



## 52 Review: A Publication of District 52 Toastmasters

October 2008



### *Jump in With Courage & Devotion!*

Michelle Gilstrap, DTM  
District 52 Governor  
2008–2009

The Federal Government just bailed out Wall Street. Anyone want a Bailout?

I could use one. Couldn't we all? I know we are all feeling this crunch, but now is not the time to bail out. Now is the time to jump in.

Yes, JUMP IN with all of YOUR COURAGE and DEVOTION.

Did you know that individuals who have the best communication skills are the last ones considered to be cut in a downturn. That's right! If you have good communication skills and can present your company's product's better than others in your department and you can evaluate your employees well, your supervisors will not want to lose you.

Commit to making yourself better. Tackle those manuals now. Go for the advanced manuals; brush up on those technical presentations, because you may need them more than ever. Your Courage during these hard times will be noticed.

If your position is cut, and you do find yourself out in the marketplace, be sure to include that you are a Toastmaster on your resume and let other Toastmasters know.

Your presentation during job interviews will outshine those who are not involved in Toastmasters, because you can handle Table Topics, you can think on your feet.

I want you to work on your communication and leadership manuals so you can earn your District Governor's Pin, (see accompanying story).

I hope to see all of you at the District Conference on Nov. 1<sup>st</sup>, where you can meet the first Woman President of Toastmasters International, the first Lady of Toastmasters, Past International President, Helen Blanchard, DTM. When she joined Toastmasters, she had to join as Homer, because Women couldn't join. (See District Conference Article) She has written a book about her journey and will have it with her.

I hope to see all of you at the District Conference, where you can learn about District Business and about the Advanced Manuals from International Director Mary Russell, DTM. Our District Contests will take place at the District Conference so you can see who will be chosen to be the District winner for the Humorous Speech and Table Topic contests.

So come out to Goodwill Industries of Southern California on November 1<sup>st</sup> and see the surprises we have in store for you.

\* \* \*



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



## October News from the LGET, Wayne Sebera

Wayne Sebera, DTM  
District 52 LT Governor  
Education and Training

Greetings to all District 52 Toastmasters and beyond!  
We have completed the first third of the 2008-2009 year and a lot of exciting things have occurred throughout the district. As we sailed through the officer trainings, the leadership in our clubs, areas and divisions is moving with ever-increasing enthusiasm.

The Area Humorous Speech and Table Topics contests occurred in September, and the Division Contests in October. The Area Contests varied from a single contestant to five contestants per contest. I think the winning kudos go to Cookie Horwitz, Area A-12 Governor, who had a total of nine contestants from her area going after the two wins. Can anyone beat that? Having that level of competition gave an excitement and suspense that was fantastic. All the contests have provided great fun and networking opportunities.

All this is preparing us for the Gala District 52 Fall Conference, which will be held on November 1. Our theme is "One Journey, Many Destinations." The agenda is shaping up to be an incredible program, with a full spectrum of activities. Two keynote speakers will entertain and enlighten us with their wit and wisdom (see Michelle Gilstrap's article).

The winners from the five Division Contests will compete to select the best Humorous Speech and the best Table Topic Speech for all of District 52. We'll have a Hall of Fame to honor achievements thus far this year, including five new DTMs, and a number of ACs, CCs and leadership recognitions. Many people in the district have been blazing the trail with significant accomplishments that merit special recognition and applause.

Some of the organizers and planners for the Fall Conference are Wendi Svoboda (Conference Co-Chair), Sha'kel Powel (Contest Chair), Ron Oberon (Facilities and Food), Peter Geissler (Chief Judge) and many others who are preparing a fantastic event.

The price is kept low so everyone can attend: only \$25 in advance or \$35 the day of the event, which includes

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

October 2008

morning refreshments and lunch. Partial admissions are also available. We are meeting at the Southern California Regional Headquarters of Goodwill Industries, located at 342 N. San Fernando Road in downtown Los Angeles. For additional information, download the flyer from [www.district52.org](http://www.district52.org). The registration form is on the bottom. Sign up now by sending your check to Ted Phelps, Treasurer, or giving it to one of the district officers. See you there.

*Coming in December, QuickStart Officer Training for the second half of the Toastmaster year. Details will be provided shortly.*

\* \* \*



## Volunteering: Going to the Next Level

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

Fellow Toastmasters, we have now completed our first third of the Toastmaster year! Good news, right? Except for one thing -- We still have many clubs in our District that are struggling. These are clubs with low membership.

How can you help? You can help by volunteering to be a coach to a struggling club!

You may be asking yourself, "What is that?"

A coach is a Toastmaster who is not a member of the struggling club. As a club coach, you help the club grow its membership, you counsel the club officers on the Distinguished Club Plan and you encourage the club to achieve its highest potential. As a club coach, you work with the club until it reaches Distinguished status or better.

