

The Transmitter

Volume 2 Issue 2

October –December, 2003

Calendar of Events

- August—October — Club, Area, and Division Humorous Speech and Evaluation Contests
- October 24th—25th — District 19 Conference, Ames
- December Elect Club officers for semi-annual clubs
- January 17, Division C & D Toastmaster Leadership Institute
- January 24, Division A, Toastmaster Leadership Institute
- Region IV Conference — June 3rd—5th, 2004 Renaissance Savery

“Greatest Show on Earth”

I just returned from the Toastmasters International Convention in Atlanta. It was great! Attending from District 19 were Mary Young, Phyllis Allen, Martha Tinker, and Diane Stone. We had a great time together. Here are some of the highlights of the 72nd International Convention.

Wednesday we had opening ceremonies with a keynote speaker. Thursday we had educational sessions, our Golden Gavel luncheon with Mrs. Fields (ummm good cookies), and the candidate’s forums. That evening we went out for dinner. This was my first opportunity to leave the hotel. I walked about one block to a restaurant, ate and returned to meet and speak with the candidates.

Friday at the business meeting we elected 3rd Vice-President Johnny Uy (who will be International President in 3 years) from the Philippines. Ted Corcoran took over as International President. He is from Ireland. Joann Edstrom from South

Dakota was elected our International Director from our Region IV (Linda Hawk has one more year on her term). Two candidates filed for International Director for next year, Lionel Guerard from Winnipeg and Martha Tinker from District 19. We wish Martha the best as she continues her trek up the Summit.

Saturday we roasted outgoing International Director Randy Prier and had our International Speech Contest. Jim Key from Texas won. Saturday night was the dinner dance. Ted Corcoran and outgoing President, Gavin Blakey, gave speeches.

Sunday Kathy, my wife, and I came home. It was an extremely busy and fast paced four days but well worth going and very enjoyable. I have already marked my calendar for next year’s Convention that will take place in the



Jim Gilbert
District 19 Governor

“the biggest little city in the world”, that’s right... RENO, Nevada.

I encourage all Toastmasters to consider attending an International Convention. It is truly an extraordinary experience. And what is even more exciting is that next year’s Regional Conference will be held right here in Iowa in downtown Des Moines. First Regional and then International, what a show!

Congratulations to River City for “The Top Ten Newsletter Award!”

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Realignment of Area 13

Area 13 had a total of 8 clubs as of July 1, 2003. Toastmasters International states that an Area may have 4-7 clubs. Therefore, Jim Gilbert, District 19 Governor brought this before the Executive Committee on July 26, 2003. It was decided based on Toastmasters International’s standing rules, that the current Area 13 be split into two areas. The following clubs are now in Area 11: 2382 Sweet Talkers, 2670 Siouland Ciceros, and 3060 St. Luke’s. Now listed in Area 13 are: 1336 Professionally Speaking, 2904 Toast O Town, 2061 Top O’ The Morning, and 7078 WIT Masters.

Award Winning Speech Secrets?



Diane Stone, DTM
Lt. Governor of
Education & Training

I have found it. I have traveled from Winnipeg, Canada to the eastside of Des Moines to Atlanta, GA, just to find the secrets. It has taken me thousands of miles just to find the secrets of being a better speaker. I will share three of these secrets with you.

Darren LaCroix, 2001 World Champion of Public Speaking, offered his words of wisdom at the Region IV Conference in Winnipeg. David Brooks, 1990 World Champion, stopped in Des Moines on his way to the Toastmaster Leadership Institute (TLI) in District 6 this summer. Workshop presenters at the Toastmasters International Convention in Atlanta gave their expertise. Jim Key, 2003 World Champion shared through his words and actions.

LaCroix has seven secrets to being a better speaker or a humorous one. The one secret that stands out in my mind is stage time. When LaCroix says it, he always repeats it. The secret is stage time, stage time and more stage time. I hope you weren't like me and didn't get it right away. The more opportunities that you have to speak, the better speaker you will become.

