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FROM OUR DISTRICT GOVERNOR

A Message CORA SORIANO, DTM



The past three months have been a wonderful, exciting and productive journey for me. I'm very enthusiastic about realizing the mission of the District by assisting our members to achieve their educational and leadership goals, by providing training to our leaders and by sharing the benefits of Toastmasters with others.

We improve ourselves by working on our educational and leadership programs. In three months, we have attained 20% of our Competent Communicator goal, 18% of our Advanced Communicator goal and 18% of our leadership goal. I am confident we will exceed 100% of our goals by April 10th, the end of our Race to President's Distinguished Incentive. I am also awarding all educational, membership and leadership achievers my District Governor

nor 2007-2008 Special Edition "SHINE! Make a Difference" pin. Speech contests are a fun and learning experience for all us. Our Area Governors and District leaders have just completed their area contests. They worked hard to provide you with well planned and organized and FUN speech contests. Congratulations to our leaders, participants and attendees as we all SHINE by leading, participating and attending contests. October is the month for Division Speech Contests.

Our Area Governors and Division Governors are 100% trained. They are part of our "DREAM TEAM," our district leadership that works hard to guide our clubs to fulfill their responsibilities to their members. We have trained 51% of our club officers. Let's work hard to have at least 85% of our club officers trained in the winter. Statistics show that clubs with trained officers have a better chance of being distinguished.

We are currently facing some challenges with weak clubs. Being a

Club Coach is an excellent opportunity for experienced Toastmasters to share their expertise in rejuvenating our ailing clubs in the District and, at the same time, be credited toward an Advanced Leadership Award. Please consider being a Club Coach and making a difference.

Please attend our Fall Conference on November 3rd. This will be a great opportunity for us to meet again, learn from our guest speakers, attend our business conference, learn from our Tall Tales and Table Topics finalists and, most of all, HAVE FUN!

As your District Governor, I am responsible for assuring that all District 52 activities, resources and tools are being maximized for us to be successful Toastmasters. Our leaders strive hard to provide you with excellent service. Let us all SHINE by working on our educational and leadership goals and MAKE A DIFFERENCE by sharing the benefits of Toastmasters with the world around us.

Keep on SHINING!

10 WAYS THE DCP HELPS YOU AND YOUR CLUB

1. Get the most out of the Toastmasters Communication and Leadership Program. The DCP helps the club members meet their speaking/leadership goals.
2. Your club runs well because club officers are trained.
3. You have more fun! The influx of new members keeps your meetings exciting and lively.
4. Your meetings are more interesting because you hear speeches from many different manuals.
5. You may have an opportunity to speak more often and improve your skills at an accelerated rate as a result.
6. Your club continues to improve with each member actively working on improving his/her communication skills.
7. You receive recognition for your educational successes. Please read more about the *Governor's Pin Incentive* and show everyone that you can really SHINE! and MAKE A DIFFERENCE" as an effective communicator and leader.
8. You improve your leadership skills by learning to motivate a group of volunteers.
9. You have the personal satisfaction of knowing that your club is changing lives and helping people achieve their dreams.
10. This year, if your club meets the First Phase and/or the Second Phase Challenge of the Race to President's Distinguished, your club will receive a special prize from District 52. Read more about the "Race to President's Distinguished Club" and participate in this exciting WIN-WIN opportunity for you and your club!!!

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Race to President's Distinguished:

By Michelle Gilstrap, DTM,
Lt. Gov. Education & Training



Fall is in the air, football is here and your Toastmaster year is in full swing. The horses are running at Santa Anita and clubs are running at full speed in District 52.

How is your Race going?

It isn't too late for you to set your personal goals and plan to achieve them to help your club to reach President's Distinguished.

For the first time, our District has tied all of the goals for the Distinguished Club Program to gift certificates to the TI Supply & Gift Catalog. The first phase of this program started with the new Toastmaster year on July 1st and will conclude in January. It is not too late to help your club. Review the Race guidelines in this newsletter and on the website. The race will be completed in April, which is the end of the second phase. Postcards have been mailed with the Race to President's Distinguished rules and with our District Governor's pin which is tied to educational and leadership incentives..

