



District 52 Review

Ignite Your Passion · Illuminate Your World



Home of Toastmasters Clubs in Downtown Los Angeles, Hollywood, San Fernando Valley, Santa Clarita Valley, Burbank, and Glendale, California

Issue 2

December 2006

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The Mission of the District

The Mission of District 52 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 members.
- Providing effective training and leadership opportunities for Club and District officers.

District Governor's Report

From the Desk of the District Governor – Edwin Bernard, DTM



Hello Fellow Toastmasters!

We are almost halfway through the 2006-2007 Toastmasters Year. I can see very many wonderful things happening in our

Clubs, Areas, Divisions, and District. Our Lieutenant Governor Marketing Michelle Gilstrap, ACG, CL, will address club membership and new clubs. Our Lieutenant Governor Education and Training Cora Soriano, DTM, will report on educational achievements and club officer training.

In my simple mind, the formula for success is quite simple. We must start with well-run clubs conducting productive meetings. This is our "Product" that our "Prospects" or club guests see. Clubs with a high level of excitement, prepared programs, and at least 12 members in attendance will attract more members. A club needs at least 20 members to ensure a minimum of 12 at each meeting since many members will occasionally have other commitments. New members also bring new ideas and added excitement to the club.

I challenge every club member to invite friends and colleagues to attend your club meeting as your guests. Avoid pressuring them into joining. If you take this action regularly, I guarantee that your club will grow and become more exciting. If I'm wrong, at the next Conference you can give me two slaps on the hand with a wet noodle!

The next important action you can take is to complete your Competent Communicator or Advanced Communicator before District 52's Spring Conference in May 2007. If every club has at least two members who complete these educational goals, there will be a higher level of accomplishment throughout the club. Success is contagious! If two members achieve their CC, I am certain it will not stop there. More will follow.

I have one last request. Members should have their own copy of the new Competent Leader (CL) Manual. If you do not, please ask your club President to get one for you. Then read it. You will learn the fundamentals of strong leadership in this valuable resource, as well as how to acquire these fundamentals at club meetings. Your club needs good leaders, and so does District 52. Reading and following the CL Manual is an excellent way to start. Take the manual with you to every meeting. Before you perform your meeting function, ask a fellow Toastmaster to fill in the evaluation page for you. This is a private evaluation, which is not presented like a speech evaluation. When you have completed a set number of projects, you can send in the report to TI and earn your CL Award. Only one function can be credited at each meeting.

The Holiday Season is upon us. It's a time to reflect on the past year, to see if you are where you planned to be, and to resolve to get even further ahead in the New Year. Enjoy the season. I wish everyone a fantastic Christmas and Holiday Season and a truly Happy New Year!

**District 52's Leadership Team
2006 – 2007**

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From The Desk of Lt. Governor Education and Training

by Cora Soriano, DTM



Greetings! I'm honored to serve as your Lt. Governor Education and Training. I look forward to working with our members to achieve our educational goals. District 52's recent educational accomplishments are listed in this

issue, with distinguished achievements highlighting the hard work of our members. Included is our winter training schedule and Spring Conference information.

**Toastmasters Educational Incentives - Extended to January 31, 2007.
The District is awarding a Competent**

Communicator Toastmasters Pin to the first 60 awards earned on or before January 31, 2007. The District is also offering a coffee mug to everyone earning his or her Advanced Communicator, Competent Leader, and Advanced Leader awards. Your personal Toastmasters goals always tie into the Distinguished Club Program. It is a win-win scenario for you and your club. Let's complete those ten speeches and be proud to wear the Competent Communicator pin.

By November 17, 2006, we reached only 23% of our Competent Communicator (CC) District Goal. Work with your Vice President Education to schedule your remaining two or three speeches left to complete your CCs, ACs, CLs, or ALs. If you need ideas for your next speech, log on to "www.district52.org" and click on "Resources."

Introducing District 52's Newest DTMs!

Congratulations to our new DTMs!

Andrea A. Andreas, Area C32 - Club 6746, Loquations Club.

Raymond E. Korns, Area C32 - Club 2374, Renaissance Speakers.

Susan Orosco, Area D42 - Club 3046, Voces Latinas.

Susan J. Paoletti, Area A12 - Club 5522, Motivated Toastmasters.

David M. Puretz, Area B-22 - Club 147, Sherman Oaks.