If you don't get a chance to speak very often at your home club, try speaking at other clubs, especially a low member club that needs speakers. International Director JoAnn Edstrom said that when she was an area governor they used to

have a traveling gavel. A toastmaster would take the gavel to another club, speak and then leave the gavel at the new club. A member of that club would have to take it to another club and speak. The point was to see how far the gavel traveled.

I suggest that people who want to speak more frequently should get in touch with the vice president of education of a low member club. Members of that club would be glad for a the variety.

One of Brook's secrets is to write out your speech. When he said it there were gasps in the audience. Have you fallen into the bad habit of writing your speech at the last minute? Do you write your speech the same day that you give it? Are you the type to write down a few words and a speech springs from these words? Brooks' revolutionizing idea was to write out your speech, polish it and practice it. Once you've gone far, then write down a few key words.

There are two reasons for writing out your speech. The first one is to get a word count. If you know how fast you speak per minute, divide that figure into the word count and you have how long your speech is. The second reason is that by polishing and rewriting you will get your precise meaning across. Have you ever spoken off the cuff and forgotten something that you wanted to say?

Another secret that I heard this summer was practice your speech. Practice it front of any audience, your spouse, your children or pets. Joe Fazio of the Airport practices his

speeches in front of his preschool children. LaCroix suggests that you record your speeches and get instant feedback. Better yet, video tape yourself.

The 2003 World Champion's message was never give up on your dreams. Keep pursuing it. He had appeared three times at the Toastmasters International Speech Contest. He came in second place in 2001 and 2002.

The District Library contains some cassettes from the 2003 Toastmasters Convention. Here is a list of some of the material from the 2003 Toastmasters International Convention: Naomi Rhode's keynote address; "Coaching for Peak Performance" by Tom Richardson; "Finding the Funny-How to Add Humor to Your Speeches" by Al Wiseman; "2003 Golden Gavel Address" by Debbi Fields; "Aspire to Excel: 10 Secrets to Speaking with Power, Passion and Persuasion" by David Dempsey; and the World Championships of Public Speaking for 2000, 2001 and 2002. The 2003 World Championship of Public Speaking is on DVD. Contact District Librarian Marilyn Grimoskas, if you want to check out materials from the library.

Last time I talked about the "Interpersonal Communications" Manual. I now know two people that have completed it. The most current person is Marge Ziskovksy of the Tama-Toledo. Congratulations! Is there anyone who wants to discuss the "Interpersonal Communications" Manual? If so, let me know.

Awards/ Recognition

Toastmasters International has informed the District that Education Awards/ Recogni-

tions for the 2003 Toastmaster year will not be updated until the middle of October.

Therefore, this section will be suspended until the next issue of the Transmitter.

Growing New Clubs



Marvin Johnson
Lt. Governor of Marketing

Like the Club, the District has a mission. I'd like to share that mission with you...

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

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

In the last Transmitter article I talked about the need to invite guests to our meetings and the need for new members – new members keep Clubs alive!

This time, I'd like to talk about Club growth. Our goal, as a District, is to charter one new Club in each Area this year. AS A TEAM, WE CAN DO IT!

Why do we want to build new Clubs? There are several answers to this question. The first answer can be found in the Mission of the District – **greater numbers of people will benefit from the Toastmasters educational program.** New Clubs, like new members, bring new leaders. Forming new Clubs is an excellent way to promote Toastmasters! Communities and corporations learn more about Toastmasters and what we have to offer.

I'm amazed at the number of people who have not heard about Toastmasters. Each one of us can provide testimonials as to how Toastmasters has helped us. Share your testimonials – tell others about Toastmasters. Is your Club VP of PR publicizing your achievements? Was there an article in your local paper about your Club contest and the winners that went on to the Area, Division, and District contest?