As a club coach, you have the satisfaction of saving the club from extinction as well as seeing it grow and prosper. But that's not all. As a club coach, you will receive credit toward your Advanced Leader Silver designation. How much better can it get?

Coaching isn't the only way to assist struggling clubs. Are you an officer or member of a club that is full of members, has exciting meetings and would like to spread the wealth of your expertise? Then your club is an excellent candidate to "buddy up" with a struggling club. The members of your club assist the struggling

Toastmasters District 52 Newsletter

Page 2 of 8

club by attending its meetings and taking on facilitator, mentor, speaking and evaluating roles. Your club officers and members help the club find ways to improve meetings and grow membership. But that's not all. Your members will receive credit toward their CC, CL and advanced designations while helping another club achieve its highest potential. It's a win/win situation for both clubs and their members.

Our District 52 is in need of your help. We need you to volunteer to be a club coach. We need your clubs as "buddy up" clubs. If you are interested in being a coach or your club would like to "buddy up", please contact me.

It is through our combined efforts as officers, members and clubs that we will achieve our personal goals for the year. It is through our combined efforts as Toastmasters of District 52 that we will achieve Distinguished status again this year.

\* \* \*



## Public Relations - What's in your toolkit?

Scott C. Miller, DTM  
District 52 Public Relations Officer

The essence of the Toastmaster message is *Delivery*. Delivery is an all encompassing word that conjures up different images based on one's background. For some, it is the image of the milkman in a horse-drawn wagon; for others it is the brown UPS truck. Two broadly different thoughts are elicited from one word. Thus, care must taken when building a speech.

The word you use may have different meanings and when working on a new speech the words from Commander Jim Lovell's "Houston we've had a problem" ring true. As listeners, we figure out the intended meaning based on context. Choose the best word to convey your message and to reduce confusion and potential misunderstanding.

Similarly, when putting together your club's Public Relations program, look at the complete picture. To paraphrase a television commercial, "What's in your PR toolkit?"

The sign of a good speaker is measured by the quality of the presentation. This measurement is not totally quantifiable in a statistical sense (ah's and um's), but is

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

October 2008

the perception of the speaker's ability to communicate the intended message. Within Toastmasters we measure success by observing growth and improvement in a speaker's journey from the "Ice Breaker" speech to where the speaker is currently. One learns to control ones message content (working with words and persuasion), along with sight (body movement and eye contact) and sound (vocal variety).from the Competent Communicator manual.

What's in your PR message? PR is the act of communicating and highlighting the benefits of membership, along with the goals and achievements of the organization. The PR toolkit and message are one in the same and are represented by material for guests and the outside world. The PR toolkit is demonstrated by how well your club meeting runs:

- Does your club have a guest packet / brochure? Does the packet explain the benefit of joining Toastmasters and a brief history of your club?
  - For the outside world, do you have fliers letting people know who and what you are and where to find your club? Press releases / newsletters / website announcements / special events / contests / members' achievements
  - Are your meetings fun and well-organized? Do your meetings run smoothly and end on schedule?
- Your PR toolkit / message should have a common theme:
- Toastmasters is an organization that puts its member first. It is designed to help members achieve personal growth in communication and leadership skills.

So what's in your PR toolkit?

Next installment: Guest packet / Brochure / Fliers

\* \* \*



**District Governor Michelle Gilstrap with  
Toastmasters International President Jana Barnhill,  
DTM**

## Education Awards August 24, 2008 – October 20, 2008

### Competent Communicator

Allen, Justinea	Persuasive Speakers
Armada, Flor	Northridge Toastmasters Club
Bickford, Eric	Warner Center Toastmasters Club
Cheyck, Michael	Spirit Speaks Toastmasters
Eggert, Hartmut	Burnt Toastmasters Club
Prince, Bridget	Nestle Toastmasters Club
Pryor, John L.	Water And Power Club
Quigley, James W.	Public Works Pioneers Toastmasters
Schwartz, Carol F.	Glendale 1 Club
Settle, Larry C	Spectrolab Toastmasters Club
Trujillo, Elizabeth	Warner Bros. Toastmasters
Williams, Bobby	Communicators Toastmasters

### Competent Leader

Diaz, Joanna	Voces Latinas Toastmasters Club
Horwitz, Cookie	Dynamic
Morehouse, Tom	Pru Valley Toastmasters
Morgan, Marni	Pru Valley Toastmasters
Smith, John P.	Open House Club
Young, Steven R	Valencia Toastmasters Club

### Advanced Communicator Bronze

Barden, Rosalind P.	La Sparkplugs Club
Bonner, Richard Robinson	Jewel City 29 Toastmasters
Horwitz, Cookie	Dynamic
Lopez, Daniel A.	Calabasas Toastmasters

