



Award Winning

# District 52 Review

Ignite Your Passion • Illuminate Your World



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

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## Mission of the District

The mission of District 52 is to enhance the performance and extend the network of clubs in our territory, thereby offering the greatest number of people the opportunity to benefit from the Toastmasters' educational and leadership programs by:

Focusing on the critical success factors as specified by the district's educational and membership goals.

Insuring that each club effectively fulfills its responsibilities to this its members.

Providing effective training and leadership opportunities for club and district officers.

## Mission of the Member

The mission of each member of District 52 is to grow in confidence and excel in oral communication by:

Routinely attending club meetings and district events.

Regularly presenting manual speeches and achieving educational awards.

Accepting functionary roles at club meetings and achieving leadership awards.

Abiding by the Toastmaster's Promise.

Robert O'Donnell, DTM, PDG, Statistician

## Our Distinguished District

Last year was a tough year for many districts and clubs. Only 28 of the world's 76 districts were distinguished. District 52 became distinguished for its third time in a row.

Thirty-seven of our 90 clubs earned the Distinguished rank, the highest count since 2002. Of those 37, thirteen earned President's Distinguished. Of those thirteen clubs, Motivated, Pacemasters, Renaissance Speakers, Salesmastery and Sherman Oaks completed a perfect 10 DCP goals.

All of these efforts combined to help District 52 succeed where forty-eight other districts did not.

Our member statistics were also impressive.



Governor Edwin Bernard, DTM; LGM Michelle Gilstrap, ATMS/CL; LGET Roland Carriveau, DTM.

Let's congratulate Kay Marie Baron, Michael Baron, Peter Bunce, Ron Coyne, Melanie Ghazarian, Turhan Johnson, and Dan Lam, the seven Toastmasters who received their DTM this year.

We had 161 members complete their CTM. Sixty-four members achieved an ATM, which is about 2 for every 3 clubs, and we had 61 members complete a leadership award.

All 2005-2006 District 52 accomplishments will be memorialized in our Hall of Fame brochure and honorees will be recognized at our fall conference. ↪

In every Toastmaster's life there was a time, a person, or an event that reached out to you and encouraged you to visit a club. You resisted, you didn't have the time, you didn't know if you were good enough, you didn't know if you could stand in front of a room full of strangers and utter a sound. Yet you went to a club meeting and you liked what you saw. You felt welcome and you noticed that Toastmasters was different, because Toastmasters focuses on communication development of the member in a supportive and nurturing way. People were having fun. You joined.



The person who reached out to you gave you a gift of kindness. They planted a seed in you and you have blossomed. There is no doubt you have been rewarded with confidence, friendship, and a measured path to personal development. And you did so for less than \$100 per year. So the question has to be asked...

Have you ever returned the favor?

Try this for the next week. Write down each time you hear a person who relies on speaking to others and ask yourself, "Should this person be a Toastmaster?" "Could this person gain from table topics, group leadership, speech preparation and delivery, and evaluation?" If so, write down the person's name. Give the person your contact information and invite that person to visit your club as your guest.

I am willing to wager that you could easily identify 5 people like this in the next week. And if that is true, consider the impact this could have on your club and our district.



We can't be shy about this. We need new members to keep our organization vital and growing. But why would you want to be shy about Toastmasters? Go out there and share the wealth.

Mitch Krayton, DTM  
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Governor's Report - Edwin Bernard, DTM

# Let's Go For It

**W**elcome fellow Toastmasters to a brand new year brimming with tremendous opportunities to excel! We concluded last year as a Distinguished District. Well done, IPDG Peter Geissler, DTM and everyone in District 52. We thank you for your dedication and hard work. You kept the momentum going and we achieved Distinguished District for the third consecutive time.

I challenge each and every one to do whatever it takes to achieve Distinguished District again this year. Let's raise the bar and take the challenge to become Distinguished before the Spring Conference in May. We'll be well on our way into the top 10 Distinguished Districts in the world!