Club Officers' Training for July - August 2006

Sixty percent of our club officers in District 52 were trained. Kudos to the following clubs for having 100% of their officers trained:

- Area C31, Jewel City 29
- Area B22, Sherman Oaks 147
- Area B20, Humorous Peaches 1624
- Area D40, Figuratively Speaking 4305
- Area D41, Mid-Wilshire 651101



- Area A12, Motivated 5522
- Area B20, Valley Vocalizers 6276
- Area D42, Spring 7145
- Area B23, Pacemasters 9316

Successful clubs have well trained leaders. Let us aim for 100% of our club officers to be trained for our January - February 2007 Winter Training.



International Director **Lauren Kelly, DTM**, congratulated new Distinguished Toastmaster **Susan Orosco** of Voces Latinas Club 3046 at District 52's Fall Conference on Saturday, November 18, 2006. Lauren presented DTM medallions to Susan, **Melanie Ghazarian, Andrea Andreas, Ray Korn, and Susan Paoletti**.

A reception line comprised of all the other DTMs at the Fall Conference joined in enthusiastically celebrating the addition of the new Distinguished Toastmasters to District 52.

The Distinguished Club Program

2 CCs
 2 More CCs
 1 ACB, ACS, or ACG
 1 More ACB, ACS, or ACG
 1 CL, ALB, ALS, or DTM
 1 More CL, ALB, ALS, or DTM
 4 New Members
 4 More New Members
 Minimum 4 Club Officers
 Trained Summer & Winter
 One Semi Report & One
 Officers' List on time
 At least 20 members or net
 growth of 5 members since
 July 1

Toastmasters International's 15 Advanced Communication Programs

Communicating On Television
 The Discussion Leader
 The Entertaining Speaker
 Humorously Speaking
 Interpersonal Communication
 Interpretive Reading
 Persuasive Speaking
 The Professional Speaker
 Public Relations
 Speaking To Inform
 Special Occasion Speeches
 Specialty Speeches
 Speeches By Management
 Storytelling
 Technical Presentations

For more information:
<http://www.district52.org/fastrack/>

Our District's New Competent Communicators

Congratulations to the following members who earned their Competent Communicator award!

Talal T. Balaa, LAUSD
Judi Baumbach, Spirit Speaks
Peter Bunce, Salesmastery
Alberto Cabilan, Renaissance Speakers
Ronald M. Coyne, Salesmastery
Ronald M. Coyne, Sherman Oaks
Aaron Freedman, Salesmastery
Monica Gaur, Quest
Ivan Gerson, Public Works Pioneers
Gaubriella Hayer, Sally Toastmasters
Willie Frances Hill, Navigators
Lynn M. Johnston, Westlake Countrywide
Kris Karazissis, Van Nuys Burnt
Tim Kim, Nestle
Yolanda Kirk, Ernest Speakers
Melanie Kroon, Sherman Oaks

Tess M. Miguel, LAUSD
Karen Lee, LAUSD
Richard Melendez, Los Angeles 3
Linnie Murphy, Mindful Communications
Siri Atma Oaklander De Licori, Westlake Countrywide
Enrico Pena, Cosmopolitan
Jorge Ribeiro, Jewel City
Gabriela Sadigursky, Navigators
Harry J. Secky, Rising Star
Jeff Solomon, Figuratively Speaking
Nadeem Srouji, Nestle
Laura L. Sturza, Rising Star
Sergio Valle, Figuratively Speaking
Silva Varbedian, West Words
Catherine Yesayan, Loquations

Keep on giving manual speeches and earning the CC award!

Advanced Communicator and Leadership Awards

District 52 is delighted to recognize also the following members who have reached another Toastmasters milestone.

Advanced Communicator Bronze (ACB): **Neven Karlovac**, Van Nuys Burnt; **Rosie Fabian**, Water & Power; **Cheryl Garland**, Leading Voices; **Chuck LeFever**, Rising Star; **Barbara A. Lewis**, Toastmasters 4 Writers; **Sonia Macias**, LA Sparkplugs; **Sha'kel Powell**, Salesmastery; **Patricia Roach**, LA Sparkplugs; **Radine C. Ramsey**, Burbank Club 1320.

Advanced Communicator Silver (ACS): **Ben Nakayama**, Essayons; **Andrea F. Sebera**, Spirit Speaks; **Wayne Sebera**, Spirit Speaks.

Advanced Communicator Gold (ACG): **Michelle Gilstrap**,

Toasters 4 Writers; **John D. Nilson**, Motivated; **Andrea Andreas**, Loquations.

Leadership Excellence: **John D. Nilson**, Motivated.

CL (Old Style): Peter Geissler, Nova.