### Advanced Communicator Silver

De Leon, Margo	Voces Latinas Toastmasters Club
----------------	---------------------------------

### Advanced Communicator Gold

Code, Ronald J.	City of Angels Toastmasters Club
De Leon, Margo	Voces Latinas Toastmasters Club
O'Donnell, Patricia A.	POWER Speakers
Powell, Sha'kel	Salesmastery Club

### Advanced Leader Bronze

Diaz, Joanna	Voces Latinas Toastmasters Club
--------------	---------------------------------

### Advanced Leader Silver

Geissler, Peter E.	Toastmasters 4 Writers
Wu, Hsiao-Bai	Caltrans Toastmasters

### Distinguished Toastmaster

De Leon, Margo	Voces Latinas Toastmasters Club
O'Donnell, Patricia A.	Advanced Speakers of LA Toastmasters
Wu, Hsiao-Bai	Caltrans Toastmasters

\* \* \*



### **Division A – Report**

Judi Baumbach, ACB, CL, Division  
A Governor

We made it. We have been on the fast track since July. We held officer and make-up officer training, made club visits and held speech contests. Congratulations to the Area A Governors - Cookie Horwitz, Thelma Ghzanian, Tim Mann and Danny Lopez, for their successful Area and Division Contests. Many thanks to the Motion Picture Hospital, Woodland Park West Retirement Community and Kaiser Permanente for the use of their facilities, and to all those that came to our contests and participated as hand clappers, functionaries and belly laughers.

Representing Division A in the upcoming District Level Speech Contests will be Robert O'Donnell in the Table Topics Contest and Marshall Giller in the Humorous Speech Contest. If they accidentally can't get out of the locked bathrooms, or they can't find the keys to their cars, then Amy Paul and Stuart Juggler will be participating in the contests.

Club members and Area Governors are working together to ensure that clubs achieve Distinguished status by June, 2008.

I am thrilled to be partnering with such fabulous Area Governors, Club officers and members to enhance the power of Toastmasters in enhancing the ease, comfort and effectiveness of personal communication.



### Division B – Report

John Reece, ACG, CL,  
Division B Governor

Division B’s theme is “Evaluate to Motivate!” As leaders in the Toastmaster program, we have an obligation to fulfill the needs of our membership. They have a need to grow and develop as public speakers and leaders and we help fill that need by providing high quality, supportive and insightful evaluations. Your goal as an evaluator, each and every time, is to make the person you are evaluating eager to get up and try again. Don't just do the "Evaluate to Motivate" program in your club and then forget it - make "Evaluate to Motivate" a core value in your club and in your life.

Our four Area Governors, Chuck Lefever, B21, Ron Oberon, B22, Carolyn Day, B23, and Sha'kel Powell, B24 have been busy making club visits and offering support to the Division B clubs. They have held two highly successful contests, the Area B22/B24 event on September 20 and the Area B21/B23 event on September 27. My personal thanks to all four Area Governors who did a great job in making these contests successful, and to all of the individual volunteers who participated by filling the myriad roles required to make a contest happen.

\* \* \*

### Division C – Report



Edward Dollard, ACB, CL,  
Division C Governor

Congratulations to all of the Division C Area contest winners.

**Prepared Speakers**, Division C's newest club, will host an Open House membership drive on November 24, 2008 from 11:45 A.M. - 1:00 P.M. at the Verdugo Hills Boy Scouts of America office located at 1325 Grandview Avenue, Glendale, CA. Please contact Area 30 Governor, Tawny Penuela, at flywme@gmail.com, to

obtain additional details. This is a community club open to the public.

If you would like to help **Executive Toastmasters**, a long-time established club - 60+ years, regain its strength we would love to have attend, even once. Executive Toastmasters meets every Monday morning, 7-8 A.M., at the American Red Cross Building, 1501 S. Brand Blvd, Glendale 91204. What will you get out of it? I promise you will have a lot of fun and it is a great opportunity to get in a little more "stage time". You will also be helping restore a very successful club to its former glory. Contact Area C31 Area Governor, Mary Lowe, if you have any questions. Mary's e-mail address is mary@marylowe.com and she would love to talk to you about helping this club.

Please feel free to contact me if you have any questions. I can be reached at [division.c@district52.org](mailto:division.c@district52.org) (818) 549-6735

\* \* \*

### Division D – Report



Theresa Carter-Mata, CC, CL  
Division D Governor

Division D would like to report that all of its areas have held their contests. Kudos to the contestants, the performances were outstanding and original. Barbara Lewis, Area 41 Governor, Jaime Herrera, Area 42 Governor, Tahirih Smith, Area 43 Governor and Tony Duran, Area 44 Governor have had contests for the Division Contest.

