



The FOURcaster

Happy New Year! In 2014, take advantage of every opportunity offered in District 4 Toastmasters to grow to new heights so that when it counts, you will have the gift, the style, the sharpness and the clarity to affect other people as a communicator and a leader. The following is just a sampling of what's ahead in District 4. It's all about your Membership Experience!

~ Rita

Membership Building - Enriching the Membership Experience

Katherine Pratt, DTM, Lt. Governor Marketing

As we move through the holidays and into a new year, there is a great way to give AND receive in Toastmasters. How do we accomplish that? By recruiting new members to our clubs! Membership growth is the key to keeping our clubs vibrant and strong, helping each member, new and existing, grow and grow. January is an important membership building month for all Toastmasters clubs. What benefits do new members bring?

New members bring fresh energy and ideas to a club.

When new members join clubs they bring with them different life experiences and perspectives. Club members get to hear new speech topics and meetings become more varied and fun. When you receive evaluations from different people, your speaking skills can grow even more. New members also provide new possibilities for networking, friendships, and community.

New members help clubs fill meeting and officer roles.

When membership numbers slide, clubs often struggle to fill meeting roles. New



members can help lighten the load as they take on speaking slots and other meetingcontinued on Page 2

Join Your Fellow Toastmasters for District 4 Great Events

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2fer Session 1: Ready for an Open House Party?

We'll share all our tips and tricks at this Great Event! Find out how it can not only be a magnet to attract new members, but how it can be fun for existing members, too!

2fer Session 2: Train the Trainer - Back by Popular Demand!

Learning how to train can not only add a new skill to your experience. You can also practice your new skill at a District 4 COT!

Training by Lance Miller

Benefit from Lance's knowledge as a Toastmaster with a special Club Officers Training session on January 12th. [Register here](#)



Registration Links for the 2fer Events:

- 2fer: Open House and Train the Trainer, Silicon Valley Edition on January 7 [Register here](#)
- 2fer: Open House and Train the Trainer, SF Edition on January 9 [Register here](#)



Toastmasters Leadership Institute (TLI)

Bina Mehta, ACS, ALB, Lt. Governor Education and Training

A Toastmasters Leadership Institute (TLI) is a great learning opportunity for every member of District 4 Toastmasters. TLIs provide many exciting sessions to choose from, and are open to both club officers and members. These sessions enhance the Membership Experience and are also useful in our personal and professional lives.

This winter, we will have two TLIs which will cover a host of sessions, on topics including giving speech evaluations, Tall Tales, tips for winning a speech contest, leveraging social media, planning speech contests, High Performance Leadership projects, membership building, planning an

open house, building your speaker profile, and many others. The TLIs will also include Club Officers Training (COT) for each of the seven officer roles. The sessions will be conducted in various formats including workshops, facilitated discussions, panel of experts, a quiz contest, and a skit.

Whether you are a new member, experienced Toastmaster or a club officer, the TLI is for you. Pick your date and come to network with your peers, learn new skills and have fun!



TLI: Jan. 25	TLI: Feb 22
8:00 am - 12:30 pm	8:00 am - 12:30 pm
Genentech	PayPal
475 East Grand Ave South San Francisco, 94080	2161 North First St San Jose, 95141
Register here	Register here

Club Officers Training (COT)

Club Officers - Now is the time to garnish valuable lessons on leadership at a District 4 Club Officer Training (COT)! Remember that being an effective leader helps you outside of your club, as well as helping your fellow members. In addition to our upcoming TLIs, there are many COTs throughout the District - from San Francisco thru Silicon Valley to Monterey in January and February. For the latest list of available trainings, please check our [training schedule](#). New COTs are being added, so check back often!

Wondering about being a Club Officer, but not sure how you'd benefit? Just [click here](#) for a list of transferable skills you can learn as a club officer in your club!

Note: Please remember to submit your club officers list if you have not already done it. You can submit it at Club Central on the Toastmasters International website or by sending an email to ClubOfficers@toastmasters.org.

Membership Building (continued)

roles. Often newer members serve in other ways within the club such as club officers, contest participants, and committee members.

