Stated differently, at your club, is every visitor greeted with a warm smile, a firm handshake, and looked in the eye when welcomed by several designated members? Another item to consider is the general disposition during the meeting: Is there energy and laughter that fills the room? Are people smiling? Do members act like they really enjoy being at the meeting? The visitors at your club will certainly notice.

ATTITUDE OF THE SPEAKERS. I'm told another item that makes a visitor's decision to join a club easier is the general attitude of the speakers. Do your speakers have something important to say? Are they well prepared? Are they confident, but not arrogant? The late-educator Corrie Tenboom once said (paraphrased) on the purpose of public speaking: "Always speak in order to give (useful information, for example). Never speak to receive (kudos, for example). If you happen to receive a compliment, take it as a rose. If you receive several compliments, bundle them up into a bouquet, and take them home with you. And at the end of the evening, take your bouquet and hand it up to God. Otherwise, in a few days, the essence of your 'person' might have a putrid arrogant spirit." Nobody likes a speaker with an arrogant spirit—the visitors at your club will certainly notice if you have speakers with that attitude.

Cardinal Rule of Club Leadership:

People don't care how much you know, until they know how much you care.

ATTITUDE OF THE CLUB OFFICERS. The final item that makes a visitor's decision to join a club easier is the room setup and established meeting protocols. Is the meeting room set up appropriately (e.g. club banner, guest sign-in log)? Does the meeting start and end on time? Is there an agenda? Are evaluations positive and specific? Is the business portion of your meeting efficient? The quality of work for the SAA, the EVP, and the Club President is partly expressed with a well-run meeting, but it is truly an expression of *training*, *reading*, and *caring*. SAAs are responsible for room setup. EVPs should have trained all members (or referred members to the appropriate reading material) on how to lead as Toastmaster, Table Topics Master, General Evaluator, Evaluators, and so on. The Club President should smoothly interact with meeting functionaries near the beginning and end of a well-structured meeting.

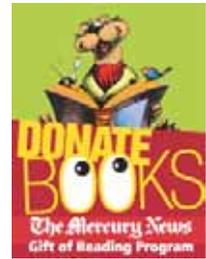
Club officers, at the very least, must act like they care about their jobs. The empirical evidence of how much you care will greatly determine how effective you will be as a club officer. Never forget the cardinal rule of club leadership: *People don't care how much you know, until they know how much you care*. If you are a club officer in our volunteer organization, make the decision to be as effective as you can be. Visitors will certainly notice whether the club officers seem to care.

At my home club, near the end of every meeting, visitors get a chance to comment on what they thought about the meeting. I now know that a visitor will likely join the club, if they comment positively on the attitude of the members, the speakers, and the work of the club officers. You too can "close the sale" with visitors at your meetings who are club shopping. Incorporate the three attitudes into the club culture, and make your club delicious to visitors!

Giving the Gift of Reading

By Doug Schwartz, CTM and a member of San Jose Toastmasters

Whether it's a toddler's picture story or a teenager's novel, a book brings magic into a young reader's life. It provides comfort and hope on dark days. It can challenge, inspire, and open doors. Each year, the San Jose Mercury News's Gift of Reading Program brings this magic to thousands of Bay Area children who need it most.



Books collected by Gift of Reading are distributed to non-profit agencies and organizations serving children in the South Bay Area. These will be the only holiday gifts for many needy children.

I made it a personal goal to collect 1,000 books for the program. When I shared this goal at my Toastmasters meeting the next day, the members quickly adopted this goal as a club goal and each person committed to bringing 50 books by our next meeting. My plan was to deliver these books to the San Jose Mercury News under the name of San Jose Toastmasters, Club 1577, on Sunday, December 7th.

I was overwhelmed how quickly and willingly our club embraced this goal and joined in to make it a reality! With one simple request at a club meeting, we were able to touch the lives of 1,000 children. I am hoping our club and maybe our District will make this worthy cause a tradition each year.

Would you like to know more?

Doug Schwartz is at (E) doug@sterlingci.com or (web) www.sterlingci.com

San Jose Mercury News, Community Relations - Gift of Reading: <http://www.mercurynews.info/gor/>



And Who is Your Governor?

Here are most of the Division C Governors, at the District 4 Installation Dinner and Roast on July 19:

- Howard Selznick, ATM-S, Area C3
- Cynthia Chang, CTM, Area C5
- Rose Renwick, DTM, Division C
- Louise Wolfe, ATM-S, Area C2
- Scott Schwartz, ATM-S, Area C6

Division C also has Carmel Weiler, ATM-S, Area C1; and Neel Valame, ATM-B, Area C6.

http://www.d4tm.org/District_4/officers.html lists the District 4 top officers. Many thanks to each for helping us to succeed.

At Our Toastmasters Leadership Institute (TLI) of December 6, 2003...