The more we talk about and publicize our Club and Club member activities, the more opportunities we have to gain new members. either through an existing Club or building a new Club. We need to keep our eyes and ears open for these opportunities. Building District 19 is a team effort and everyone of us is on the team!

We have people in our district who are

working very hard to attract new members to keep their Clubs alive! I want to thank each and every one of them for their dedication and hard work.

As I write this, I'm aware of two Clubs that have gone from less than 8 members to 8 or more members – **Club 386** (Shibboleth, Mason City) and **Club 3060** (St. Luke's, Sioux City). Others in the Mason City and Sioux City area are now benefiting from the Toastmaster program. Way to go!

Also, in my last article I talked about the various membership building contests. One of the contests that I mentioned was Beat the Clock. Beat the Clock runs from May 1st to June 30th. Clubs adding five new, dual, or reinstated members during these two months earn a choice of one item from **The Better Speaker Series**, **The Successful Club Series**, or **The Leadership Excellence Series**.

District 19 had four Clubs that "Beat the Clock." They are: **Club 3896** (Bandag, Muscatine), **Club 7889** (Hilltop Toasters, E. Moline, IL), **Club 1564** (Kirkwood Keynotes, Cedar Rapids), and **Club 386** (Shibboleth, Mason City).

Congratulations to each of these Clubs for adding new members.

Distinguished Club Plan Program Results

Congratulations to all the clubs that made distinguished. Listed below is the official list from Toastmasters International for District 19.

Presidential Distinguished

- 875 Town and College
- 1564 Kirkwood Keynotes
- 2061 Top of Morning
- 2670 Siouxland Ciceros
- 3049 Greater Des Moines
- 3250 Collins Avionics
- 3896 Bandag

- 6628 Burlington Area
- 7515 Golden Speakers
- 7889 Hilltop Toasters
- 7973 Wit Masters
- 9211 Principal
- 9513 CONscious Communicator

Select Distinguished

- 164 Old Capitol
- 617 Hawkeye
- 684 Downtowners Watts Of Talk Club
- 2094 Toast O' Town

- 3193 Regency
- 4605 Johnston
- 4804 Tower Toasters
- 6582 Hy-Vee Corporate
- 9047 Mid City

Distinguished Club

- 1325 Downtowners
- 1765 Health Care
- 1991 Ruan Center
- 4996 Red Oak
- 5295 Reddy
- 5654 River City
- 9294 Hospital Talk

Recycle, Recycle, Recycle!



Mark Latta
Public Relations
Officer

Someday, I'm going to write a book called "Communicating for the Unimaginative." This book will be for those of us, like me, who don't have enough ideas rattling around in our heads to construct clever and fresh speeches and articles week after week. My new book will be a roadmap for all of us who really have nothing to say.

And, since I don't have anything to say, there will only be one chapter in the book. It will be called "Recycle."

Recycling is an underused skill. Often, we try to come up with a new idea each time someone asks us to write an article for newsletters, write speeches, or even market Toastmasters. Hey, I'm lazy and boring, and, to be honest, I really don't have the time to do all of that. So, I've learned to recycle my ideas.

For example, the article I am writing tonight will soon become a speech. Then, this article will be slightly modified to become an article for my club newsletter. In essence, I'm writing a speech and two articles in the time it takes to just write a single article. Am I good or what?

By recycling your ideas, you are better able to do all the little Toastmasters things that need to be done and still have time to market Toastmasters. Let me give you some examples.

1. Area Governors: Write articles for your club's newsletter or website. Make sure you distribute it to all clubs. If the clubs have newsletters, you've recycled that article as many times as there are clubs in your area.
2. Club members: When you write your next speech, make it about the benefits of Toastmasters, then tweak that same speech to sell Toastmasters in your company. Finally, take that speech, condense it and clean it up to make it a press

release. Recycle, recycle, recycle!