Recruiting new members gives EVERYONE the chance to build leadership skills and achieve club goals.

Existing members can lead membership recruitment activities such as Open Houses and membership building drives, while earning CL credit and learning valuable leadership skills along the way. Having 20 or more members (or a net growth of 5) qualifies a club for the Distinguished Club Program. And existing members can build mentorship skills as

they assist newer members and help them grow.

Introducing a person to Toastmasters gives that person an opportunity to improve him or herself!

Think about how much you have grown and learned as a Toastmaster. We all know someone who could certainly benefit by joining Toastmasters to refine communication and leadership skills. Introduce someone you know to Toastmasters and you could be giving that person a gift that will make a positive and permanent difference in his life!

District 4 understands the importance of membership building and is ready to

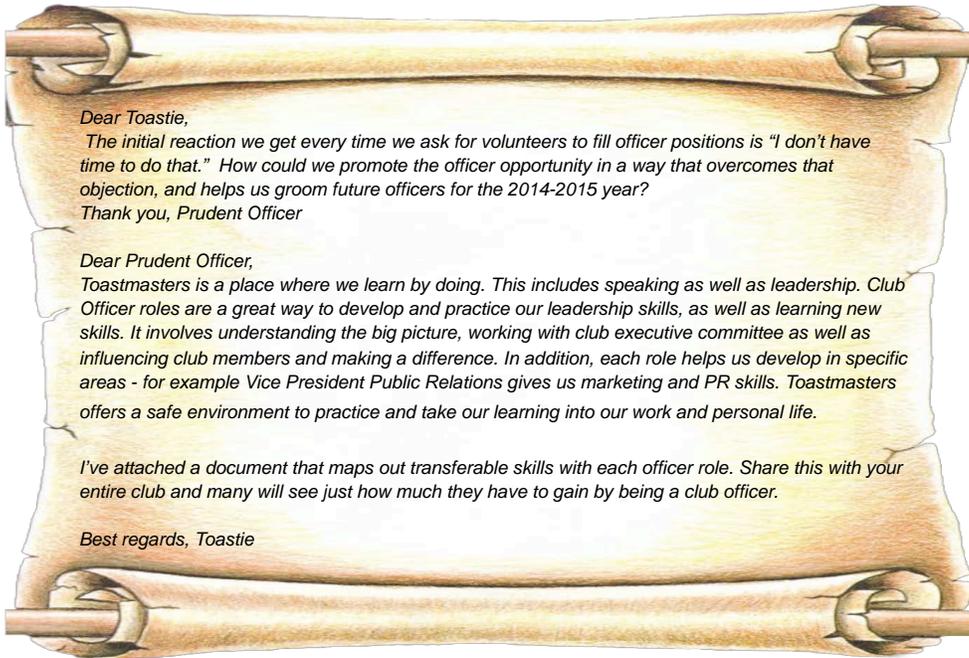


recognize YOU as a membership builder! When you sponsor three new members to Toastmasters between January 1 and February 28, we will recognize you as a Sponsoring Sweetheart! **See key details on the program [here](#).**



Rita Barber, DTM, District Governor

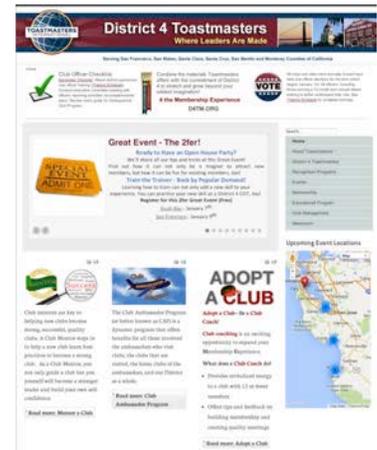
A new District 4 Resource is in town: Dear Toastie! If you have a question, you can email your 150 words or less question to Toastie@d4tm.org and receive an answer within 48 hours! If YOU have a burning question you'd like to ask anonymously, feel free to send those questions off to Dear Toastie at Toastie@d4tm.org. Here's an example:



D4TM.ORG - Take Our Survey!

