



District 52 Review

Ignite Your Passion · Illuminate Your World



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

Issue 4

April 2007

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The Mission of the District

The Mission of District 52 is to enhance the performance and extend the network of Clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

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

District Governor's Report

by District 52 Governor Edwin Bernard, DTM



Fellow Toastmasters, we are now in our final quarter of the Toastmasters Year. At midnight on June 30, it will end. Then a New Year begins.

Members, Clubs, Areas, Divisions, and our District all have goals to meet. They are either personal or in alignment with our specific Distinguished Plans. Whether it seems you are close to meeting your goals or not, two to three months is ample time to achieve your goals.

When members achieve their Competent Communicator and Advanced Communicator awards, everyone wins. When our clubs attract new members and keep their existing members, everyone wins. When Area Governors visit their clubs and help them achieve their goals, everyone wins. When the Division and District Officers foster positive achievements, everyone wins. All of us have very important roles to play in each other's success. Active teamwork and each member's involvement are critical for making the Toastmasters Program work for all.

Our LGET Cora Soriano, DTM, and LGM Michelle Gilstrap, DTM, have worked tirelessly to help individuals, Clubs, Areas, and Divisions meet and exceed their goals. Michelle is working with several teams and has kept busy forming new clubs to spread the benefits of Toastmasters to even more individuals. Please do your very best to stay the course.

The contest season is in full swing. I urge you to use these events to build your communication and leadership skills to the best of your ability.

Fellow District 52 Toastmasters, I am very proud of what we have accomplished so far. However, neither our District team nor I will rest until our Clubs, Areas, Divisions, and our District achieve their respective Distinguished Plans. To see where you stand, please go to Toastmasters Interna-

tion's web site. Click on the District Performance tab on the right. Then click on the Launch Reports button again on the right. Now go to the drop-down menu on the top left where it says, "Start Here" and select 52. You will have access to several very important reports to see where your Club, Area, Division, and District stand with respect to their specific goals.

It may shock some clubs to discover they are not as far ahead as expected. Do not panic! Work to fill in the areas that will make your club Distinguished or better. It all starts with the clubs. If all our clubs become Distinguished, then our Areas will do so as well. Area Governors, if you have pending visits, please make sure you complete these before April 30th. Clubs, if you haven't submitted your dues for all your members, please do so without delay. If you have prospective members waiting to complete their applications, please help them to do so as soon as possible.

Club Presidents, you will receive a large blue envelope from TI. Please open it because you will need to complete these Proxies for the Regional and International Conventions. Your votes are very important; you will help select the leaders of our organization. If you do not know for whom to vote, please ask your District officers for guidance. Please fill in and mail your proxies as directed immediately.

I have the utmost confidence that we will all meet or exceed our goals and enjoy that sweet aura of success when your club becomes a Distinguished, Select Distinguished, or Presidents Distinguished Club. And wouldn't it be fantastic if you were part of a Distinguished Area, Division, and ultimately District? Together we can do it. Finally, do not forget to celebrate!

Toastmasters of District 52, Ignite Your Passion and Illuminate Your World!

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2006 – 2007**

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From The Desk of Lt. Governor Education and Training

by Cora Soriano, DTM



If you are recipients of educational awards from July 1, 2006 to May 2007, you will be recognized at our District 52 Spring Conference's Hall of Fame Ceremony on May 19, 2007. Congratulations on your outstanding achievements! Download the conference registration here:

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

We need to work harder to accomplish 44 more Competent Communicator (CC) awards by June 30th. As of March 30, we have reached 67% of our District CC Goal. Work with your Vice-President Education (VPE) to schedule your remaining speeches, presentations, or projects to complete your CCs, ACs, CLs, or ALs. Offer to visit other clubs in your area to present additional speeches. If you have speaking opportunities related to your work or outside your club, you can

credit three of those speeches to your manual speeches if the speeches meet the manual speech objectives and a written evaluation is provided by a Toastmasters member. If you need ideas for your next speech, log on to this site:

