



# The Fourcaster



Serving San Francisco, San Mateo, Santa Clara, Santa Cruz, San Benito & Monterey Counties.  
WWW.D4TM.ORG for the latest news and to find a club near you.

Volume 70, No. 2

News and Information for District 4 Toastmasters

Winter 2005

## What Ever Happened To The “Toastmaster Way”?

-Karrie Allen, DTM, PDG

I'm looking to join a TM club again, so I started visiting clubs to find one that meets my needs. The first one I visited I found that they had changed the Toastmaster program so much that it did not resemble any meeting I have ever attended in my 18 years of Toastmasters. Scratch one! The next club I visited did not have “Table Topics”, when I asked why I was told there was no value in it and they would have more time for speeches. Scratch two!



Has Toastmasters changed that much in the last two years? What ever happened to doing it the “Toastmasters Way”?

This reminded me of a Club Coach, who was helping a club get back to 20 members, and decided to make up his own rules by telling the club that they could elect their officers any time they wanted. Why is it that people want to make their own programs and not follow a tried and true program designed by Toastmasters over the last 80 years? The effectiveness of TM's simple learning formula is that members evaluate one another's oral presentations. This evaluation process is an integral component of the overall educational program.

Besides taking turns delivering prepared speeches and evaluating those of other members, Toastmasters give impromptu talks (Table Topics) on assigned topics. They also develop listening skills, conduct meetings, serve as officers in various leadership roles and learn parliamentary procedure.

When a club has only one hour to hold it's meeting, they become extremely good at meeting management. “Mastering Your Meeting” is one of the best booklets from TM's that tells us how to run a toastmaster meeting and how we handle our rolls in a meeting. It also gives a couple of sample agendas that a club can adopt.

I know that every Club, Area, Division and District Officer get a manual to tell them how to do their leadership roll, yet most never read them. Clubs should not hold council meetings and then wing it. They will soon find that their membership is going the wrong way. They make up their own way of doing things and then wonder why the club dies in a year or two from the date of chartering.

It's time we all get back to doing it “The Toastmasters Way”. If everyone would pick up a copy of “Mastering Your Meeting”, read the manuals for their office and apply the information then we would have strong clubs all doing it “The Toastmaster Way”.

By the way, I'm still looking for a good club to join. Anyone know of one that is doing it the Toastmaster Way?

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## Value of Table Topics

-Linda S Kenney, DTM, DG



Table Topics is fun! (yeah, right) Basically, you need to present a one to two minute impromptu speech on an unknown subject. I personally HATED Table Topics and would do anything so I would not be called at the meeting. Yes, anything ... Speaker, Toastmaster, Timer, Evaluator, any task at the

meeting so the dreaded 'Topicmaster' would not call on me to ask a question. That is until, I learned the secret to Table Topics ... then Table Topics became FUN and I looked forward to having to answer the questions that the Topicmaster would ask.

The secret to Table Topics is to have fun with the question, make-up a story and answer the question. Really, you do not have to tell the truth when you are asked a Table Topic question.

Have you ever been asked a question in "REAL LIFE" and later asked yourself why did I say that or I should have said ...

Table Topics enhances your speaking skills for: Public Speaking, Interview Responses, Assertiveness, Negotiation, Communication, Sales, Communication Training, Networking and anytime impromptu speaking is required. Each meaningless question assists you in learning to think on your feet, organize your thoughts (before opening your mouth) and develop mini-speeches with an opening, body and conclusion.

Judging Items are:

**Speech Development** – Opening, body, conclusion, organization and smoothness of the presenter;

**Effectiveness** – Logic, directness, enthusiasm, achievement of purpose, audience response;

**Physical** – Appearance, and body language;

**Voice** – Flexibility and volume;

**Language** – Appropriate to speech, purpose and audience, good grammar, pronunciation and word selection.

Timing: Green at 1:00 minute; Yellow at 1:30 minute; and Red at 2:00 minute – In a contest the Contestant will have a 15 second grace before the Green and after the Red to qualify.

Supplies can be found on line [www.toastmasters.org](http://www.toastmasters.org) or in the Toastmasters International Catalog:

Table Topics Contest Kit Item #1169TBL - includes the Judge's Guide and Ballots; and Tiebreaking Judge's Guide and Ballots that are specifically for table topics contests.

Speech Contest Rules Item #1171 - Speech Contest Rules for the International, Evaluation, Humorous and Table Topics Speech Contest.