Make Your Educational & Leadership Goals and Place in the Race!

Every member makes a difference in your club and your shining makes a difference in your world. Complete

your educational and leadership goals and you will see a change in your life, both personal and professional, and your club will win a place in the Race.

Place your goals for your club in your Distinguished Club Plan and make your mark in the Race to President's Distinguished. Go for the President's level and achieve all 10 of the club goals; with 20 members or more your club could earn a \$100 Gift Certificate in April.



What can you do to help your club with the Race? Earn your New Competent Leader or the Old Competent Leader. (This is the last year to complete the Old Competent Leader and submit by June 30th.) Earn your Competent Communicator or an Advanced Communicator award. Make sure you bring guests to meetings so they can join Toastmasters and help the membership in your club.

Serve as a mentor for a new member. Help the new member with his/her first three speeches; this will help you with your Advanced Communicator Gold.

MOST RECENT EDUCATIONAL AWARDS

Old Competent Leader

Guenon, Paula L.	Glendale Civic Center
Gongora, Maedale	Glendale Civic Center
Paoletti, Susan J.	Motivated
Ramirez, Armi Claudine E	La Sparkplugs

Leadership Excellence

McRae, Jacqueline M.	Water And Power
Neaman, Beth	Glendale 1

Competent Leader

Rosenfeld-Ortiz, Elysa	Glendale 1
Neaman, Beth	Media Center
Suryanarayanan, Lakshmanan	Burbank Yahoo

Advanced Leader Bronze

Karayan, Levon	Burbank Yahoo
Hebb, Brian R.R.	Rising Star

Advanced Leader Silver

Morris, Joan C.	Glendale 1
Finizio, Michael	Burbank

Competent Communicator

Charleston, Isabel	Salesmastery
Young, Steven R	Valencia
Bright, Shelly	Warner Center
Adler, Edie Jean	Van Nuys Burnt
Headlee, Chris	Daybreak Sta. Clarita
Velasco, Abelardo	Burbank 125
West, Kimber L.	Glendale Civic Center
Gerson, Ivan	Public Works Pioneers
Shreve, Adam K	Spirit Speaks
Locke, David W.	Glendale 1
Howell, Steve W	Valencia
Mayfield, Charlene Marie	Westlake Countrywide
Hulse, Maria C	Agoura-Westlake
Ballangee, Chris	CSULA
Redwine, Patricia D.	Brighton Gardens
Guglielmi, Sandra	Brighton Gardens
Knox, Rayna Kazanchi	M & M Articulators
Marenius, Margie	Van Nuys Burnt
Brown, Hilton T.	M & M Articulators
Eischen, Louella	Mabuhay
Barry, Eva	Mabuhay
Luo, Rongsheng	Figuratively Speaking

Advanced Communicator Bronze

Characky, Doug	Valencia
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Advanced Communicator Silver

Neaman, Beth	Glendale Civic Center
Garland, Cheryl D.	Leading Voices

Distinguished Toastmaster

Larson, Scott	Burbank
Morris, Joan C.	Glendale 1
Finizio, Michael	Burbank

Race to...
President's Distinguished CLUB

FIRST PHASE CHALLENGE:
JULY 1, 2007 – JANUARY 18, 2008

- Clubs that earn 5 or more Distinguished Club Program (DCP) goals receive \$15*
- Clubs with 20 or more members that earn 5 or more DCP goals receive \$35*

SECOND PHASE CHALLENGE: JULY 1, 2007 – APRIL 10, 2008

Clubs that earn 5 or more DCP goals receive \$25*

Clubs with

- 20 or more members that end their year Distinguished with 5 or 6 of the DCP goals receive \$50*
- 20 or more members that end their year Select Distinguished with 7 or 8 of the DCP goals receive \$65*
- 20 or more members that end their year President's Distinguished with 9 of 10 DCP goals receive \$75*
- 20 or more members that end their year President's Distinguished with all 10 of the DCP goals receive \$100*

*Gift Certificate to TI's Supply & Gift Catalog

TOASTMASTERS DISTRICT 52

Marketing Toastmasters -- March On Toward Your DTM!