<http://www.speech-topics-help.com/>

Incentives for Achieving your Competent Communicator & Educational Awards
Plan on achieving your Competent Communicator or Advanced Communicator and Leadership awards before our District 52 Spring Conference's Hall of Fame Ceremony on May 19, 2007. District 52 will be awarding a Desk Plaque to District 52 Toastmasters who earned their Competent Communicator award between February 1 and May 30, 2007. Our District is also offering a coffee mug gift to all who earned their Advanced Communicator, Competent Leader, and Advanced Leader awards by May 19. Let's complete those speeches and projects and proudly display your Desk Plaque and coffee mugs!

Club Officers Training for January - February 2007

48% of our club officers in District 52 were trained. Congratulations to the following clubs for having 100% of their officers trained. They are going to be recognized at the Hall of Fame Ceremony on May 19, 2007.

Spirit Speaks 849125; **Sherman Oaks** 147; **Glendale Civic Center** 1256; **Figuratively Speaking** 4305; **Water & Power** 3629; and **Voces Latinas** 3046.

Evaluation and International Speech Contest Calendar

Division A Evaluation and International Speech Contests will take place on April 28, 2007, from 8:00 a.m. to 12:00 noon at a location to be announced.

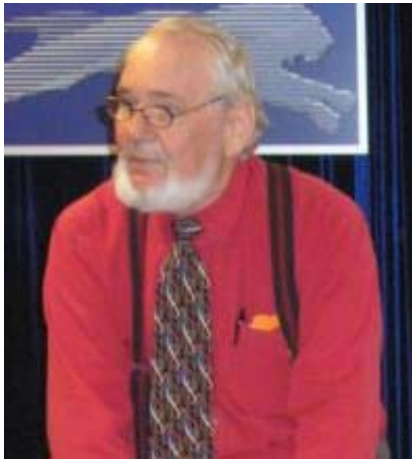
Division B Evaluation and International Speech Contests will take place on April 21, 2007 from 8:00 a.m. to 12:00 noon at the Sherman Oaks Galleria Community Room, 15301 Ventura Boulevard, Sherman Oaks, CA 91403. Admission: \$5.00.

Division C Evaluation and International Speech Contests took place on April 18, 2007, from 6:15 p.m. to 9:00 p.m., Summerville at Casa Glendale, 426 Piedmont Avenue, Glendale,

CA 91206. Admission: \$5.00.

Division D Evaluation and International Speech Contests will take place on April 26, 2007, at Caltrans, 100 South Main Street, Los Angeles, CA 90012. Admission is \$8.00 and includes snacks.

Division Evaluation and International Speech Contests finalists will compete at our Spring Conference on May 19, 2007. District 52's International Speech Contest finalist will compete at the Region II Conference on June 2, 2007, at the Marriott Mission Valley in San Diego.



Richard L. Churchill, CTM (photo, left), enthusiastically served as Raffle Master at the Area C32 and C33 Contests. All raffle prizes are donations. The proceeds from the sale of raffle tickets help to offset the costs of producing exciting contests.

Richard began to appreciate contest raffles when he served as Area Governor under Leo Hoffman, DTM, PDG, in 1992 — 1993. "A really good raffle can go a long way in helping a contest budget break even," Richard claims.

The Distinguished Club Program

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

Educational Recognitions

Congratulations to the following members who have earned the **Competent Communicator** award!