## Your Educational Goals by June 30, 2005?

-Dolores Bergen, DTM, LGET

How many more speeches do you need to give to complete one manual? Are you working in the Communication and Leadership Manual towards your CTM or an Advanced Manual towards one of the ATM educational achievements? Work with your Vice-President of



Education (VPE) to schedule the completion of one educational level achievement by June 30<sup>th</sup>. Every member should strive for this each Toastmaster year (July 1-June 30)! Make it happen for you and you'll notice that speaking regularly, with manual objectives, keeps you in "speaking shape"!

Training Opportunities for Every Member!

Club Officer Training – All Club Officers should be trained no later than February 28<sup>th</sup>, whether just elected or continuing for a second 6-month term. Once trained, each officer should review the criteria for the Competent Leader Award (CL) and strive to achieve the award after their 6-month term.

Toastmasters Leadership Institute – Educational Sessions are offered for Club members in addition to the Club Officer training sessions.

Contestant, Judging and Contest Planning Training- New this year, this training in late February will revolve around contests and reviewing the new Spring contest, Table Topics. Sessions will include "Working a room- the different microphones", "Judging", "Using the High Performance Leadership Program to put on a contest" and a mock Table Topics contest. Watch our District website for date, time and location.

Train the Trainer – Offered twice since July, this session will be offered again two more times, on March 12<sup>th</sup> and May 21<sup>st</sup>. These sessions are limited to 12 participants and are a full day of training on various training techniques.

District Conference – Offered in November and in May, there are a variety of Educational sessions offered. The Fall Conference was a huge success and the Spring Conference will be just as great! Save the date of May 13-14, 2005 and make plans to attend!

You can find more information on the above trainings on our District website: [www.d4tm.org](http://www.d4tm.org)

## Talk Up Toastmasters!

-Ellyson Barnes, ATM/AL



Sometimes we all need a little push to get us up and motivated to accomplish something. We know the work maybe challenging, but the results are inspiring. A good example is Toastmasters is now over 10,000 clubs strong!

If I told Dr. Ralph Smedley in 1924 that I want that many clubs in 2004, he would have taken me off of his Christmas list! But even though we are growing rapidly, our work of new members is never done.

Membership is the single biggest challenge that Toastmaster clubs face. Our members may often wonder, "What does it take to bring in a guest and make them a member?" For the months of February and March, there is an incentive to add 5 or more members to your clubs' roster.

This membership promotion program is called "Talk Up Toastmasters." It recognizes clubs that add 5+ members during the months of February and March, a time when people are often looking for something new to do. The club will receive an award suitable for display on the club banner. Your District Governor will be notified if your club receives this award. Your club will be recognized at the Spring District Conference on May 14th.

Some ideas that are very effective for club building:

1. Post flyers notifying people of the next meeting (item #115 - promotional flyer)
2. We will be having a membership building contest (details to follow)
3. Always have a guest book at meetings
4. REFRESHMENTS!

Some other items your club can purchase from Toastmasters.org:

1. Item #1153 - Publicity Packet
2. Item #1622 - Membership Building 101

We all want to be a part of something special. The friends you invite will thank you later as you add to their satisfaction and self-development. So go for it - you can make a big difference!



## What's Hot with PRO this Winter

-Rose Renwick, DTM

We are at the midpoint in our 2004-2005 Toastmaster year! How are you doing?

Check [www.d4tm.org](http://www.d4tm.org) regularly to keep your club on top of deadlines and news.

Club Officer Training. Click on home page link to the Training Schedule.

Club Officer Lists. Update your officer lists directly with World Headquarters. The time is now.

District Four Spring Directory. Your club's "phone book" for the District. Coming in February.

Day at the Races with Division D at Bay Meadows racetrack coming in March.

District Four Gear. Polo shirts, hats, etc. Available now. See link on the home page. New Design Silk screened T-shirt coming in March. (Wearing THIS shirt will definitely be an ego trip for all District Four members, and an opportunity to talk up your club!)

Run for District office this Spring. Feel the need to lead? Be a candidate! Details on how to enter available on the District Four web, and in this issues of the Fourcaster.

Toastmaster of the Year. Club President's Manual has guidelines on how to select your TM of the year. Your Club TM of the Year may advance to be selected the TM of the Year at the District level! Don't miss this opportunity for your members. For more details check the District Four web on the District Governor's page.

