



52 Review: A Publication of District 52 Toastmasters

August 2008



From Our District Governor

New Toastmaster Year:

Courageous Devotion!

Michelle Gilstrap, DTM
District 52 Governor
2008–2009



Welcome to the new Toastmaster Year which began on July 1st. It is my honor to serve as your District Governor this year. I want to outline some goals for each of us to strive for during the 2008-2009 Toastmaster Year.

Toastmasters: Courageous Devotion is my theme for this year. The theme emphasizes the courage each person needs to change his/her life through the Toastmaster program and the devotion to help others succeed as leaders in our District.

This year, we will again be offering the “Race to President’s Distinguished” program to help each club work on the 10 DCP goals. The first goal is to have four officers trained, so attend officer training to ensure all club officers have the information to do a good job for their clubs. Now is the time to set the stage for excellence in your club by having all seven of your officers trained. Clubs have until August 30th to complete training.

Your top three District officers attended the Toastmasters International Convention in Calgary and we brought home the **Excellence in Marketing Award** for Beth Neaman and the **Excellence in Education & Training Award** for myself. In addition, Cora Soriano, immediate past District Governor, received the **Distinguished District Award** for the District. We also received the **Leadership Excellence Award for the District**, for achieving Distinguished District status for the past five years.

Last year, we had 44 clubs who were Distinguished, Select Distinguished or President’s Distinguished. This is the highest number of clubs to achieve this recognition since 2002. I congratulate all of you.

We now have 106 clubs with almost 2,000 members throughout downtown and the greater San Fernando Valley. We need to build 20 more clubs this year to achieve President’s Distinguished.

This year we are aiming to be a Distinguished District for our Sixth Year. We want to be a President’s Distinguished District this year. With everyone working to help their clubs achieve the 10 DCP goals we can achieve this. It takes everyone working together to meet their club goals, maintain their membership and start new clubs to help our District move forward. If you work for a company with more than 300 employees and you see an opportunity to start a club, contact our Lt. Governor of Marketing, Carolyn Goldman, lgm@district52.org. Let her know the name of your company and who to contact to start the process.

Look for information in the District Newsletter and **sign-up to receive the District e-mails**. See the link under the District Newsletter & add yourself to the e-mail service. This is a vital link to keep informed, but it is only as good as those who sign up to receive the information.

I encourage you to plan to attain at least **One Educational Award** and **One Leadership Award** this year. Imagine if each of us earned **two** awards, we would achieve greater results in our professional and our personal lives as we increased our communication and leadership skills.

As we all Race to President’s Distinguished for our clubs, areas, divisions and our District, let’s do it with “Courageous Devotion”.



A Moment of Education...

By Wayne Sebera, DTM
District 52 LT Governor Education
and Training

It has been said that “You can’t
teach what you don’t know, and you
can’t lead where you won’t go.”

These ancient words of wisdom
apply most directly to those of us in leadership positions in
Toastmasters Clubs, Areas and Divisions of District 52.

In District 52 we are blessed with leaders at all levels who
are sharing their knowledge and experience with those who
are taking on new and perhaps unfamiliar roles. The recently
elected club officers, both new and experienced, are fully
engaged in current training to become more effective in their
leadership roles. Our goal is for all Club Officers and
District Officers to participate in current training programs.

Toastmasters International is focused on improvements in
Communications and Leadership. Programs have evolved
over many years and decades to reach today’s level of
resources. New officers need to get the training and
expertise to lead their clubs for the best benefits of their
members. Experienced officers have the opportunity to share
their stories and experiences with others to enrich all who
participate, as well as refine and enhance their capabilities.

This teaching energy is a rising tide that lifts all the boats of
clubs and members as together we all achieve more. When
the excitement of this interaction is energized, it is inspiring,

it is motivating, and it is fun. Let’s be sure to remember to
have fun while we learn. Learning is enhanced in a fun
environment.