As you undoubtedly know, the Fall Conference is coming up in Ames. One of the distinguished guests will be our international president, Ted Corcoran. Since this is newsworthy, you write a press release for your local paper telling them about the conference. Then you could expand the press release into a newsletter or website article. Finally, you could add to that newsletter article until it's a 5 – 7 minute manual speech that you give in your club. And, you can do this in about half the time (or less!) than it would take to do all three of these things! Wow! You ROCK!

If you learn to recycle the Mark way, you will write prolifically, always have a speech ready, and be a powerful promoter. The only thing you'll lose is the time you waste doing it the hard way.

Miscellaneous

Region IV International Director Candidate

Martha Tinker, our Immediate Past District 19 Governor, announced her candidacy for Region IV International Director for the 2004 - 2005 year. She made her announcement at the Toastmaster's 72nd International Convention held in Atlanta, Georgia. Martha represents District 19 and will campaign throughout the year culminating with the election next August in Reno, Nevada. Martha continues to climb her mountain, reaching for the Summit. Please provide Martha with the support and encouragement that she needs throughout the year. If any of you have any questions please feel free to contact me, Jim Gilbert, or Martha.

Club Newsletter Contest Winner

River City Toastmasters (Iowa City) has a winning club newsletter, "The

Loudspeaker." The co-editors were Mark Latta, and Jennifer Williams, ATMS. Please be sure to congratulate these excellent Toastmasters on their accomplishment. (Editor's note: Jennifer Williams, along with Meg Polly and Kristie VanGorkom have agreed to be copy editors for the Transmitter this year. All of them have contributed a lot to the quality of the newsletter. Thank you ladies!)

Condolences

District 19 extends their condolences to Shirley Butcher-Harmon, member of Mid City Toastmaster, on the death of her husband, David. David was buried in Mason City.

New Club in District 19

It's official - Allied Insurance Co. in Des Moines has just chartered a new club, "Flagship Toastmasters", in Area 53, Division C. Chuck Beard and

Matha Tinker were sponsors. Shelly Brotherton and Dave Peterson will be the club mentors. The President of Flagship Toastmasters is Eric Coleman. The best news is that this group is not finished; they are already planning a second club!

Toastmaster of the Year—Update

In the last issue of the Transmitter it was reported that there was a change to the recording of information for Toastmaster of the Year. After discussion at the September 2003 Executive Meeting and a review of D-19's Standing Rules, the District will continue to do as it always has. The program will run based on the calendar year, not the TM year. This issue will be brought up at the Fall Conference for discussion and vote to go to TM year in 2005.

Did You Know?

This section was created to answer questions that Clubs or individual Toastmasters have. Answers come from either Toastmasters International or District Officers. If you have a question you would like an answer to, please contact a district officer. If you don't need a response right away or would like to share a question and answer, please send the question and answer to the Transmitter editor at cmgodo@midamerican.com.

Q. Are there guidelines for establishing an Internet web-site?

A. Club websites should contain information useful to current and prospective members. Some topics could be: Club name, meeting location, and contact information; information about benefits of joining Toastmasters; membership roster; calendar of upcoming events, mission statement, on-line version of the club's newsletter. The Toastmaster emblem and the words "Toastmasters' and Toastmasters International" may be used. The following statement must be on the website:

"The name "Toastmasters International," "Toastmasters," and the Toastmasters International emblem are trademarks protected in the United States, Canada, and other countries where

Toastmasters Clubs exist. Unauthorized use is prohibited."

Q. What is High Performance Leadership?

A. This is a hands on, skill-building program that requires the Toastmaster to conduct a project of his or her choice in which they are a leader. The project may be affiliated with your participation at Club, Area, Division, District, business or community level. Participants work through a manual provided by Toastmasters International. When completed the Toastmaster will be awarded with a Leadership in Excellence Award. Copies of the manual can be obtained from Toastmasters International.