By Andrea Sebera, DTM, Lt. Governor Marketing



We are always marketing ourselves wherever we are and whatever we do. In Toastmasters, we learn communication and leadership skills. The Distinguished

Toastmasters Award (DTM) is the highest award that a Toastmaster can attain. One of the requirements for the DTM is achieving the Advanced Leader Silver (ALS) award. Two of the requirements for this award are (1) to have served successfully as a club sponsor, mentor or coach and (2) to have completed your High Performance Leadership project. What better way to complete these requirements than to help the District develop new clubs and build membership, both requirements for a district to become Distinguished.

All new clubs need two mentors and two sponsors. To volunteer to be a sponsor or a mentor, contact the Lt. Governor Marketing. We held two open house events. More than 1000 people attended each event. We also held a special Library Demonstration Event. These events were great fun for those supporting the event and brought leads for new

members and new Clubs. On Sunday, September 16th we had a booth at the San Gabriel Valley/ Pasadena Gay and Lesbian Pride Festival and on Saturday, September 22nd we had a booth at the Migration Day event sponsored by the Archdiocese of Los Angeles. Thanks to **Dely Villanueva** who sponsored the booth at the Migration Day event and provided us with great homemade ethnic food.

Enrico Pena, Lance Webster and other members of the Cosmopolitan Club, through the legwork of the president, **Ayse Oge**, conducted a workshop and Demonstration Meeting at the North Hills Public Library on September 18th.

Thanks also to **Lance Webster, Peter Geissler, Cora Soriano, Enrico Pena, Jackie Stutz, Zeny DeJesus, Karen Hudson, Dick Churchill, Michael Gholampour** and **Cheryl Robinson** for supporting these events.

We need your help at the Pumpkin Festival on October 20th and 21st in Calabasas. Be a Project Leader—coordinate Event Teams or lead one for your High Performance Leadership Project (HPLP). Contact the Lt. Governor Marketing or our HPLP Director, **Peter Geissler**.

3 New Clubs since July 1st

The following clubs have chartered since July 1, 2007: Leading Voices II from Bank of America Division D, Dreammasters, Division C and Pepperdine Wave Masters, Division A.

Our Ambassador team, together with our Area Governors and Toastmasters International, will be generating more leads for more new clubs. We have two Demonstration Meetings scheduled for October: Internal Revenue Service and Soledad Enrichment Action, both in Los Angeles.



Migration Day

Mr. Villanueva (Dely's husband), Cheryl Robinson, Andrea Sebera, Dely Villanueva, Karen Hudson, Dick Churchill, Cora Soriano, Jackie Stutz (seated)

Membership Building and Retention 101

By Richard Snyder, DTM, International Director 2007-2009



As a rule of thumb if your club isn't adding one member a month on average, your club is slowly dying. Every club should hold at least two membership building activities a year (one in the fall and one in the spring).

Struggling clubs should hold some type of membership building activity at least quarterly. If you are currently serving as your club's Vice President of Membership, recruit as many new and experienced members with energy and enthusiasm as possible to serve on your membership committee. Get as many members involved in membership building and recruitment as possible. Remember the maxim: many hands make light work.

Promote Toastmasters International's Membership Building Contests, the Smedley Award, Talk Up Toastmasters, Beat the Clock, and individual sponsor recognition. A copy of Membership Building Contests brochure catalog # 1620 is mailed in a packet along with officer manuals to the outgoing club president in late April or early May. Any club adding at least five new, dual or reinstated members during August and September qualifies for the Smedley Award, Talk Up Toastmasters for February and March, and Beat the Clock for May and June. In addition to a ribbon to proudly display on your club banner, successful clubs will earn a choice of one module from The Better Speaker Series, The Successful Club Series or The Leadership Excellence Series.

During my presentation we held brainstorming sessions on Membership Building and

Membership Retention. Here are some of the ideas that were suggested.