Can we achieve this lofty target? If we think we can, we can.

We start by setting goals, focusing on our action plan, and committing to the plan's success. We have about 1700 Toastmasters in the District. Do you think 300 members can complete 10 speeches by May 1<sup>st</sup> for their Competent Communicator Award (previously called CTM)? I do, absolutely!

How about if 60 members achieved their Advanced Communicator Bronze, Silver, or Gold Awards (previously called ATM Bronze, Silver or Gold) by May 1<sup>st</sup>, too? Go for it!

To meet these education goals, clubs are encouraged to hold quality meetings where members give manual speeches and receive worthwhile evaluations. This will ensure that meeting time is used effectively.

You need new members every year. If everyone invites a friend, don't you think we can add new members to our clubs? In addition, many potential new members are searching the Internet to find your club. If your club does not have a web site, create one. Good news! Help is now available to all clubs free thanks to [www.freetoasthost.org](http://www.freetoasthost.org). Once your site is up, instruct TI to set up a link from your site to [www.toastmasters.org](http://www.toastmasters.org). Make sure your web site lists one or more knowledgeable people to contact. Voila! You will get inquiries from hot prospects.

The satisfaction of accomplishment is exhilarating. If we think we can, we can. If we think we can't, we can't. We owe it to each other to help our clubs and members excel. Start by thinking we can do this, set goals, craft a personal action plan, and follow it to success.

## Who Sponsors Clubs?

More than 1,000 major organizations sponsor in-house Toastmasters Clubs as communication training workshops for their employees. These organizations include corporations, government agencies, military forces, nonprofit associations, educational institutions, etc. The following is list of some of these organizations in District 52: Boeing, CalTrans, Countrywide Financial, Hughes SpectroLab, LACMTA, LA DWP, LAPD, Rio Tinto Borax, Pleasant Holidays, St. Jude Medical, and Warner Bros. Can we start a club in your company?



# Meet The Challenge

**O**ur District 52 was distinguished for the third straight year in a row. Congratulations to everyone for a job well done.

What does this really mean to you, the club member? In one year, not only did we meet the membership goals with 92 clubs throughout the District, but we also met the educational goals.

Where do we go from here? We could sit back and be satisfied, or we could challenge ourselves to try just a little bit more this year to end the year in the top 10 districts in the world. So why would we do that? Because achieving district goals is evidence we are achieving personal goals.

Reaching for a goal in life spurs you into action. Take a few steps each month, and before you know it, you are closer to personal achievement. Writing down goals will give you a game plan. All of our Clubs have a game plan each year called the Distinguished Club Program (DCP). This plan is in every officer manual, and it is on the District web site: [www.district52.org](http://www.district52.org).

Two of the ten DCP goals are: Get 4 new members and then get 4 more new members. How can each club do this? By conducting good membership building campaigns early and often. Try an open house, a Speechcraft. Tools are available on the Toastmasters web site.

The Smedley Award is one membership building award that each club should try to reach by September 30<sup>th</sup>. It honors our founder. You add 5 new members in your club, get a special ribbon for your club's banner, and your club will have already reached one of these two Distinguished Club Plan's membership goals.

Last year, we had 16 Distinguished Clubs, achieving at least 5 goals of the DCP, 8 Select Distinguished Clubs, achieving at least 7 goals, and 13 President's Distinguished Clubs achieving at least 9 goals. A few clubs achieved all 10. Bravo to everyone for a great year!

So let's all set our goals early and work toward them throughout the year. Take a few steps each month, and by May, we will have achieved our personal goals, our club goals, and the District goals. They all go hand in hand.