Promote your Club! Auto Decals & Pens "Sold Out" at District Conference. More available now from your PRO. Call Rose at 650-592-0487.

"Faces of Four" for 2004-2005. A new feature on the District website.

Check your e-mail for a personal invitation to be profiled in the new "Faces of Four" feature on the website. Coming this month! Toastmasters who have taken it to the next level, and Toastmasters who have demonstrated outstanding effort, communication/leadership skills and ability will be featured each month. Just think, Toastmasters from around the world will view the profiles of our most energetic, accomplished, and talented members! Will you be one of the Faces of Four?

Best wishes for continued success in 2005 to everyone!





## My Take on Membership!!

-Pat Garcia, DTM



All organizations, whether they are charitable, educational or philanthropic, share a common need: the need for members. Without robust membership, organizations will flounder and eventually fold. Recruiting

new members requires a strong marketing and public relations strategy. People have to hear about you and learn how they may benefit from joining.

You know, its that old "what's in it for me" reasoning. There are many ways to do this, and Toastmasters offers excellent materials guiding our VP's of Marketing and Public Relations in this process.

Retaining members is another essential element for healthy clubs. Have you asked yourself lately, "Why do I stay?" What is the attraction, the glue that keeps me coming back? It may begin with the culture of the group. Do you feel welcomed? Is that how your guests feel? Are all members and guests encouraged to visit more than once? Are they encouraged to ask questions? Is the meeting atmosphere positive? Do you use nametags so people may address each other by name?

Meetings must be interesting, with topics that stimulate dynamic speeches, and thoughtful diverse Table Topics. Does your club offer creative options such as video meetings, debates, Table Topics contests, and Soap Box formats? Are your members learning to use the Successful Club modules in a way that involves the audience and provides excellent education? Do members feel they MATTER, whether they are new to the group or long-term folks? In clubs of long history, senior members may fall into the trap of saying, "this is the way we always do it." What a killer for new ideas and creative options. It's also a turn off for new members.

My own experience in Toastmasters has led me to stay quite active in clubs where the atmosphere is very positive and fun. The combination of laughter as well as personal sharing of life's experiences creates a culture, which inspires and nurtures. The result is healthy, sustained membership which invites growth and longevity.

Maybe this is the time to evaluate (another great TM tool) the culture and style of your club. Be honest and take a look at what your group has to offer. Are you open and supportive? Are your meetings organized without being rigid and repetitious? Is the energy in the room, upbeat, positive, stimulating?

Why not survey your long and short-term members. Check out why people don't renew. This may hold the key to membership growth issues in your club. A healthy mix of new and experienced members will assure your club's long-term success. Toastmasters have much to offer. Let's make sure we maintain clubs that support a variety of folks and support a healthy growth in each and every one of us.

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

-Kallol Bera, ATM-B, AG

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, 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.ecourcity.com/tm/default2.htm>). The website links to our club's e-mail group ([http://groups.yahoo.com/group/applied\\_tm](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 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.

### *First Applause, New Compass Headings, Final Bows...*



Toastmasters are invited to share significant life events with other members of District 4. Send notices of birth, marriage, etc. and digital photos to [webmaster@d4tm.org](mailto:webmaster@d4tm.org)

## District 4 Has A Goldmine

-Carolyn Taylor, ATM-S/CL (Saratoga Toastmasters # 3572)



There is a goldmine awaiting Toastmasters clubs - the toll-free D4 Hotline phone number 866.251.7363 – the link to potential members, the local community and beyond!

In District 4, we are fortunate to have such a goldmine. We need to work the mine and provide a supportive and positive learning haven for the gold. The potential members have taken action to let District 4 Toastmasters know of their interest in joining our team. However, many club officers and members are not aware of the published bi-monthly list of potential members who leave their contact information. Many others do not follow-up in a timely manner. To make effective communication a worldwide reality, we cannot afford to miss a potential nugget.

If you are seeking to increase the number of your club members, adding your email address to one of the D4 Hotline distribution lists (General, SF, Peninsula, South Bay, or Monterey/Santa Cruz) should be part of your strategy. The list is sent via email bi-monthly. The names of all potential members are sent to each distribution list. The distribution of all names to each list is done because some potential members are interested in joining clubs within several geographic areas. From time to time the list also includes their pertinent comments: reason/s for seeking a Toastmasters club, their desire to start a club at their workplace, church, or in their community. The more information clubs have, the easier it is to follow-up and help the potential members visit and ultimately join a club.