Abdul, Noushad Karim, Mindful Communicators; Arava, Orly, Burbank Club; Bersier, Catherine, Renaissance Speakers; Bock, Jeanne, West Words; Bunce, Peter, Nova; Burns, Annette, Daybreak Santa Clarita; Coyne, Ron, Nova; Farshad, Aryana, Salesmasters; Ghanem, Ahmad, Media Center; Goodman, Lee, Ernest Speakers; Gold, Michelle, Warner Bros.; Goldzband, Wendy, Van Nuys Burnt; Guan, Falan, LACMTA; Hurst, Johni, Renaissance Speakers; Jackson, Imelda, Burbank 125; Jorgensen, Bradley, Spring Toastmasters; Karayan, Levon, Yahoo Burbank; Lee, Marcus, LAUSD; Mallette, Linnaea, Malibu/Brentwood Arts; Muller, Malinda, Central Library; Muller, Malinda, Rising

Star; Ng, Darren, Spirent Listeners; Oberon, Ron, Toastmasters 4 Writers; Paoletti, Susan, Motivated; Parchman, C. Von, M & M Articulators; Peters, Susan, Toastmasters 4 Writers; Rankel, Glen, Warner Center; Siddiqi, Naveid, Spectrolab; Smith, Carol, Ernest Speakers; Smith, Ingrid, Renaissance Speakers; Sudharsanan, Rengarajan, Spectrolab; White, Rosa, M & M Articulators; Wright, Tommie, Spring Toastmasters; Yee, David, AECOM Los Angeles Office.

Congratulations to the following members who have received the new **Competent Leader** award:

Bates, Carolyn, Van Nuys Burnt Toastmasters; Elish, Debbie, Renaissance Speakers; Hernandez, Marcy, Valley Vocalizers; Vescovo, Norma J., Valley Vocalizers.

Toastmasters International's Eleven-Part Successful Club Series

- The Moments Of Truth
- Finding New Members For Your Club
- Evaluate To Motivate
- Closing The Sale
- Creating The Best Club Climate
- Meeting Roles And Responsibilities
- Mentoring
- Keeping The Commitment
- Going Beyond Our Club
- How To Be A Distinguished Club
- The Toastmasters Education Program

Supply Catalogue Item Numbers 290 — 300

Advanced Awards

Congratulations to the following members who have received the Old-Style **Competent Leader** award: Bush, Liz, Pacemasters; Gilstrap, Michelle, Toastmasters 4 Writers; Dollard, Edward, Nestle; Gold, Michelle, Warner Bros.; and Kong, Jennifer Media Center.

Congratulations to Michelle Gilstrap, Toastmasters 4 Writers, and Kiki Whitman, Warner Bros. for having earned the **Leadership Excellence** award.

Congratulations to the following members who have received the **Advanced Communicator Bronze** (ACB) award: Derian, Alan, Toastmasters 4 Writers; Guenon, Paula, Glendale Civic Center; Huard, Peter, Valley Vocalizers; Kroll, Linda, West-

lake Countrywide; Nelson, Danny, Open House; Sattar, Aziz, Hubbard College Speakers; and Willingham, Glenn, Pacemasters.

Congratulations to the following members who have received the **Advanced Communicator Silver** (ACS) award: Code, Ronald, City Of Angels; Harman, Jeff, Renaissance Speakers; Shamhart, William, Jewel City 29.

Congratulations to Jason Baladi for earning his **Advanced Communicator Gold** (ACG) award! And District 52's new **Distinguished Toastmasters** (DTMs) are Michelle Gilstrap, Toastmasters 4 Writers, and Kiki Whitman, Warner Bros.

Coming Events

Save The Date:

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

April 20 District Executive Committee meeting. Holiday Inn, Burbank.

April 30 Area Governors send club visit forms to TI and District Governor.

May Clubs hold elections and send officer reports to TI.

May and June 2007 Beat The Clock program for five new members per club.

May 15 District Treasurer's report 07/2006 - 03/2007 due at TI.

May 18 Steering Committee Meeting, Shakers Restaurant, Glendale, CA.

May 19 District Spring Conference, Beverly Garland's Holiday Inn, 8:00 - 5:00.

May 31 District Governor sends club visit forms to TI.

June 1 and 2, 2007 Region II Conference, San Diego, CA.

June 15 District Executive Committee meeting, Holiday Inn, Burbank.

June 30 Deadline to report club officers to Toastmasters International; 2006 — 2007 Distinguished Club Program Year ends.