Membership Building:

- Learn how to speak session -- partnership with libraries
- Conduct an open house with 'free food' and incentives for those who bring the most guests
- Invite guest speakers and publicize the event
- For corporate clubs, solicit support from upper management
- Hold a club anniversary celebration
- Provide bookmarks, with club info -- put inside public speaking books in the library
- Leave Toastmaster magazines at Dentist's and Doctor's office with contact information placed over mailing label
- Conduct at least one Speechcraft a year

(Continued on page 8)

Division A Report

By John Nilson, ATMG, CL, Division A Governor



September has been a busy month for the Division A team. With most of the club visits completed in August (for which our area governors received much

credit) it was off to the area contests. Area Governors **Judi Baumbach** (A12), **Carolyn Goldman** (A13) and **Carolyn Lusk** (A14) held their area contest in August while **Beth Doshay** (A10) and **Wendi Svoboda** (A11) held their area contest in September. **Wendi** and **Beth** faced a problem up to two days before the contest as **Beth** had no contestants. However, when the gavel was

raised, all clubs were represented and the contest went on as planned.

In the last week of September we had our third Area Governors meeting and all the Area Governors gave input and offered to help at our October 6th Division A Tall Tales and Table Topics contest. We all have gotten behind Contest Chair **Doris Einhorn** and Chief Judge **Marcia Bruce Bush** in executing our Division contest.

We want to thank the clubs that have helped us to achieve what we believe will be one of the finest raffles ever at the Division level.

Carolyn Goldman and I did a late but needed officer training for Spirent Listeners on October 8.

New clubs are in the works and all of us in Division A are planning on having a successful year for our Areas and clubs.

Division C Report

By Joan Morris, DTM, Division C Governor



A big plus in being a Division Governor is the opportunity to work with a group of hard-working, self-starting, enthusiastic Area Governors.

Such has been the case for me in my role as Division Governor. I would like to take this opportunity to thank the Division C Team for the tremendous work they've done in putting on our **Area Contests**. The Area 30 and 31 Tall Tales and Table Topics Contests, under the direction of Area Governors **Ted Dollard** and **Jeff Harman**, were held on September 19th. The Red Cross Building in Glendale was transformed into the Wild, Wild West, complete with hay bale, saddle and lots of cowboys, cowgirls and cowpokes. On Saturday, September 15th, Toastmasters got a chance to stroll down the Yellow Brick Road at the Way to Happiness in Glendale where the Area 32, 33 and 34 Fall Speech Contest took place. **Diana Offen** (C22), **Eileen Herrmann** (C33) and **Margo De Leon** (C34) collaborated to make the event a successful one. Winners of these area contests will be compet-

ing at the **Division C Speech Contest on Saturday, October 20th** at the Way to Happiness in Glendale. The theme will be Halloween so please come in costume.

The Division C Make-Up **Officer Training** took place on Saturday August 25th at the Glendale Central Library. Over 40 officers were trained that morning. A big thank you to **Wendi Svoboda**, **Edwin Bernard**, **Michelle Gilstrap**, **Carlos Guerra**, **Eileen Herrmann**, **Diana Offen** and **Lance Webster** for sharing their expertise with the officers they trained.

The Area Governors of Division C have not only completed most of their **club visits**, but their reports to Toastmasters International have already been filed online.

Division C is showing 37 **new members** since July 1st as well as a brand new club, Dreammasters, which chartered on September 13th, bringing in another 20 members. Congratulations go to **Margo De Leon** for her work in sponsoring this **new club**.

Division C Toastmasters have been completing their **educational achievement** objectives. Since July 1st, Division C Toastmasters have completed 7 CCs, 3 ACs, and 6 leadership awards, including one DTM earned by yours truly.