On the hotline are messages from the local community, seeking speakers for events like senior citizen center activities, youth debate functions (judges), and organizations focusing on helping non-English speaking persons perfect their English. Toastmaster members to find club contacts in cities/countries where they will be vacationing so that they can attend a meeting outside their home club have even used the hotline. Our latest such request was to pair a gentleman from a San Francisco club with a club in England. That is getting your needs met, while keeping A Toastmaster's Promise to attend club meetings regularly. The mother load!

Are you ready to pan for gold and actively make use of what the D4 Hotline has to offer? To add your email address to one of the D4 Hotline distribution lists, go to the District 4 website - [WWW.D4tm.org](http://WWW.D4tm.org). Click on "HOTLINE" along the right-hand side of the screen. Then click on the radio button next to the phrase "I am a District 4 Toastmasters club member and want to receive a list of people looking for clubs." And finally, click on the submit button. The Webmaster could not have made it any easier!

### World Headquarter (WHQ) Reports

Have you verified your educational awards? Is your Club's Reports correct? The Reports that are online <http://www.toastmasters.org/dpr/reports.asp?d=4> are:

- District Performance Report – Detail
- Distinguished Club Program by Division / Area
- Distinguished Division / Area
- April Dues Renewal Status (current period)
- October Dues Renewal Status (current period)
- Club Officer List Status (current Period)
- Educational Achievements (since July 1 of the current program year)
- New Clubs (since July 1 of the current program year)
- New Club Sponsors and Mentors (on list for 1 year)
- Club Coaches (on list for 1 year)

If there is anything incorrect with your or your Club's information please e-mail the District Governor at:  
[Linda.Kenney@netapp.com](mailto:Linda.Kenney@netapp.com)

Help spread the word. District 4 has a goldmine! The toll-free D4 Hotline phone number – 866.251.7363.

### Distinguished Club Program:

Membership requirement is 20 Members or Net Growth of 5 Members

1. 2 CTM's
2. 2 More CTM's
3. 1 ATM
4. 1 More ATM
5. 1 CL, AL or DTM
6. 1 More CL, AL or DTM
7. 4 New Members
8. 4 More New Members
9. 4 Officers Trained at each session
10. 1 Club Officer List and 1 Semiannual Dues Submitted On Time

What is your Club's standing? Will you be Distinguished or Better prior to District 4's Spring Conference on May 13-14?

## Call for Nominations for District Offices 2005-2006



Have you considered service beyond the club level? Now is the time to give it some consideration. Every year the district needs many volunteers to help: Area and Division Governors, District Secretary, District Treasurer and Public Relations Officer, chair of various committees, as well as Lt. Governor Marketing, Lt. Governor Education and Training and District Governor.

Nominations are currently being accepted for: Division Governor (DvG) for Divisions A-G, Public Relations Officer (PRO), Lt. Governor Marketing (LGM), Lt. Governor Education and Training (LGET) and District Governor (DG). Use the attached form to nominate yourself or nominate someone else. When nominating, ensure that they have met the qualifications for the office. E-Mail before 2/15/05 or bring the completed nomination forms to the District 4 Nominating Committee on Saturday February 19, 2005. The nomination committee will meet after the OPS meeting at 1260 Crossman Avenue Sunnyvale, CA 94089 (Network Appliance B/10). The Committee meeting will begin at 11:00am to interview and select candidates for DG, LGET, LGM, PRO and DvG.

If you would like to be a candidate or on the committee, please contact Karrie Allen, DTM, PDG and Presiding Officer (Chair) of the Nominating Committee. She can be reached at (650) 207-9440 or at kf6tcf@yahoo.com

The Toastmasters International Manual of Management Operations has specific information about the committee, campaigns, and elections. The Policy for the Nominating Committee is located at this link:  
<http://208.179.231.194/Sections.nsf/Section%20VI%20E%208?OpenPage>

Additional forms can be found on the District 4 website at [www.d4tm.org](http://www.d4tm.org)

### OFFICER AGREEMENT AND RELEASE STATEMENT

As a condition for running for and/or holding office, all candidates for District office must sign the following Officer Agreement and Release Statement prior to being nominated or appointed.