Q. Is there any software that can help me as a club officer?

A. Toastmasters International does not promote or endorse any software. However, some Toastmasters have submitted programs to Toastmasters International that your club may find useful. These programs are entitled: Agenda Builder, Agenda Generator, ClubScheduler and Scheduled Speaker. This software is free to all Toastmasters. You may download these programs at www.toastmasters.org/artisan/member.asp.

Q. Are there any topics that you can not talk about as a Toastmaster?

A. Members often tell us (TI) that other Toastmasters have told them that speeches concerning politics, religion, and sex are forbidden by Toastmasters International because "Such controversial subjects are not appropriate." This is not true. Toastmaster International does not prohibit any speech topic, content or language. (Toastmasters International Tips, September/October 2003)

Q. One of the requirement for an ATM Gold is to do a Success Communication, Success Leadership, or Speech Craft. What is included in the Success Communications/Leadership modules?

A. The following modules are part of the Success/Communications program. They are: "How to Listen Effectively," "The Art of Effective Evaluation," "Building Your Thinking Power, Part I, Mental Flexibility;" "Building Your Thinking Power, Part II," "The Power of Ideas" and "From Speaker to Trainer." The Success/Leadership modules consists of: "How to Conduct Productive Meetings," "Parliamentary Procedure in Action," "Leadership, Part 1, Characteristics of Effective Leaders," "Leadership, Part II, Developing Your Leadership Skill," "Leadership, Part III, Working in the Team Environment," and "Improving Your Management Skills."

David Brooks Presentation

David Brooks, 1990 International Speech contest winner, presented a seminar on Successfully Speaking on July 24th in Des Moines Iowa. He is a nationally known speaker and trainer. David shared ten key points that he believes are necessary to give an exceptional presentation. These key points are:

1. A little nervousness is merely a reminder to prepare.
2. The audience is not your enemy.
3. Determine what you want the audience to think, feel or do.
4. Write your speech word for word.
5. Bring life to your words with colorful images and examples.
6. Bring life to your images and examples with character and dialogue.
7. Six words that can change the way your speak: make a point, tell a story.
8. Six emotions that will connect with any audience: happiness, sadness, anger, surprise, disquiet, and fear.
9. Don't underestimate the power of laughter.
10. Don't tell us, take us.

More information on these topics can be ordered on the Internet at WWW.WorldChampionSpeakers.com or you may e-mail David Brooks at dbrooks@texas.net.

From Melting Pot To Sterling Silver

District 19 Fall 2003 Conference
Gateway Center, Hwy 30 & Elwood Dr, Ames
October 24-25, 2003

Conference Registration Form

Please type or print (one registration form per person)

NAME: _____ CLUB: _____ DIV _____
ADDRESS: _____ TM level(s) Achieved: _____
CITY, ST, ZIP: _____ Past District Governor? _____ (yr served)
Is this your first District 19 conference? (circle) Y N Are you a current club officer? (position) _____
Are you a guest? (circle) Y N Do you have any special dietary needs? _____

REGISTRATION

(All Events including meals)

May 16-17 \$60
May 18-Sept 18 \$75
Sept 19-Oct 23 \$80
On-site Registrations \$85

HIGHLIGHTS & EVENTS

Meet and Greet International President
Comic Review
Irish Dancing with Live Band
Educational Sessions
Speech Contests

Individual Events

Registration Fee (Advance) \$15 ___
Registration Fee (On-Site) \$20 ___
Plus
Friday Evening \$20 ___
Saturday Lunch \$20 ___
Saturday Evening \$35 ___

**SIGN ME UP FOR COMIC
REVIEW**

Make check payable to: "District 19 Toastmasters" and mail with registration form to: Registration Chair, Jeanne Hunt, 8817 Hickman Road #703, Urbandale, IA 50322. For additional information, contact Jeanne Hunt at jeanne1018@prodigy.net or Conference Chair Kathy Rooney, 3901 2nd Ave, Des Moines, IA, 50313, (515) 244-0874, krooney@att.net

Accommodations: A block of rooms has been reserved with The Hotel at Gateway Center. Call 1-800-FOR-AMES (367-2637), TM Rate \$73 plus tax (10%) or online at www.thehotelgatewaycenter.com/sgr code TMI03. Subject to availability after Oct 3rd.