And speaking of fun, it is contest time. The fall contests
focus on Humorous Speeches and Table Topics. Club
contests are in progress, with Area Contests planned during
September. Winners will compete at Division Contests in
October, and the grand finale will be at the District 52 Fall
Conference on November 1. See the District 52 website for
more details, including dates and locations of the contests.
We will be compiling the information as it becomes
available, so check back frequently.

Encourage your club members to focus their efforts on
manual speeches from the Competent Communicator (CC)
manual, or from one or more of the fifteen Advanced
Manuals for those members who have completed their CC or
CTM level of achievement.

Additionally, the Competent Leader (CL) manual can be
brought to every meeting, and different roles systematically
worked. A fellow club member can place evaluative remarks
in your manual for kudos and suggestions against each role
that you perform. Your Club VP of Education has all the
details and can prepare plans for each member to progress.

Each Toastmaster member is recommended to set a goal for
one communications level and one leadership level per year.
If you have any doubts, check with the ones who have
walked their talk. They can teach you what they know, and
they can lead, because they are willing and know where to
go.

See YOU at the Top.

Education Awards since July 1, 2008 – August 23, 2008

Competent Communicator

Arakelian, Anahid	Glendale 1
Bahrami, Pari	Sherman Oaks
Banfill, Robert A	Westlake Countrywide
Buenaventura, Dominic	Public Works Pioneers
Clark, David	Watermasters
Fernandez-Tristan, Elizabeth	Media Center
Gururajan, Viswesvaran	Mindful Communicators
Lakshminarayanan, Kamatchi	Sherman Oaks
Larson, Scott	Burbank
Lee, Cynthia H	Nestle
Rivera, Frenz	PASCPA
Sweet, Molly J	Sherman Oaks
Wend, Paul	Valencia

Competent Leader

Casey, Chiuhing L.	Distinguished Singles
Gongora, Maedale	Glendale Civic Center
Neaman, Beth	Glendale Civic Center
Neaman, Beth	Prepared Speakers
Schwartz, Carol F.	Glendale 1

Advanced Communicator Bronze

Adler, Edie Jean	Van Nuys Burnt Toastmasters Club
Barden, Rosalind P.	Persuasive Speakers
Lamb, Alan	Ernest Speakers Club
Muller, Malinda S	Rising Star Club
Murley, Gordon	Challengers' Club

Advanced Communicator Silver

Guggenheim, Vivian A.	LAUSD Toastmasters Club
Martin, Bette S.	Motivated Toastmasters Club

Advanced Leader Silver

Garland, Cheryl D.	Leading Voices Toastmasters Club
Gilstrap, Michelle Ann	Toastmasters 4 Writers
Harber, Jean R.	Pacemasters Club
Hebb, Brian R.R.	Rising Star Club
McRae, Jacqueline M.	Water And Power Club

Remaining Awards Continued bottom of page 3



Membership Building Campaign

By Carolyn Goldman, CTM, CL
District 52 Lt Governor of
Marketing

July 1st marked the beginning of a new year in District 52. As your Lieutenant Governor of Marketing, I would like to tell you about last year's accomplishments and this year's membership-building campaign.

On May 1st 2008 we began our Beat the Clock membership drive. This program ended on June 30th with the addition of 110 new members! Each of the clubs listed brought in at least 5 new members. Because of their efforts, we again became a Distinguished District (DD). This keeps our DD streak alive for five years in a row! With your efforts, we will be reaching our sixth year in a row!

We are now beginning our first Membership Building Contest for this year – the Smedley Award. This program was created in honor of our Founder, Ralph Smedley.

We challenge each club to add five new, dual or reinstated members between August 1 and September 30. The clubs that meet this challenge will qualify to receive a Smedley Award ribbon to display on their club's banner. The clubs also will earn a choice of one module from The Better Speaker Series, The Successful Club Series or The Leadership Excellence Series.

Please be aware that membership applications and payments between August 1 and September 30 **must** be received at World Headquarters or payment made online no later than September 30. Transfer and charter members do not count for credit.

But the membership building incentives don't stop here! We will have other award programs such as Talk Up Toastmasters which takes place from February 1st through March 31st.