- Phil Taylor, DTM/ID, of Mainliners in San Francisco, is one of the 18 International Directors of Toastmasters International. He presented "Leadership—24X7".
- Diane Vaughn, DTM/PDG/PID, of Surf City Advanced in Santa Cruz and ProToasties in Foster City, is a Past International Director and currently a candidate for 3rd Vice President of Toastmasters International.
- Rich Hockett, ATM-G and a member of 6 Clubs in District 33 (central California), is also the District 33 Public Relations Officer. He described leadership while assembling his structure of interlocking nails, and he also presented an overview of his Toastmasters International new Club Coach program. Look for Club Coach training starting around February 2004.



Jim Key, 2003 World Champion of Public Speaking!

Hanh Chau, ATM-B and a member of Milpitas Toastmasters, interviewed Jim on December 6 at our TLI in San Jose.

Hanh Chau: Could you share with us how you got involved with the Toastmasters organization? How long have you been a member?

Jim Key: One of my goals was to begin speaking professionally. I sought the advice of two very well known professional speakers about what I should do. They both advised that I polish my presentation skills before attempting to do anything professionally. As part of that, they both recommended that I join Toastmasters. I didn't act on that advice for about 3 or 4 years. When I finally visited a group whose club "culture" I found very appealing in December of 1999, I was "in". That was 4 years ago, and I've enjoyed every moment of my Toastmasters experience.

What is like for you to win at the International level, and how many contests have you been in? How have people considered you as the champion speaker?

Including all of the different levels of competition, I have participated in 20 speech contests. I'm fortunate to say that I've won all of them, except two. (I was the 1st Runner-Up at the World Championship of Public Speaking in 2001 and 2002.) I have been blessed, and I don't take it for granted.

Winning the World Championship of Public Speaking was thrilling, rewarding, and humbling. It was thrilling, because I had set it as a goal and had endured an extreme "emotional roller coaster" in those two prior years. It was rewarding, because I have received so many compliments and kind words of support, and have been invited to speak around the world. Finally, it has truly been humbling. I am now held in high regard by so many people throughout Toastmasters, and I take that very seriously. I feel a responsibility to honor the organization and carry the title with dignity. One of the ways I intend to do that is through giving back to the organization, by teaching others the things I have learned along the way.

What can you share with others who would like to improve their speaking skills? Do you have any personal tips, advice, or suggestions?

I recommend two things:

- Become a focused student of effective public speaking. Listen to speakers that you enjoy and respect, observe what they do that is effective, analyze why it works, and look to incorporate such effective techniques into your speaking opportunities.
- Speak frequently, both within Toastmasters, and to groups outside of Toastmasters. (Hooking into your district's Speaker's Bureau can bring you many 'outside' opportunities.) If you do this, speaking will become easier, because you will become better.

What message you would like to convey to other fellow Toastmasters that are new to the organization?

You have joined a wonderful organization that can help you grow personally and professionally. Commit yourself to achieving a high level of excellence in both your communication and leadership skills, and be willing to serve others in the organization. (The more you are willing to invest, the larger your return/benefit will be.)

What is the most memorable and challenge experiences that you've had considered being a motivational speaker and a contestant?

Concerning being a contestant, there are three experience which stand out in my memory: 1) the disappointment and emotional devastation of being named as the 1st Runner-Up in the World Championship for a second consecutive time, 2) the moment I made the decision to face my disappointments, fears, and doubts, and compete for a third time, and 3) the moment I was named as the Champion. My journey was long and extremely difficult, but it has been worth every twist and turn.

As a motivational speaker, my biggest challenge has been finding enough time to invest in my business, while also devoting enough time to my job (I still have a full-time job) and my family. When my speaking business becomes my full-time occupation, I hope that challenge will ease somewhat. To that end, if any of your readers want/need a speaker for an upcoming event, I'd welcome their contact.

Thank you so much for sharing your story with us!

Jim Key's website is at <http://www.jimkey.com/>, or you can phone him at (469) 366-4395 (voice & fax).



At the District 4 TLI, December 6, 2003:
Jim Hicks, ATM, of Cadence AHgorithms;
Jim Key, ATM-G/CL, of Lennox International
in District 50; and Hanuma Singamsetty,
ATM, of Word Wizards

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.

You Too Can Earn a DTM!

At our Fall 2003 Conference on Saturday, November 15: Linda Kenney, DTM, Lieutenant Governor Education and Training presented 10 Distinguished Toastmaster (DTM) awards, the highest award in Toastmasters International.

Each DTM recipient went down the line, receiving the congratulations of current District 4's DTMs, then joined the end of the line. We in District 4 congratulate our first 10 DTMs of 2003-2004:

- Robert C. Aston
- Adlai Jew
- Linda S. Kenney (a 4-time DTM)
- Hemant B. More
- Peter Kim Ng
- Gerry Michael Pikus
- Arun Prasad
- Rose Renwick
- Gail Rosenthal
- Christopher A. Stile



The Fall 2003 DTM line, and a balloon for each educational award that District 4 Toastmasters have won so far in 2003-2004. Each color represents an educational award.



THE FOURCASTER

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