After a refresh of our website, we want to hear from you - how are you using our site? Are you finding what you need? What do you like and what would you like to see differently? This survey will be open until January 31, 2014 - make sure you provide feedback, Toastmasters-style!

<https://district4tm.wufoo.com/forms/district-4-toastmasters-website-survey/>



President's Club Program

If your club is among the first 100 to become President's Distinguished by April 15th, your club will receive \$100 in District 4 credit, as well as preferred seating at the Leadership Luncheon where your club will be recognized.



Fall Conference Recap

Bina Mehta, ACS, ALB, Lt. Governor of Education and Training

"So much fun! Great sessions, met new people, everybody was so friendly. I felt like I was at a party, only we learned a lot at the same time. " That's what one attendee shared about the District 4 Fall Conference that was held on November 9th! The conference brought together Toastmasters from Monterey to San Francisco and included sessions from 2005 World Champion of Public Speaking, Lance Miller; a high-powered HR panel, including Q&A with three top HR Executives; and our world-class Evaluation and Humorous Speech contests.

Evaluation Contest winners:

- 1st: Kristian Crump
- 2nd: Bob Gulino
- 3rd: Dennis Chase

Humorous Speech Contest winners:

- Janet Hebert, "Modern Technology and Restrooms"
- April King, "Living with Cats and Dogs"
- Wayne Lee, "Eight Meals a Day"





District 4 Toastmasters

Where Leaders Are Made



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

And the Winner is... Toastmasters Bay to Bay!

Birgit Starmanns, DTM, Public Relations Officer

Did you know that District 4 has its own cable access show? This year, two episodes of Toastmasters Bay to Bay - [Episode 48](#) and [Episode 58](#) - were named as finalists (Top 3) in the annual WAVE (Western Access Video Excellence) awards, in the category of

Thank you to everyone - speakers and crew - who have participated in the show over the years!

We typically tape the second Monday of the month at the Midpeninsula Community Media Center in Palo Alto from 9:30-10:30 pm; contact us at TMB2B@d4tm.org if you would like to attend a taping or speak on the show, and see prior episodes [here](#).



Co-Producer Stan Ng with our new set



Co-Producer Birgit Starmanns at the WAVE awards ceremony

Educational Access - Community Producer. The award is sponsored by the Alliance for Community Media, Western Region, which covers seven states.

And the winner is - **Episode 58!**

Save the Date!



Saturday, March 15th morning in Mountain View: Leadership Lessons from M&M

A Great Event that allows us to learn from two TI leaders, followed by a joint Q&A session. Speakers are Michael Notaro, DTM, PIP, on "Where are the Heroes (Striving for Success as a Leader)" and Mike Barsul, DTM, ID, PDG on "Inspire, Motivate, Provide Value, be a Role Model."

Thursday, April 17th, evening in the South Bay: First-ever non-English speech contest in District 4.

Members from some of our bi-lingual clubs will compete in non-English speech contests. Daniel Rex, CEO of Toastmasters International, will give the keynote.

Saturday, May 10th: Spring Conference, Biltmore Hotel, Santa Clara

TOASTMASTERS INTERNATIONAL

<http://www.toastmasters.org>

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DISTRICT 4 QUICK LINKS

District 4 Website

<http://www.d4tm.org>

District 4 Facebook

<http://www.facebook.com/District4Toastmasters>

District 4 LinkedIn

<http://www.linkedin.com/groups?gid=91834>

District 4 MeetUp

<http://www.meetup.com/district4toastmasters/>

District 4 Picasa Album

<http://picasaweb.google.com/District4PRO>

Toastmasters Bay to Bay Cable Access Show

<http://www.youtube.com/toastmastersD4>



DISTRICT 4 MISSION

The mission of the District is to enhance the performance and extend the network of Clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program, by:

- Focusing on the critical success factors as specified by the District educational and membership goals.
- Ensuring that each Club effectively fulfills its responsibilities to its individual members.
- Providing effective training and leadership development opportunities for Club and District Officers.