August 15 — 18 Toastmasters International Annual Convention, Phoenix, AZ.

Figures of Speech

What are **allegory** and **fable**? How do they differ?

According to *Webster's New International Dictionary of the English Language*, Second Edition (1935), **allegory** is defined as "the veiled presentation, especially in a figurative story or narrative, of a meaning metaphorically implied, but not expressly stated. An allegory is a prolonged metaphor, in which typically a series of actions are symbolic of other actions, while the characters often are types or personifications... An *allegory* is the elaborate development of a metaphor, frequently in narrative form, sometimes at considerable length; its figures are commonly types or personifications, its incidents symbolic, its machinery more or less artificial."

Webster's defines **fable** as "a short story in which the actions or qualities of beasts or inanimate objects are made to reflect, often satirically, human traits or foibles."

Dos And Don'ts: Pointers for Toastmasters Clubs

Dos

- Pay attention and listen quietly to the person who has the floor.
- Begin your speech with "Mr./Madam Toastmaster, fellow Toastmasters, and welcome guests."
- Begin your Table Topics speech with "Mr./Madam Table Topics Master, fellow Toastmasters, and welcome guests."
- Begin your evaluation with "Mr./Madam Master Evaluator, fellow Toastmasters, welcome guests, and especially (speaker)."
- Applaud, applaud, applaud!
- Arrive at the meeting on time!
- Observe and honor the timing signals.
- Use language to elevate your audience.
- Address the table topic question and use your imagination.
- Offer a brief list of specific strengths, weaknesses, and corrections when you evaluate.
- Be enthusiastic and smile!
- End your speech with "Mr./Madam Toastmaster."
- End your table topics speech with "Mr./Madam Table Topics Master."
- End your evaluation with "Mr./Madam Master Evaluator."
- Welcome all members and guests.
- Follow the meeting program.
- Bring your manuals!
- Get names straight.
- Explain your duty as Toastmaster, Table Topics Master, and Master Evaluator.
- Be supportive and positive.
- Find your own replacement when you can't come.
- Always deliver your best effort.

Don'ts

- Don't interrupt the speaker or engage in cross talk during someone's speech.
- Don't forget to acknowledge your audience when you begin your speech.
- Don't forget to acknowledge your audience when you begin your table topics speech.
- Don't forget to acknowledge your audience when you begin your evaluation.
- Don't react with indifference or forget that everyone is important!
- Don't arrive late!
- Don't habitually go undertime or overtime.
- Don't use vulgarity or "blue" language.
- Don't make up table topics questions that are impossible to answer.
- Don't whitewash and don't be a meat-grinder!
- Don't let your bad mood affect our club.
- Don't thank the audience!
- *Don't thank the audience!*
- **Don't thank the audience!**
- Don't let anyone feel ignored.
- Don't take off on unrelated tangents.
- Don't forget your manuals!
- Don't mispronounce names.
- Don't leave guests and members in the dark.
- Don't be excessively critical and negative.
- Don't leave empty spaces in our program if you can't come.
- Don't ever apologize to your audience.

Distinguished Club Program and Toastmaster Year in the Final Stretch!

by Michelle Gilstrap, DTM, Lt. Governor Marketing



Editor's Note: *Toastmasters International has three annual membership drives: **The Smedley Award**, for clubs adding five members in the months of August and September; **Talk Up Toastmasters**, for clubs adding five members in the months of February and March; and **Beat The Clock**, for clubs adding five members in the months of May and June. Clubs that are successful during any one of these membership drives receive a decorative ribbon for the club banner.*

The Toastmaster Year is in its final stretch, and the last quarter ends on June 30, 2007. Will your club be distinguished? Many clubs have achieved educational goals thanks to the members' efforts and continue recruiting new members to qualify for the Distinguished Club Program.

How many goals has your club completed? You may check your club's progress on Toastmasters International's web site, www.toastmasters.org. Click on "District Performance" and select "52" from the drop-down list. You may also view your club's Distinguished Club Program Progress Report.