Please starting thinking about ways to build your club's membership. It is through all of our efforts that we can spread the word about the many benefits of Toastmasters that we have enjoyed in the course of achieving Distinguished status for District 52 for the sixth year in a row!

There is no need to apply for this award as your club is automatically entered when the first new member application is received in August. How easy is that?

Club #	Division /Area	Club Name	New Members
3	C 32	Los Angeles Toastmasters Club	5
1549	A 10	POWER Speakers	6
1624	C 32	Humorous Peaches Toastmasters	15
1670	B 23	Valencia Toastmasters Club	6
1966	B 22	Mindful Communicators	6
3567	E 51	L A Civic Center Club	5
7145	E 52	Spring Toastmasters Club	5
9065	C 32	Ernest Speakers Club	6
659175	D 41	Warner Bros. Toastmasters	8
748804	B 24	Toastmasters 4 Writers	7
839635	A 13	Medtronic Mini Med Toastmasters	7
920153	D 43	Los Angeles County Fired Up	5
960984	E 52	Persuasive Speakers	6
991754	C 30	Fund Speakers	6
1027675	C 30	Leading Voices II	7
1077092	E 51	Dreammasters	10

Education Awards Continued from page 2

High Performance Leadership

Baig, Mohammed I.	LAUSD
Diaz, Joanna	Voces Latinas
Geissler, Peter E.	Toastmasters 4 Writers
Gilstrap, Michelle Ann	Toastmasters 4 Writers
Harman, Jeff	Renaissance Speakers
Hebb, Brian R.R.	Rising Star
Rojas Miles, Stacy C.	Leading Voices

Distinguished Toastmaster

Garland, Cheryl D.	Leading Voices
Harber, Jean R.	Pacemasters
Hebb, Brian R.R.	Rising Star
McRae, Jacqueline M.	Water And Power



Fun with Public Relations

Scott C. Miller, DTM
District 52 Public Relations Officer

Live from downtown Burbank
(formerly from District 6 - Minnesota

and Canada), I am your new Public Relations Officer (PRO) for 2008-2009 Toastmaster year. It is my job to help everyone in the District look and sound better. The PRO oversees the website, Speakers Bureau, Newsletter and any other endeavor that requires a common, shared voice for the District, Clubs and Members.

The **Website** is your first place to look for information and answers to your questions. There you will find documents, tips on doing something such as finding templates for creating Event fliers (contest, training and club meetings), guest packets and press releases.

- New webpage features include:
 - Club Public Relations contests with awards presented at next year's Spring Contest or Officer Installation ceremony
- "And How Toastmasters Changes Lives" where each month a Toastmaster can share his/her story
- Membership building Ideas

Consider joining the **Speakers Bureau**. Looking for outside speaking opportunities? The website is our gateway tool that lets people outside of Toastmasters find

Its Fall Contest time:

Go to the website for fliers on Area and Division contest dates and times.

District 52 Fall Conference with Contests will be at the Pickwick Gardens, November 1, 2008. If you would like to help at this event contact: Wayne Sebera at lget@district52.org

Public Relations Contests: It's that time of the year – time to let your club shine! Start getting your entries together now for the Public Relations Contests. Start date is January 1st and end date is March 31st, 2009.

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



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

YOU and your areas of interest. The Speakers Bureau is open to all Toastmasters who have earned the CTM or CC award. Use the Speakers Bureau to announce your desire to speak at external engagements. The website will post your areas of expertise for seekers to browse. The Speakers Bureau Chair receives requests and forwards them to you.

This **Newsletter** is published by Michelle Gilstrap, edited by our editor, Jean Harber, and produced by your PRO. Jean and I will be providing you with our fantastic Newsletter every other month. The goal of our newsletter is to provide you with relevant information and interesting stories. While the website is dynamic, the newsletter provides a historical archive.

Like any good Toastmaster, we want your feedback and ideas on ways to improve the website (send comments to pro@district52.org), and Jean wants your ideas on ways to improve the newsletter and your contributions to the newsletter. The submission guidelines are on our website. Jean can be reached at editor@district52.org.