FALL SPEECH CONTESTS WINNERS

Area A10	Tall Tales	Patrick Barry (1st)
	Table Topics	Dawn Calvin (1st)
		Ramana Pureti (2nd)
Area A11	Tall Tales	Maurice DiMino (1st)
	Table Topics	Gordon Murley (2nd)
		Ricardo Vasquez (1st)
		Larry Mitchell (2nd)
Area A12	Tall Tales	Marshall Giller (1st)
	Table Topics	Ginger Sutherland (2nd)
		Laurie Monty (1st)
		Linda Kime (2nd)
Area A13	Tall Tales	Susan Mayberry (1st)
	Table Topics	Marni Morgan (2nd)
		Susan Mayberry (1st)
		Marni Morgan (2nd)
Area A14	Tall Tales	Nitin Sonawane (1st)
	Table Topics	Adam Shreve (2nd)
		Gordon Murley (1st)
		Nitin Sonawane (2nd)
Area B20	Tall Tales	Chuck LeFever (1st)
	Table Topics	Beverly Craig (1st)
		Peter Geissler (2nd)
Area B21	Tall Tales	Sabbaish Cherumandanda (1st)
	Table Topics	Richard Stewart (2nd)
		Gene Lipin (1st)
		Yvette Morton (2nd)
Area B22	Tall Tales	Enrico Pena (1st)
	Table Topics	Mary Grover (2nd)
		Brett Yollis (1st)
		Mary Grover (2nd)
Area B23	Tall Tales	Glenn Willingham (1st)
	Table Topics	Beth Stone (2nd)
		Belynda Johnson (1st)
		Kathleen Perger (2nd)
Area B24	Tall Tales	Peter Bunce (1st)
	Table Topics	Mozzaraf Bahrami (2nd)
		Eva Barry (1st)
		Steven Cavallero (2nd)
Area C30	Tall Tales	Tim Ryder (1st)
	Table Topics	Kristina Ortiz (1st)
Area C31	Tall Tales	Chris Calder (1st)
	Table Topics	David Taylor (1st)
		Paula Guenon (2nd)
Area C32	Tall Tales	Regina Bench (1st)
	Table Topics	Bill Moon (2nd)
		David Yick (1st)
		Carol Worthey (2nd)
Area C33	Tall Tales	Richard Moore (1st)
	Table Topics	Richard Moore (1st)
		Edvard Isaacs (2nd)
Area C34	Tall Tales	Brian Schrieber (1st)
	Table Topics	Dominic Buenaventura (1st)
Area D40	Tall Tales	Melissa Stansberry (1st)
	Table Topics	Derek Simpson (2nd)
		Derek Simpson (1st)
		Lucy Chi (2nd)
Area D44	Tall Tales	Sheldon Miller (1st)
	Table Topics	Thanh Nguyen (2nd)
		Kim Brown (1st)
		Derek Swire (2nd)

A Club with Trained Officers is More Likely a Successful Club

By Robert O'Donnell, DTM, PDG, District Statistician



Analysis of all districted clubs in the world has shown that a club where at least four officers have been trained at least once in the year is much more likely to be a successful club based on the

Distinguished Club Plan (DCP) description.

On average, the group of clubs with four or more trained officers complete the year with just over two CCs per club, almost one AC per club, one leadership completion per club and an average of just over nine new members.

Does this sound familiar to you? If you

look at the DCP, you will find this earns those clubs several goals. Many of the clubs trained four or more officers twice and thus received that goal also. It should not be a surprise to find on average 53% of these clubs end the year distinguished or better.

What about the clubs that had at most three officers trained in both training seasons? Those clubs earned 0.7 CCs per club, 0.25 ACs per club, about 0.15 leaderships per club and their average new membership was just over 5 for the year. The percentage of these clubs reaching distinguished was only 7.8%.

We can also extend this to the distinguished area program. That program asks each area to complete 1.5 CCs per club, 0.5 ACs and have 60% of the clubs distinguished as three of the five goals for an area to be distinguished. If an area governor wants to see his/her area distinguished, it behooves the area governor to see to

it that the club officers are trained. Moving up to the district level, these numbers show it is much more likely that a district will be distinguished if the district focuses on getting a majority of their club officers trained.

Does this really say a club is more successful if its officers are trained? Yes, clubs with trained officers have proved to be more successful. This may be because of what they learned in training or it may be that a club that makes the effort to train its officers will also make the effort to work the program and become distinguished. There are surely clubs that do not have four or more trained officers that work the program and become distinguished. So don't give up on those who won't go to training, but remember that more highly trained club officers will make the jobs of our district officers much easier.

Jump and the Net Will Appear

By Sue Paoletti, DTM, President Motivated TM Club



Jump and the Net will appear. What does this mean?