Competent Leaders (CL): **Mohammed I. Baig**, LAUSD; **Peter Geissler**, Bravo; **Izabella Khachoyan**, Glendale 1; **Wayne Sebera**, Spirit Speaks.

Advanced Leaders Silver: **Raymond Korn**, Renaissance Speakers; **Susan Orosco**, Voces Latinas; **David Puretz**, Sherman Oaks.

We wish all of these members continued success! Continue to "Ignite Your Passion, Illuminate Your World!"

Coming Events

Spring Evaluation and International Speech Contests

Start preparing for our Spring Evaluation and International Speech Contests. The schedule will appear on our web site and in our next newsletter.

Save The Date:

Viva Toastmasters! District 52 Spring Conference, Saturday, May 19, 2007, 8:30 a.m. to 5:00 p.m. Beverly Garlands, North Hollywood.

January 2007 Area Governor visits start; send reports to District Governor.

January 12 District Executive Committee meeting, Holiday Inn, Burbank.

February 2007 Club Evaluation and International Speech Contests.

February and March 2007 Talk Up Toastmasters program for five new members per club.

February 15 District mid-year audit report due at TI.

February 16 District Executive Committee meeting, Holiday Inn, Burbank.

March 2007 Clubs collect dues and send semiannual report with payment to TI.

March 2007 Area Evaluation and International Speech Contests.

March 16 Steering Committee Meeting, Shakers Restaurant, Glendale.

Sprout The Spouters

by Andrea Sebera, ACS, ALS

Has anyone called on you for a project, simultaneously evoking fear and excitement? I became responsible for starting a new Toastmasters Club at Las Virgenes Municipal Water District. I envisioned finding a motivated, excited group of professionals wanting to improve themselves through the Toastmasters program.

My story began in Spring 2006. Our Lieutenant Governor Marketing Edwin Bernard, DTM, who is now our District Governor, called me to ask if I would help him with a new club lead. Edwin and I met Mr. Hector Valdez, the Human Resources Director at Las Virgenes Municipal Water District. Mr. Valdez informed me he had been a prior member of a Toastmasters club and believed his Toastmasters experience helped him to develop valuable skills and to advance professionally.

Edwin and I reviewed the benefits of Toastmasters membership and how Toastmasters International would

support the newly chartered club. We outlined how District 52 would provide valuable resources, support, and guidance. Mr. Valdez recognized the value of establishing a professional club, one that included mentoring, participation, professional and personal development, and having a good time.

Several months passed while company leaders decided to take the next step. I set up the Demo meeting and invited company employees to attend. The Demo meeting took place on October 11, 2006. District 52's Demo Team attended, and Mr. Valdez invited all his company's employees. Together we held a dynamic Demo meeting. Out of the 40 employees who attended, over 30 became charter members!

The club chartered on November 16, 2006. It is Las Virgenes Waterspouters Club 967479 in Calabasas. I am personally gratified and pleased with the club's progress.

Table Topics and Humorous Speech Contests

Speech contests provide Toastmasters contest experience, educational programs for Toastmasters and the general public, and an opportunity for the audience to learn by observing proficient speakers. Our District 52 Table Topics and Humorous speech contests were held on November 11, 2006 at Glendale Central Library.

Table Topic Contest winners: First place winner: **Ivan Ger-**



son, PW Pioneers. Second place winner: **Susan Mayberry, Warner Center.**

Humorous Contest Winners: First place winner: **Alberto Cabilan, Renaissance Speakers.** Second place winner: **Susan Mayberry, Warner Center.**

Figures of Speech

One of the objectives in Project 4 in *The Competent Communicator Program*, "How To Say It," is to "Use rhetorical devices to enhance and emphasize ideas." However, very few of our members satisfy this objective. It is possible that "rhetorical devices" are unknown to many of us.

A "figure of speech" is defined as "A form of expression other than plain and normal, usually one in sentence structure or diction, adopted for stylistic effect."

These differ from idioms such as "Time *flies* fast because many people are trying to *kill it*." Idioms are part of our internal language lexicon.

The following are some important figures of speech: allegory, anticlimax, antithesis, apostrophe, climax, euphemism, exclamation, hyperbole, interrogation, irony, litotes, metaphore, metonymy. More information is found here:

www.earnestspeakers.com/figuresofspeech.html

Membership Building 101

by Michelle Gilstrap, ACG, CL



When members renew their dues by October 1, the club may discover that it no longer has as many members as it did in July. There are many reasons for this, including the following: members move, transfer to different jobs, get married, or begin college. Consequently, the club membership changes.