For more information about publicity, talk to your club officers, Area / Division Governor, District Officers or ask the PRO. We are here to help and share the love of Toastmasters.

Awards for the following categories:

- Club Guest Packet – 1st, 2nd and 3rd places
 - Club PR-Other – 1st, 2nd and 3rd places
 - Club Web Site – 1st, 2nd and 3rd places
 - Club Newsletter – 1st, 2nd and 3rd places
 - Club Flier/Brochure – 1st, 2nd and 3rd places
- Special Recognition:

- Outstanding Club Flier
- Outstanding Club Promotion
- Outstanding Club Public Relations Campaign
- Outstanding Public Relations Work

The requirements are listed on the website.



The Road Toward Your ASL: New Club Sponsor / Mentor

Karen Hudson, ACS, CL

One task required for achieving your Advanced Leader Silver (ALS) award is to sponsor or mentor a new club. I was a Sponsor /Mentor coach during the 2007-08 year. In 2001, I sponsored a club and became familiar with the manual “How to Build a Toastmasters Club”, which is a comprehensive step-by-step guide.

A Sponsor works with the individual who has a vision to Charter a Toastmasters Club. The sponsorship process includes marketing the idea of a new club, establishing regular meetings and implementing the paperwork involved in chartering the club. The Sponsor’s job is completed when the club charters.

The “Membership Growth” manual distinguishes between selling and marketing. Selling requires having an established product to “sell” to the customer. Marketing involves listening to the prospect, considering the stated needs and adjusting the product to meet the needs. Marketing is the most effective way to build membership.

A Mentor works with the new club for the first six months, starting when the club charters. The Mentor works with the new Toastmasters to help them develop strong club meeting habits and speaking and leadership skills. In the process of mentoring, you have the opportunity to accelerate your educational achievements by giving speeches from The Successful Club Series and The Better Speaker Series. These speeches are especially helpful to novice Toastmasters.

My sponsorship experience taught me how to identify leaders and kick-start enthusiasm and momentum. More importantly I learned to step back and applaud the achievements of the new club and its members as they learn to function effectively on their own.

Grab the opportunity to be a Sponsor or Mentor. There are a limited number of opportunities each year. You do not need to wait until you complete your CL to earn credit for being a sponsor or mentor.

To become a Sponsor or Mentor contact the District Governor, Michelle Gilstrap, governor@district52.org or Lt Governor of Marketing, Carolyn Goldman, LGM@district52.org



Division C – Report

**Edward Dollard, ACB, CL,
Division C Governor**

Manual speeches to perform and leadership competency; The year is starting off well in Division C. The Officers are getting trained; the Clubs are setting goals; The Members are giving speeches, and doing functionary roles. The Competitors are preparing to do what they do best; For the Humorous Speech or Table Topics contest; Area Governors have completed their club visits so far; They are Division C's Shining Stars. The fun is just beginning; the plan is becoming clear; And clubs and AGs are on pace to be Distinguished this year.

* * *



Division D – Report

**Theresa Carter-Mata, CC, CL
Division D Governor**

The business center of downtown Los Angeles and the surrounding area make up Division D, which encompasses Areas 41, 42, 43 and 44 and serves 22 clubs. Division D is as diverse a division as you can find anywhere. If variety is the spice of life, Division D runs the gambit. It is representative of individuals in government, law enforcement, safety services, public utilities and transportation, just to name a few.

New Area Governors have been appointed. Division D has a new generation of thinkers and movers. Barbara Lewis brings a wealth of experience from the field of education. Jaime Herrera hails from the real estate industry. Tony Duran comes from the safety industry and Tahirih Smith hails from government and has a great deal of Toastmaster experience. Expect to hear these names often as these area governors are sure to rise to higher heights.