It means getting out of your comfort zone and trying something new, something you have never tried before but always wanted to try. It

means doing the NEXT EXCITING THING!

For me it was doing a One Woman Show. I saw Julia Sweeney in 1995 do a One Woman Show called "And God Said Ha." It was about her cancer, and her brother's cancer and his eventual death. She made it funny! I thought "I want to do something like this." I have always felt that I had something to say about mental illness, depression and surviving suicide, but how in the world do you make that funny?

Also, I wasn't an actress. Julia Sweeney was an accomplished actress – she had been on Saturday Night Live and had a movie out. I thought "She can do it because she knows how to. How could I do that when I don't know how to?"

In September 2006, I told two of my nephews in England that I'm "thinking about doing a One Woman Show." They both said they were coming, so I had to do it!

• I didn't know how to act, so I enrolled in an acting class.

• I didn't know anything about renting theatres, so I researched the topic and rented a theatre for three nights.

• I didn't know anything about doing a One Woman Show, so I asked a friend of mine who is a director for a few tips.

• I needed a director, so I found one and worked with her weekly for three months.

On May 1, 8 and 15 2007 I put on a One Woman Show to celebrate my 60th birthday. It was called "What Are You Nuts?"

My point is that I didn't know how to do any of this. I found out along the way. You don't have to know what to do in order to start – that's the exciting part of the journey!

As Henry David Thoreau so eloquently said "We must walk consciously only partway towards our goal, and then leap in the dark to our success."

My Next Exciting Thing is to be an Accredited Speaker – I have no clue how to do it, but I have given myself a deadline of two years to become a paid speaker. I've got to have some way to pay for my travel when I retire!

I would like each Toastmaster to think about his/her Next Exciting Thing. And I would *really* like it if each and every one of you would do a speech about it – how exciting would that be? We could all share in each other's dreams!

What is your Next Exciting Thing? I can't wait to find out!



2007-2008 Edition
District Governor's Pin

Our District Governor, Cora Soriano, is awarding a Special 2007-2008 Edition District Governor's Pin for everyone who completes the educational, membership, new club, and other special awards. It carries our "SHINE! Make a Difference" theme for 2007-2008, and will be awarded to everyone who completes a:

- Competent Communicator
- Competent Leader/Old Competent Leader
- Advanced Leader
- Advanced Communicator
- Distinguished Toastmasters
- Coach/Sponsor/Mentor
- Demo Chair
- New Club Ambassador
- District Leaders and Committee Chairs
- Membership Sponsors
- New Club Sponsors

Special thanks to Extra space Storage for their generous support of the mission of District 52



DREAM GREEN AND GROW

District 52 Toastmasters Fall Conference
November 3, 2007
8 am to 5 pm

Hall of Liberty, Forest Lawn, Hollywood Hills
Exit Forest Lawn Drive, off of the 134 Freeway.
Enter Forest Lawn and go up the hill to the Hall of Liberty. Park in lot.

CONFERENCE HIGHLIGHTS

“How Not To Sell Toastmasters”
Keynote Speaker, Terry Mayfield, AS

“Shaping Our World, Shaping Ourselves”
Richard Snyder, Int’l Director, DTM

“Mind Mapping Your Speech Topics”
John Carter, CC,AL

Tall Tales and Table Topics Speech Contests
Hall of Fame
District Council Meeting

Pre-registration fee of \$20 (Includes continental breakfast and lunch)
payable by check to: **District 52 Toastmasters**

Mail or give Registration Form and payment by October 27th to:
Pat O’Donnell, District 52 Treasurer
11034 White Oak Avenue, Granada Hills, CA 91344

Suggested donation of \$33 (at the door) and
Bookstore sales will be by credit or debit card only.