What will it take to build your club membership? Remember that you had a number of reasons to join Toastmasters: to improve presentation skills, to become a better speaker, to gain self-confidence in front of audiences, and many more. These are the same reasons you need to use to promote your club in newspaper press releases, flyers at your local library, and at community events.

Here are nine ideas to help focus on building membership:

1. Invite your friends, family, and co-workers to your meeting.
2. Hold a membership-building contest, award points to members who bring guests, and even more points if the guests join. Make it fun. Plan to celebrate the addition of the new members. Divide your club into teams and award points for attendance.
3. Bring in a special speaker who can speak on an interesting topic at your meeting. Promote the speaker to other groups who could benefit from the speaker's wisdom.
4. Visit other clubs and organizations, deliver speeches, and tell them how Toastmasters can change their life, give them more confidence, improve their leadership skills, and all that Toastmasters membership has done for you.
5. Post signs at your meeting location. Include your meeting day and time.
6. Every Toastmasters club member is a salesperson for your club and can testify how Toastmasters membership improves people's lives.
7. Include the members' testimonies on your club's web site. If your club has no web site, create a free

one with www.freetoasthost.org. Include your domain name on all promotions so that prospects can find your web site and learn about your club. List your club's web site with Toastmasters International. Did you know that more referrals originate from the Internet than from anywhere else?

8. When you have guests at your meeting, close the sale. Ask the guests to join and help them fill out the membership application before they leave the meeting.

9. Help the new members by matching them with experienced Toastmasters. Mentors are assigned to help the new members with the first three speeches. Mentor a new member! Schedule the new member's Ice Breaker as soon as possible.

Unless the guests sign up immediately, it could take eight years before they visit another club or join. I recently learned this from our Region II International Director Ann Hastings, DTM, PDG.

Toastmasters International has changed greatly in the last eight years. Someone's life could change greatly in eight years, and during that time membership in Toastmasters could make a tremendous impact. I know that Toastmasters membership has meant a lot to me since I joined in 2000.

Build your new members, aim for the Distinguished Club Program's growth of four new members, and then four more new members by the end of May 2007. Aim to increase your club membership by five more than you had on July 1. If you had 20, attempt to grow to 25. If your club follows the Distinguished Club Program, the club will have eight new members and should be able to achieve a net growth of five members. District 52 will offer a special incentive for all clubs that achieve a net increase of five members from July 1, 2006, to June 30, 2007. The incentive will be defined and officially announced in the future. I wish you continuing success in your membership building efforts!

Membership

by Dr. Ralph C. Smedley

Let us, during the next six months, increase the membership of each Toastmasters club by at least five members. That seems simple, doesn't it? It can be done by improving the work in the club, and by letting people know of the work we are doing to help members...

It is not a matter of increasing the size of Toastmasters, as an organization, but rather of making our training available to greater numbers of members. To add five more members to your club should not be difficult, if your club is doing the kind of work in training members for communication which it should be doing. But the enlisting of these recruits can mean much to the world in which we live.

The nation needs our services, and so does the whole world. Through better communication, we can help to create better understanding, and understanding is what the world needs. Toastmasters International can be a powerful force for the improvement of world conditions...

Here we are, with a tremendous opportunity before us. It is a goal which can be reached and passed, if we put some thought and work into the task of bringing it to pass. And so I challenge you to get to work to bring our service up to this higher level of service. Let us share with others the benefits we have gained for ourselves.

The Toastmaster, Oct. 1962.



District 52's New Panel Display

by PRO Beth Neaman, ATM-B, CL

District 52 has a set of Panel Exhibits that is available for promoting your club, area or division events. The District 52 Panel Displays can attract more qualified potential members because our message is close to their eye level. With our message in their view we'll be able to grab the attention of passersby quickly.

Panel Displays are often utilized at large events like Business Expos, Open houses, and other special events such as career fairs or conferences. They are a good way to create awareness about the Toastmasters program and a good way to network and put information into people's hands.

Panel Display Benefits

- Portability - Bring it anywhere
- Display at Eye Level
- Easy Set-up - Takes 30 minutes or less

The Public Relations Committee strives to provide our membership with the best tools possible to promote their Toastmasters activities to the public. This will encourage interest in the Toastmasters program and allow more people to take advantage of the program's benefits.

To sign up to use the display in any of your Toastmasters events, contact your Public Relations Committee Chair, Beth Neaman, at 818-241-4728 or email at pro@district52.org.



District 52's Public Relations Officer Beth Neaman, ATM-B, CL, with the new Panel Display.