We have seen Division D clubs perform phenomenally in the past. Some attained President's Distinguished and one club overcame the challenges of relocation to become Select Distinguished. All the clubs continue to strive to become "Toastmasters with Courageous Devotion." Area governors are busy with area visits, offering whatever assistance may be required. Because of realignment and new clubs, Division D now consists of four areas and each area has five or six clubs. Our goal this year is to be a Distinguished Division. Accomplishing this goal requires that we become Distinguished Areas and Clubs. Each club has the opportunity to make sure that its officers fulfill their responsibilities by being trained and taking action to accomplish 10 out of 10 Distinguished Club Plan goals. In getting the word out early and getting our members invested in club meetings that fully make a difference, we will achieve our goals as individuals, first and foremost, and then as clubs, areas, divisions and finally the District.

* * *



Division E – Report

Diana Offen, ACB, CL
Division E Governor

Division E may be the youngest Division but it has four enthusiastic, hard working Area Governors who have a total of 15 years experience as Toastmasters: Sanjiv Ekbote, ATMB; Maggie Martinez; Brad Jorgensen, ACB, CC; Mohammad Baig, ACG, ALB.

Divisions D and E joined forces to offer four make-up officers' training sessions, three in the downtown area

and one in Burbank. The first session was hosted by the Figueroa Courtyard Toastmasters and organized by Sanjiv Ekbote. Special thanks go to Irma Rios-Rodriguez for arranging the use of the facilities and to Tony Duran, Brad Jorgensen, Ignacio Roman, Bill Jones, Leida Erickson and Theresa Carter-Mata for conducting training. The training was informative. Even the experienced officers who attended left with new information. Friendships developed through networking.

The Area Governors are working hard to schedule club visits and organize the area contests to be held in September. They are reaching out to the clubs by offering their assistance.

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A Note from the Editor

Jean R. Harber, DTM,
Editor, 52 Review

This is your newsletter. It is published once every two months; it is one of the district's vehicles for communicating news to members of District 52

I encourage you to submit articles for consideration for publication. The submission guidelines are published on the District website. Look under Public Relations → Newsletter → Submission Guide.

The newsletter is only as good as its contributors so please consider sharing your ideas and successes with district members.

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Cora Soriano, PDG
and Lance Webster
(PRO) passing out
awards.

Photos from Awards and Installations Banquet August 2008, Photos by Enrico Pena, PDG

Cynthia Gilstrap, District Bookstore Chair, and her Mom, Michelle Gilstrap, DTM, District Governor, share a moment during the festivities [below].



Robert O'Donnell, DTM, PDG, District Statistician, admires appreciation award with Michelle Gilstrap, DTM, District Governor. [Above]

Toast of the Roast Susan Mayberry and subject of the Roast Cora Soriano, PDG [Right]

Cora Soriano (PDG) presents "Division Governor of the Year Award" to Scott Larson, DTM. [Below]



Welcome to our new District 52 Clubs!!!

**Encino Professionals
Prepared Speakers
Dynamic Voices
GrantMasters
Medically Speaking
Goodwill Toastmasters**



Edwin Bernard DTM, PDG and installs Carolyn Goldman, CTM, CL, as Lt. Governor of Marketing. [Above]



Wayne Sebera, DTM, Lt Governor of Education and Training, and Andrea Sebera. [Above]



Beth Neman, Diana Offen and Judi Baumbach (left to right) getting the sheet music ready for the camp sing along. First song was the theme song to Gilligan's Island in honor of being at the Castaways in Burbank. Graphic artist note: the Awards and Installation program lasted 3 hours. [Left]

Cora Soriano, PDG, presents "Toastmaster of the Year Award" to Karen Hudson. Accepting the award is Richard Churchill. [Below]



Cora Soriano, PDG, presents "Area Governor of the Year Award" to Brian Hebb. [Left]



District 52 Toastmasters

Smedley Award

Membership Building Campaign

In honor of our organization's
founder Dr. Ralph Smedley

Attention Club Officers!
From August 1 – September 30



Toastmasters International will **recognize** clubs who
recruit 5 new members

For more information contact

Carolyn Goldman
Lt Governor Marketing
lgm@district52.org

What can you win?

- At least 1 Distinguished Club Plan point
- Ribbon for your club banner
- Club recognition by District 52
- A Vibrant, Growing Club!