Only three more months are left, and now is the time to check your club's progress in the Distinguished Club Program. All members hold a stake in their club's success. Delivering manual speeches, inviting friends and co-workers to club meetings, and conducting quality meetings all aid in making your club Distinguished.

District 52's Spring Conference takes place on May 19, 2007. Our District may be able to become Distinguished for the fourth year in a row. If your club needs to submit applications for members' educational awards, or if your club needs to send in applications for new members, do so now and take the important steps to earn your club a ribbon for becoming Distinguished, Select Distinguished, or President's Distinguished.

As of March 30, District 52 has achieved 60% of its

membership goal. We need to exert ourselves further to reach our district goal by June 30, 2007. Many clubs strive to succeed in all three annual membership drives: **The Smedley Award**, **Talk Up Toastmasters**, and **Beat The Clock**. Four clubs received The Smedley Award for adding at least five members in August and September 2006:

Voces Latinas 3046 added 6 new members. **Pacemasters 9316** added 5 new members. **Warner Bros. 659175** added 12 new members. **Spirent Listeners 704691** added 5 new members.

Congratulations to these four clubs which earned **The Smedley Award!**

Talk Up Toastmasters membership drive took place in February and March 2007. As of this writing, Toastmasters International has not yet reported the names of the winning clubs. These will be reported in our next newsletter.

Beat The Clock is our last membership drive of the year and takes place in May and June 2007. If your club did not earn recognition for The Smedley Award or Talk Up Toastmasters, there is still time to earn the special ribbon for our last membership drive and "Beat The Clock." Just find five new member for your club in May and June 2007, and your club will receive this special recognition.

In the final months of our Toastmasters year, completion of the DCP's Goal 7 and Goal 8 means adding four new members and four more new members to your club. Plan the work your club needs to do to achieve both these goals and earn special recognitions for your club: a special "Beat The Clock" ribbon and a Distinguished Club ribbon. If everyone reaches for the club's goals, our District will become Distinguished for the fourth straight year. Let's continue a winning tradition!

For Better Evaluation

by Dr. Ralph C. Smedley

This month's "Point of Emphasis" is better evaluation. There is hardly any other feature of our work which is in more need of emphasis. This time, try some variety in your club's evaluation, and present two or three well-prepared talks on the subject.

Here is a form or plan for evaluation which works well. Let your club try it a few times.

Each evaluator, and each member, for that matter, will listen to each speech with certain questions in mind. Here they are:

1. The openings. Was the speech started in an interesting manner? Did it catch your attention? Did it indicate the purpose of the speech?
2. The conclusions. In each case, was there a definite conclusion? Did it indicate what the speaker wanted you to do about it?
3. Material. Was the material well selected and arranged? Did it lead to a definite climax, or a clear conclusion?
4. Delivery. Was the speech well-delivered? What feature detracted from the effectiveness?
5. Results. Did you get any good from listening to the speech? Did it give information, entertainment, inspiration?
6. What parts of the speech will you remember tomorrow? Was there anything in the speech which you will remember for so much as a week?

Apply these simple tests to any speech and you, as a listener, will gain more from it and you will be able, as evaluator, to give more helpful comments.

The Toastmaster, Sep. 1959

Page 6 Contest Photo Gallery

Area A10 and A13 Contest Photos (from left to right): Rose Lane, DTM, and Contest Toastmaster Carolyn Cousins Goldman; Robert O'Donnell, DTM, PDG, and Area A13 Governor Soraya Deen, ATMB; Area A10 Governor Wayne Sebera, CL; Mary Grover and District 52 Treasurer Pat O'Donnell, AL.



Area B20 Contest Photos (from left to right): Division B Governor Bryant Small and Contest Chief Judge Frank Giambarresi; Contest Participant and Photographer Brett Yollis, ATMB; Carolyn Rafanello, CC, and Kathleen Obley, ATMB; Dick Durant, DTM, PDG.