## Membership Building Tools

### Programs:

Demo Meetings  
Open House  
Speechcraft  
Youth Leadership  
Club Coach

### Resources:

Membership Pin  
Guest Book  
Prospective Member Kit  
Officer Training  
Free Toastmasters Brochures

### Web Sites:

[www.toastmasters.org](http://www.toastmasters.org)  
[www.district52.org](http://www.district52.org)



LGET Report - Roland Carriveau, DTM

# Improvements to Education Debut

For those Toastmasters on the Communications track who are just about ready to turn in your requirements for CTM or ATM Bronze, Silver, or Gold, your educational achievements will now be designated as CC for Competent Communicator, ACB for Advanced Communicator Bronze, ACS for Advanced Communicator Silver, and ACG Advanced Communicator Gold.

This program took effect as of July 1, 2006. Respectively the Communication and Leadership Program manual and the Advanced Communication and Leadership Program manual will be renamed the Competent Communications manual and Advanced Communication manual.

Toastmasters International is strengthening its leadership training and making all educational designations in the Communications and Leadership tracks clearer and more meaningful.



For those Toastmasters on the leadership track, a new 10 project Competent Leadership manual can be completed while serving in club meeting roles.

The previous requirement for Competent Leader, which required a CTM designation, having served as a club officer for six months and having completed 2 Success Leadership modules or the Advanced Leadership series, will still be considered valid until June 30, 2008.

Advanced Leader Bronze and Advanced Leader Silver are the new designations. Toastmasters International will eventually include an Advanced Leader Gold.

With all these new designations and different educational requirements, it is important that you familiarize yourself with the total program on your journey to Distinguished Toastmaster. Ask your Cub President or your visiting Area Governor for the particulars.

In the meantime, go to: <http://toastmasters.org/> and click on: *Improvements to TI's Educational Awards Debut*.

Good luck on your journey and remember, "The journey is the reward."

Due to health issues, DTM Roland Carriveau has chosen to step down as LGET this term. We know how dedicated Roland is and we wish him the best for the future. Cora Soriano, DTM, has been appointed by our District Governor, with the approval of the DEC, to serve the balance of the term.

# Non-Verbal Communication

What is non-verbal communication? According to *Wikipedia*, "Nonverbal communication is usually understood as the process of sending and receiving wordless messages. Such messages can be communicated through gesture; body language or posture; facial expression and eye gaze; object communication such as clothing, hairstyles or even architecture; symbols and infographics; prosodic features of speech such as intonation and stress and other paralinguistic features of speech such as voice quality, emotion and speaking style."

We find non verbal communication is everywhere. It could be that thumbs up sign you give your co-worker when you're expressing how you feel. It could be holding your arms outstretched, which your dog understands as *come to me*. It could be someone giving you road directions such as police officer directing traffic in the street.



A few weeks ago, Suzann Connell of our West Words club, gave an entertaining and enlightening speech on non-verbal communication. In her speech she emphasized that no two people behave non-verbally in precisely the same way and that makes us all very unique individuals. There is only one non-verbal exception. We (everyone in the world) use one gesture universally. Do you know what that universal gesture is?\*

In Toastmasters we are asked to perform a speech called Vocal Variety. All of our speeches are considered verbal communication, but the way in which you hold yourself (standing up straight, hands in your pockets or at your sides, looking around the room or simply looking at one person) is considered non-verbal.

Take some time this week. Be aware of the non-verbal communication you employ in your everyday life. I think you might be a bit surprised by just what kinds of gestures you use.

\* The universal gesture is smiling.

In October 1924, a group of men assembled by Dr. Ralph C. Smedley met in the basement of the YMCA in Santa Ana, California, forming a club *to afford practice and training in the art of public speaking and in presiding over meetings, and to promote sociability and good fellowship among its members*. The group took the name **Toastmasters**.