For more information visit our website at www.district52.org

District 52 Toastmasters Fall Conference –DREAM GREEN AND GROW
Hall of Liberty, Forest Lawn, Hollywood Hills
November 3, 2007

Name _____ Designation _____ Check if Non-Toastmaster _____

Address _____ City/ State _____ Zip _____

Telephone _____ Email _____ Club Name/Number _____

First District Conference? _____ Yes _____ No _____ Number Attending _____ x \$20 = \$ _____

Please check your sandwich preference: Turkey _____ Roast Beef _____ Tuna _____ Vegetarian _____

Toastmasters Fire Drill

By Michael Archer, ACB, VPPR Toastmasters 4 Writers & LA County Fired Up



I've been writing about fire for many years now. My "Firebombers Incorporated" series of novels depicts how current technology could revolutionize firefighting (and has helped to "revolutionize" my life!) As a result of hearing about my latest novel, "Firestorm," in which firefighters with a military background save a Latin American nation from becoming a drug haven, the editor of Military.com asked me to write an article about real firefighters with a military background. He liked my article ("Hearts of

Fire") so much that he asked if I would write a monthly column aimed at informing folks in the military about how to pursue a career in the emergency services after they leave the service.

The idea of a column that would be read by many military aficionados sounded intriguing, since my books have a military flavor with a twist – these veterans save lives instead of taking lives. However, I was unprepared for one very interesting revelation -- firefighters love military stuff. Many departments, like LAFD and LA County Fire, are specifically targeting the military as ideal recruiting areas because they have found that ex-military folks make excellent firefighters. The fact that I had a column in Military.com opened the doors at many fire departments, and as I inter-

viewed firefighters, I discovered that they need to complete oral interviews to get hired and for virtually every promotion. Now where could these guys and gals get training in speaking? Hmmm...

I began asking fire departments whether their members would like to have me give them a presentation about Toastmasters and the response was overwhelmingly yeas. Chiefs and academy instructors have asked if I would lecture their cadets and Fire Science students. I have put together a flier to advertise the LA County Fired Up club at LA County Fire HQ where the message is "this could really help your career." I think I am going to keep very busy speaking to firefighters and paramedics. Got any fire stations in your area?

viewed firefighters, I discovered that they need to complete oral interviews to get hired and for virtually every promotion. Now where could these guys and gals get training in speaking? Hmmm...

IMPORTANT NOTICE FOR CLUB PRESIDENTS AND CLUB VICE PRESIDENTS EDUCATION

If you are a club President or VPE, you have a vital role to play at our upcoming business meeting and District 52 needs your help. As President or VPE, you are a part of the District Council, the elected body that meets at District Conferences and makes decisions for District success.

There will be an important District Council Meeting at the Fall Conference on November 3rd, and the District cannot conduct business without your vote. A quorum must be present to conduct business. A quorum is one-third of the club representatives. You can help by:

- Planning to attend the Fall Conference and voting at the District Council meeting, OR
- Sending your vote by Proxy with another club member in good standing who is attending the conference. (One person can carry up to two proxies. If you are an officer of multiple clubs, remember to vote the proxies for each club for which you are President or VPE. It is vital that you either attend or send your proxy.)

Please contact your Area Governor for more information.

DISTRICT 52 CLUB MILESTONES

Club	Club Name	Charter Date	Anniversary
1653	Rising Star	10/1/1954	53 Years
421	Round Table	11/1/1958	49 Years
251	City Of Angels	10/1/1978	29 Years
2966	Warner Center	10/1/1979	28 Years
7145	Spring	10/1/1988	19 Years
9641	DayBreak Santa Clarita	10/1/1993	14 Years
9655	Calabasas	10/1/1993	14 Years
6448	Leading Voices	10/1/1996	11 Years
1751	Federally Speaking	11/1/1996	11 Years
1624	Humorous Peaches	10/1/2000	7 Years
967479	Las Virgenes Waterspouters	11/13/2006	1 Year

Ten "Quotable" Leaders

Assembled by Richard L Churchill, CTM, Associate Editor

1. Never punish a learner. **Ken Blanchard and Spenser Johnson**
2. It is surprising how much you can accomplish when you don't care who gets the credit. **Abraham Lincoln**
3. Failure is success if you learn from it. **Malcolm S. Forbes**
4. Things turn out best for the people who make the best of the way things turn out. **John Wooden**
5. Nothing will ever be attempted if all possible objections must first be overcome. **Samuel Johnson**
6. There is only one way...to get anybody to do anything...and that is by making the other person want to do it. **Dale Carnegie**
7. Problems are only opportunities in work clothes. **Henry I. Kaiser**
8. I'm a great believer in luck, and I find the harder I work the more I have of it. **Thomas Jefferson**
9. Appreciative words are the most powerful force for good on earth! **George W. Crane**
10. The first basic ingredient of leadership is a guiding vision. The second ingredient is passion. The third ingredient of leadership is integrity. **Warren Bennis**