Our Area Governors accepted the challenge of being an officer, and they continue to push themselves to grow and learn from their experiences as leaders. Today’s challenge for every leader becomes how to multi-task effectively, how to motivate pervasively and how to benefit from having “Chi” (for you philosophical gurus out there). Ask your Area Governor “how do you do all the things you do and take on more?” You may be surprised at what insight you may gain from the experience of just chatting about someone else’s life. What are you willing to do to achieve better speaking skills and better leadership skills in an effort to make an impact on your world? Albert Einstein defined insanity

as doing the same thing over and over again and expecting different results. Toastmasters are never in any danger of being called crazy; we are always doing something different.

Voces Latinas hosted an Open House and Wine Tasting Mixer, Wednesday, October 22, 2008 at Le Petit Vendome Wine and Spirits. This wonderful public relations idea is great for promoting the club.

Our own Toastmaster firefighter and Area Governor Tony Duran (from LAFD Fired Up club) can be seen in certain political commercials on the tube.

Congratulations to Frenz Rivera for his recent achievement as Competent Communicator. To all our champions from the area contests, keep striving, you are already winners: Katie Sabella, Carlos Guerra, Samuel Marks, Gena Davis, Pete Villalobos, Margo De Leon, Ronald Code

---

## **Courageous Devotion Pin & Logo Created by Mitch Krayton, DTM**

Article by Michelle Gilstrap, District Governor, DTM

District 52 has a very talented group of Toastmasters, but one in particular answered the call when I called on him last August to come up with a design that would visually portray our 2008-2009 theme Toastmasters: Courageous Devotion!

It took Mitch a few hours to provide a beautiful design. I submitted it to a pin company and the new District Governor's pin was created.

Mitch had created a wonderful logo for Edwin Bernard, DTM when I was the Lt. Governor of Marketing. I remembered how talented Mitch was, so when I was faced with the same issue, I called on Mitch and he came through with flying colors. The Special **2008-2009 Edition District Governor's Pin will be awarded to:**

Everyone who completes a:

- Competent Communicator award
- Competent Leader award
- Advanced Leader award
- Advanced Communicator award
- Distinguished Toastmasters award

In addition, it will be awarded to everyone who completes service as a:

- Coach/Sponsor/Mentor
- Demo Chair
- District Leader
- Committee Chair
- Membership Sponsor



Complete your goals and wear our Special 2008-2009 Edition Governor's Pin with Courageous Devotion!

If you get a chance at the District Conference, please take a moment to tell Mitch what a great job he did. He is now coaching a club in Valencia to help the club build membership so the club can be a distinguished club. Mitch has helped several clubs in Santa Clarita with a Toastmasters Booth at the Santa Clarita Valley Expo.

Mitch, keep up your Courageous Devotion!

Mitch Krayton pictured above



# One Journey Many Destinations

## District 52 Toastmasters Fall Conference

November 1, 2008

8 am to 5 pm

at

Goodwill Industries  
342 N San Fernando Rd,  
Los Angeles



**CONFERENCE HIGHLIGHTS**  
Keynote Speaker – Helen Blanchard, DTM  
Past President of Toastmasters International  
  
Mary G. Russell, DTM  
Toastmasters' International Director  
  
Table Topics and Humorous Contests  
Hall of Fame  
District Council Meeting



**Contact: Wendi Svoboda,**

Conference Co-chair, 818-288-6711

Bookstore sales will be by credit or debit card only

For more information, visit our website at [www.district52.org](http://www.district52.org)

Pre-registration fee of **\$25** (includes continental breakfast and lunch)

Payable by check to: District 52 Toastmasters

**Mail or give Registration Form and payment by October 25<sup>th</sup> to:**

-----  
Name \_\_\_\_\_ Designation \_\_\_\_\_ Check if Non-Toastmaster \_\_\_\_\_  
Address \_\_\_\_\_ City/State \_\_\_\_\_ Zip \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_  
Club Name/Number \_\_\_\_\_ First Conference? \_\_\_ Yes \_\_\_ No

**Conference Options:**

All Day:

	Number		
	Attending		
Pre-register (before Oct 25, 2008) ..	\$25.00 x _____	= \$	_____
Day of the event (Nov 1, 2008) .....	\$35.00 x _____	= \$	_____
Luncheon Tickets only .....	\$15.00 x _____	= \$	_____
1 Speech Contest only .....	\$10.00 x _____	= \$	_____
2 Speech Contests only .....	\$20.00 x _____	= \$	_____
-----	Total	\$	_____

**Make checks payable:**

**District 52 Toastmasters**

**Send checks to:**

**Ted G. Phelps**

**915 Wilshire Blvd. Suite 1920**

**Los Angeles, CA 90017**