Officer Agreement and Release Statement: Consistent with my desire to take personal responsibility for my conduct, individually and as an Officer of Toastmasters International, and as a member of a Toastmasters Club, I agree to abide by the principles contained in "A Toastmaster's Promise" and the governing documents and policies of Toastmasters International and my Club. I will fully comply with my fiduciary duties to Toastmasters International under its governing documents and the law of the land. I will refrain from any form of discrimination, harassment, derogatory, illegal, or unethical conduct, and I understand that if I engage in such conduct, I may be responsible to reimburse Toastmasters International, my Club or other Clubs, or other individuals involved with Toastmasters, for any damages, losses, or costs resulting from my conduct.

Understanding that Toastmasters programs are conducted by volunteers who cannot be effectively screened or supervised by Toastmasters International or its Clubs, I release and discharge Toastmasters International, its Clubs, governing bodies, and representatives from any liability for the intentional or negligent acts or omissions of any member or Officer of my Club or other Clubs or any Officer of Toastmasters International.

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

Print/Type Full Name: \_\_\_\_\_

District: \_\_\_\_\_ Office: \_\_\_\_\_

#### DISTRIBUTION:

Candidates for District Governor, Lt. Governor Education & Training, LT. Governor Marketing, Division Governors, and if elected, Secretary, Treasurer, and Public Relations Officer

-- Signed original to Nominating Committee Chairman. Chairman will provide copies to District Governor, along with the Nominating Committee Report.

Candidates for Area Governor (if appointed or elected) and all other appointed District Officers

--Signed original to District Governor prior to taking office.

**DISTRICT OFFICER NOMINATION FORM AND INSTRUCTIONS**

District 4 Officer Elections will be held during the Spring District Conference May 14, 2005.

Nominations for the following positions will begin in January:

District Governor, Lt. Governor Education & Training, Lt. Governor Marketing, Public Relations Officer, and Division Governors (A-G)

To be nominated, a person must:

- Be a member in good standing
- Meet the qualifications of the office being sought
- Consent to being nominated
- Sign an "Officer Agreement and Release Statement"

If you would like to nominate yourself or someone else, please PRINT and COMPLETE THIS FORM. You may submit more than one person's name (including your own) for each position. The DEADLINE for submitting nominations for ELECTED OFFICES is Feb 19, 2005. This deadline does not apply to Appointed Offices.

Mail completed form(s) to:

Nominations Committee Chair  
 Karrie Allen  
 PO Box 3136  
 Redwood City, CA 94064

I wish to have the Nominating Committee consider the following person for the office checked below:

**Elected Offices**

(per Article VII of the District Administrative Bylaws)

- District Governor
- Lt. Governor - Education & Training
- Lt. Governor - Marketing
- District Public Relations Officer
- Division Governor for Division \_\_\_\_\_

**Appointed Offices**

(appointed by the District Governor)

- Area Governor for Area \_\_\_\_\_
- District Secretary
- District Treasurer
- Other \_\_\_\_\_
- Other \_\_\_\_\_

Nominee's Name: \_\_\_\_\_ TM Designation: (CTM, CL, etc.) \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone (Home): \_\_\_\_\_ Phone (Work): \_\_\_\_\_

Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Home Club Name & Number: \_\_\_\_\_

Please respond to the following on a separate sheet: List the Club and District offices in which this nominee has served, along with the dates of service. Describe this nominee's qualifications for office and fitness to serve. Attach any other information about this candidate which may be helpful in assisting the Nominating Committee.

Submitted by: \_\_\_\_\_ Club No.: \_\_\_\_\_



## District 4 Calendar January - April 2005

**Dec 1st-Feb 28th**  
**January 1st**

Club Officer Training  
Area Governors: Begin 2nd Round club visits

**January 1st**  
**February 1st**

Club Realignment Committee begins  
Club International Speech and Table Topic Contest

**Feb 1st-Mar 31st**

Talk-Up-Toastmasters Membership Contest

**Feb 19th**  
**March 1st**

Deadline for Officer Nominations  
Area International Speech and Table Topic Contest

**March 17th**  
**April 1st**  
**April 1st**

Fourcaster Articles due  
Deadline for Semiannual Dues  
Division International Speech and Table Topic Contest

For more information see the District 4's web site at [www.d4tm.org](http://www.d4tm.org)

## Region II and International Proxy

World Headquarters will be mailing a white envelop to the Club President of records in March 2005. This envelope will contain the Region II and International Proxy's. Please sign and mail the to the address on the proxy's. More information will be in the Spring 2005 Fourcaster.



### THE FOURCASTER

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