Area C32 and C33 Contest Photos (from left to right): Area C32 Governor Joan Morris; Evaluation Contest Test Speaker Tim Ryder; Toastmaster Debbie Elish, DTM, Foster Sams, and Ava Thomas; Joan Morris and Foster Sams.



District 52 Spring Conference

May 19, 2007 at the Beverly Garland's Holiday Inn

4222 Vineland Avenue, North Hollywood, CA 91602

Conference hours: 8:00 am to 5:00 pm

Don't delay, register today!!!

Conference Highlights

- Keynote Speaker, Brian von Dedenroth
- International Director, Ann Hastings
- Evaluation and International Speech Contests
- Walk of Fame, Recognition of District 52 "Stars"
- Communication & Leadership Award Presentation
- Fiesta Banquet
- District Council Meeting
- Introduction of International Director Candidates
- Nominations for 2007-2008 District Executive Council
- Bookstore and Silent Auction

You can now pay your Spring Conference registration using a major credit card. While we use PayPal for credit card payments, you do not need a PayPal account to pay. PayPal makes it easy to send District 52 Toastmasters money. Send an email to pro@district52.org and we will send you a secured link to make your payment. If you prefer to pay by check, download registration form at district52.org.



Page 7 Contest Photo Gallery

Area B22 Contest Photos (left to right and top to bottom): Contest Toastmaster Roberta Perry, DTM, PDG, and Photographer Enrico Pena, DTM, PDG; LGM Michelle Gilstrap, DTM, informs the contest audience about membership growth in District 52; Raffle Master Richard L. Churchill, CTM, praises the many wonderful raffle prizes and is assisted by Area B22 Contest Coordinator Karen Hudson, ATMB; Jennifer Rondubio and Hanna Golan enthusiastically timed the Area B22 contestants, their first time participating at a District 52 event.

Area B20 Contest Photo: Daniel Lindgroth, CTM, was the vigilant "Tick Tock Tech" for the Area B20 Contests in Burbank.

Four New Clubs Chartered in District 52

by District 52 Governor Edwin Bernard, DTM

District 52 welcomes four newly chartered clubs since the publication of our last newsletter. Our Lt. Governor Marketing Michelle Gilstrap, DTM, worked closely with individual club members who sponsored these clubs. Let's welcome District 52's newest Toastmasters clubs and charter members and congratulate all those who helped establish these clubs.

Persuasive Speakers 960984 meets at Los Angeles City Hall's Controllors Office. It chartered on January 25, 2007. Division C Governor Jorge Ribeiro, ATMS, and Dely Villanueva, DTM, worked tirelessly to get the required number of members to charter this club. **Fund Speakers 991754** meets at the California State Fund Insurance Company and chartered on March 1, 2007. Dolores Lett collaborated with Division C Governor Jorge Ribeiro, ATMS, and Area C32

Governor Joan Morris, ACS, to start this club. Area A10 Governor Wayne Sebera, ACS, and charter member Don Lashmet facilitated the creation of **Quality Home Loans 998331**. This club chartered on March 20, 2007, and meets in Agoura Hills. One of the fastest clubs to charter in District 52 is Pru Valley 1007423, which received its new charter on April 6, 2007. This club meets at Prudential Insurance in Chatsworth. Tom Morehouse, one of the charter members, made the initial inquiry to start this club. He received assistance from Area A13 Governor Soraya Deen, ATMB, and future Area Governor Carolyn Goldman.

Several other demo meetings are scheduled, and other new club activities will result in more newly chartered clubs in the weeks ahead. Let's applaud our new Toastmasters clubs!

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District 52 Toastmasters

We're on the Web!
www.district52.org

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The Mission of Toastmasters International

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

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

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

The Mission of the Toastmasters Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

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

A successful district establish an environment where all members are committed to the district's mission. All district officers feel they are members of a championship team on its way to becoming a Distinguished District.

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