Reaching Out Beyond Your Club

By Mitch Krayton, DTM, Speakers Bureau Chair



If you have been a Toastmaster for a while, you have probably heard some fabulous speakers and may have also given a few wonderful speeches yourself.

You may have also been involved

beyond your club's activities with Speech Contests, district committee work, Speechcraft, Youth Leadership or a Demonstration meeting to help form a new club. Perhaps you even won a contest.

If speaking outside your club has an even greater appeal to you, the District 52 Speakers Bureau is for you! The Speakers Bureau provides no cost speakers to community groups throughout our district.

Not so long ago one advanced manual requirement was to speak outside your club. This requirement has changed, but the benefit of getting out of your comfort zone is still valid. While the Speakers Bureau continues in that tradition, it also serves a very vital role for our district. Members in the Speakers Bureau serve as Ambassadors of

the Toastmasters program. They walk the talk.

Once you have developed a personal message and have the confidence to speak to public groups, the Speakers Bureau provides you exposure to talk about things that matter to you.

By your example of great Speechcraft and a strong message, people at community service clubs, non-profit organizations and educational institutions will see the results of the Toastmasters program. The Speakers Bureau provides a living example of the mission of our district – helping to make effective communication and leadership a worldwide reality.

A typical Speakers Bureau speech will be 20-60 minutes. There may be a meal involved and there may be other business before or after your talk that has nothing to do with your message. You must have the flexibility to modify your speech on the fly and to adapt to dynamically changing conditions at your host's event. You must also demonstrate the diplomacy and professionalism to act responsibly under a host of conditions you cannot control.

The Speakers Bureau is not for the beginning Toastmaster. It is reserved for those Toast-

masters who have demonstrated a commitment to the program by completing at minimum the CTM or CC designation.

You can speak on any subject matter (so long as it will not offend the audience), and you will be asked to devote at least five minutes of your presentation to the Toastmasters program. You will offer Toastmasters literature and the location of clubs near your speaking venue along with your personal testimonial of how the Toastmasters program has enabled you to make public presentations.

Consider the numbers. If a dozen Toastmasters speak at 10 events each per year and each event attracts 20 people, 12 x 10 x 20, or 2,400 people will be introduced to Toastmasters. These people are waiting to join your club or a new club.

If you are qualified and drawn to join the Speakers Bureau, please go to the District 52 website (www.district52.org) and go to the Public Relations menu to apply.

If you know of an organization that is looking for a great speaker, please direct that organization to the Speakers Bureau button on the District 52 website for an online request form.

Membership Building and Retention 101

(Continued from page 3)

- Have a Club website which is updated [freetoasthost.com]
- Take advantage of newspaper community calendar and community ads
- Participate in Community fairs with manned booths and parades
- Wear TM pins, shirts and badges outside meetings
- Reply promptly to inquiries; follow-up, follow-up.
- Use signage for Toastmaster meeting (the bigger/more prominent the better)

Membership Retention:

- Re-evaluate each member's goals (every 6 to 12 months)
- Re-connect, keep in touch
- Place reminder calls (personal approach)
- Grow your space to keep up with growing membership
- Have an active mentorship program
- Hold recognition meeting or potluck to celebrate members' accomplishments
- Ask members to mentor new members
- Maintain website and publish a newsletter

Since Membership Building and Retention is an ongoing process, I recommend similar workshops be conducted during Conferences, TLIs, and each Area and Division Governor should hold one or two educational features on Membership Building and/or Retention at their council meetings per year. If you have any questions, suggestions, or concerns, please don't hesitate to contact me at tmrsnyder@juno.com



SNAPSHOTS FROM OUR RECENT AREA CONTESTS