## Distinguished Club Program 2006-2007 Goals

On June 30, 2007, your Club must have at least 20 members, or a net growth of at least five members, and achieve the following goals:

- ① Two CCs
- ② Two More CCs
- ③ One ACB, ACS or ACG
- ④ One More ACB, ACS or ACG
- ⑤ One CL, ALB, ALS or DTM
- ⑥ One More CL, ALB, ALS or DTM
- ⑦ Four New Members
- ⑧ Four More New Members
- ⑨ 4+ Officers Trained Spring & Fall
- ⑩ Member Renewal Lists and Club Officer Lists Submitted on Time



## Distinguished Club Awards

Any 5 Goals Achieved =  
**Distinguished Club**

Any 7 Goals Achieved =  
**Select Distinguished Club**

Any 9 Goals Achieved =  
**President's Distinguished Club**

Verify your club's progress at  
[www.toastmasters.org](http://www.toastmasters.org).



PRO-Beth Neaman, CL

## SOME LIKE IT HOTTER

raucous, hilarious, and just too hot for words. I was thinking of a fierier  
d this year. The Toastmaster year 2005-2006 is all over but for the cheering.  
Distinguished District despite organization-wide challenges. Earning Dis-  
not an easy feat, and I applaud everyone in the district for surmounting the  
thor Maxwell Maltz said, "We are built to conquer environment, solve prob-  
lems, achieve goals, and we find no real satisfaction or happiness in life without obstacles to conquer and  
goals to achieve."

I am tasked to propagate effective communication which invites more people to join or build clubs. To do so,  
we need stories about the positive impact the Toastmasters program makes.

Success stories abound in the world of Toastmasters and we should all be proud to take every opportunity to  
provide testimonials on Toastmasters' life-changing benefits. That is the heart of great promotion.

Let's fire it up. We are all ambassadors of our great organization. There are many tried and true ways to pro-  
mote Toastmasters in our District. Opportunities abound to offer Speechcraft and Youth Leadership Programs  
in your local High Schools, Community Colleges, or Universities.

Things you can do to heat things up: Wear your Toastmasters club pin. It's a great conversation starter. Con-  
tact your local Chamber of Commerce, Community or Recreation Departments for a list of fairs, holiday cel-  
ebrations or parades and get your club to participate. Display your club banner, post club flyers at the venue  
where you meet. Hand out your club brochures and pass around Toastmaster business cards.

Whatever you do, just get out there and *let the world know!*

### Newsletter Wins Top 5 in the World

Our current Public Relations Officer Beth Neaman served as last year's Newsletter Editor. She took her  
role seriously and gave our District a member-wide voice that kept us all aware of important events  
and enlightened us with informative articles. The newsletter editor has a difficult job gathering the  
articles from busy folks. The editor then must create a timely publication that is pleasing to the eye.

Our *52 Review* newsletter was submitted to the International Top 5 Newsletter Competition this year.  
We are proud to announce that Beth Neaman was notified she won. She will receive her award this  
August at the 75<sup>th</sup> Toastmasters International Convention in Washington, D.C.

# MARK YOUR CALENDARS...



## AUGUST

- 12 Awards and Installations
- 18 DEC Holiday Inn, Burbank CA
- 19 Club Officers Training Glendale Library
- 23 International Convention Washington DC
- 26 Club Officer Training Glendale Library
- 31 Deadline for Club Officers to be Trained

## SEPTEMBER

- 9 Area B23 Contest
- 13 Area C30-C31 Contests
- 15 Steering Committee Shakers, Glendale CA
- 16 Area A12 Contest
- 23 Area A10 & A21 Contests
- 30 Area A13 Contest

## OCTOBER

- 1 Deadline for Newsletter Articles
- 14 Division B Contest
- 20 DEC Holiday Inn, Burbank CA

Note: Your District calendar is subject to change of dates, times and locations so be sure to check the district web site, [www.district52.org](http://www.district52.org), or ask your VP Education for confirmation.



**Distinguished District 2004, 2005 & 2006**

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**Toastmasters International** is the world's largest 501(c)(3) educational organization serving 200,000 members in 10,000 clubs in 90 countries around the globe.

On the web at [www.toastmasters.org](http://www.toastmasters.org).

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