District 52's 2006 Fall Conference had outstanding presentations helping members develop and improve their speaking skills. Past District 1 Governor **Penny Post, DTM** (above left), demonstrated storytelling techniques. Accredited Speaker **Wayne Choate** (above center) delivered a riveting workshop. Accredited Speaker **Sheryl Roush, DTM, PDG**, closed the conference with her dynamic seminar on making your presentations sparkle.



More Fall 2006 Conference Photos: The District Store was open, and business was brisk (above left). Penny Post, DTM, PDG, Sheryl Roush, AC, and Conference Chair Marcia Bruce Bush, DTM, relax during a conference break (above center). Patricia Stewart, DTM, PDG, Division A Governor Erin O'Neill, CTM, and Loan Carrison, ATM-B, dazzle the camera with their amazing smiles (above right).

In Memoriam

Marilyn S. Gray (1926 - 2006)



Born August 1, 1926, Marilyn passed away due to a heart problem while a patient at Verdugo Hills Hospital in Glendale, California on October 30, 2006.

Angeles, California area. The last 40 years she and her husband lived in the city of Tujunga, a suburb of Los Angeles.

Marilyn, along with her husband, was an active member of the Tujunga United Methodist church for the past 40 years. Also, she was a member of Eastern Star, **Glendale Civic Center Club 1256**, and the distinguished Shakespeare Oxford Society.

She was an accomplished teacher, writer, musician, wife, and mother. She was an inspiration to all who came in contact with her.

She taught English, typing, and shorthand in the public schools for many years.

She studied Shakespeare for more than ten years, and wrote two books on the subject.

Other things she loved to do were playing the accordion, attending plays, square dancing, cooking, and attending Eastern Star and Toastmasters events.

A memorial service was held for her at the Tujunga United Methodist Church on Saturday, November 11, 2006.

Dearly beloved mother and grandmother, she is survived by her husband William, daughters Kathleen and Sharon, son-in-law Mark, and grandson, Matthew.

Marilyn was born in Long Beach, California, and went to high school in San Jose, California. After graduating from high school in 1943, she attended the University of California at Los Angeles (UCLA), and Stanford University. She graduated from Stanford in 1947, and later obtained a teaching credential at San Jose State College.

Marilyn was married for more than 57 years. She married William Gray in 1949. He worked as an engineer in the aerospace industry, and they lived in San Jose, California, Seattle, Washington, and the Los

Preliminary Club Officers' Training Schedule - Subject to Change

Saturday, January 27: St. Jude Medical, Sylmar, all-day session.

Wednesday, January 31 daytime: Garland Building, downtown Los Angeles, officers' training only.

Saturday, February 3: Spirent Communications, Calabasas, officers' and judges' training.

Saturday, February 10: Woodbury University, Burbank, all-day session.

Saturday, February 24: Glendale Library, officers' training only.

Wednesday, February 28 evening: Garland Building, downtown Los Angeles, officers' training only.

Up-to-date events information can be found here:

<http://www.district52.org/events/>

Your Contributions Welcome!

by Peter Bunce, DTM

My Dear Sweet Readers:

Please accept the expression of my sincere appreciation for having picked up or retrieved District 52's newsletter. Very few of our members even know about its existence. Please encourage your members to get their own copy at our web site and opt-in for e-mail distribution. Save these web locations for ready reference:

<http://www.district52.org/>
http://www.district52.org/pdf/news/dec15_06.pdf

I learned that the role of District Newsletter Editor was vacant at the Fall 2006 Conference. I volunteered for the job; no one held a gun to my head; no one stood over me with a baseball bat to compel me to complete an important job.

I read the newsletter article guidelines posted on our web site. I was displeased and disappointed. As your new editor, my objectives are (1) to uphold the Mission of the District and (2) to serve our club members to the best of my ability. This is a collaborative job, but if no one submits articles, it is also a lonely one. I encourage your contributions!

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*Special thanks to Photographer Enrico Pena, DTM,
PDG, and Contributor Andrea Sebera, ACS, ALS.*

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District 52 Toastmasters

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www.district52.org

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ters International emblem are trademarks of
Toastmasters International registered in the
United States, Canada, and many other countries.

The Mission of Toastmasters International

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

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

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

The Mission of the 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.

Through the efforts of district leaders at all levels, more and more people are realizing the benefits of Toastmasters.

A successful district establish an environment where all members are committed to the district's mission.

All district officers feel they are members of a championship team on its way to becoming a Distinguished District.

Above all, achieving the district mission is a team effort. It requires a commitment to bringing more people to Toastmasters so they can experience all the benefits our organization has to offer. — *District Leadership Handbook*, page 6.