District 19 Conference Agenda

FRIDAY, OCTOBER 24th, 2003

| | | |
|---|---|---|
| | (American, Irish, Canada) Opening Ceremonies | <i>Effective Toastmasters</i> |
| 4:00 P.M. Registration, Credentials, and Bookstore open | 8:00 A.M. Break | 2:15 P.M. Break |
| 5:30 P.M. First Timers with International President and Dist. Gov. <i>(Central Prairie)</i> | 8:15 A.M. Education Sessions <i>(Break Out Rooms)</i> | 2:30 P.M. Education Sessions <i>(Break Out Rooms)</i> |
| 6:00 P.M. Meet and Greet International President <i>(Central Prairie)</i> | 9:00 A.M. Break (Evaluation Contest Briefs) <i>(North Prairie)</i> | 3:15 P.M. Break (Speech Contest Briefings) <i>(North Prairie)</i> |
| 7:00 P.M. BBQ Buffet <i>(Central and South Prairie)</i> | 9:15 A.M. Evaluation Contest <i>(Central Prairie)</i> | 3:30 P.M. Humorous Speech Contest <i>(Central Prairie)</i> |
| 8:30 P.M. Comic Revue <i>(Central Prairie Bay Area)</i> | 10:30 A.M. Break | 5:00 P.M. Break |
| 9:30 P.M. Hospitality Room Open | 10:45 A.M. Business Meeting <i>(Central Prairie)</i> | 6:00 P.M. Social <i>(Gallery Lobby)</i> |
| | 12:15 P.M. Break | 6:30 P.M. Banquet and Awards <i>Your Dreams are your Possibilities</i> |

SATURDAY, OCTOBER 25TH

| | | |
|---|---|---|
| 7:00 A.M. Registration, Credentials, and Bookstore open | 12:25 P.M. Lunch and Presentation of Awards <i>(North Prairie)</i> | 9:00 P.M. Dance (Band plays to 11) |
| 7:30 A.M. Parade of Banners <i>(Central Prairie)</i> National Anthems | 1:15 P.M. Break | 10:00 P.M. Hospitality Room Open |
| | 1:30 P.M. Presidential Presentation <i>(Central Prairie)</i> <i>The 7 Qualities of Highly</i> | NOTE: THIS IS A TENTATIVE SCHEDULE AND SUBJECT TO CHANGE |

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Toastmaster District 19

www.kirkwood.edu/tm

“OPENING DOORS IN 2004”

By: Pat Amadeo

Every 8 years the Region IV Conference comes to Iowa. Sometimes it's every 16 years that it comes to Des Moines and aren't we fortunate to have District 19/State of Iowa/Des Moines being the host of this event. Mark your calendars now for June 3-5, 2004 for Region IV Conference, to be held at the Renaissance Hotel Savery in downtown Des Moines. Region IV consists of the States of Iowa, Nebraska, South Dakota, North Dakota, Minnesota, and Montana, as well as the Canadian Provinces of Manitoba and Alberta.

Linda Hawk, International Director, asked Pat Amadeo, DTM, PDG to be Host Chair of this conference. Pat had to admit it was a difficult decision knowing what a big undertaking it is. But, Pat said “yes” because she

figured it was something she hadn't done before and she loves new experiences. So committees have been formed and are in the process of making sure several items are definite...1) District Officers will be trained, 2) We have an International Speech Contest, 3) We vote for an International Director, 4) we provide excellent educational sessions. Most of all, everyone attending will have **fun** and remember it always!!

Pat's working very hard to have Mr. Ed Tate, 2000 International Champion Speech Contest winner, speak at the conference. You'll love his outlook on life and his terrific sense of humor. Preparations are being made for entertainment, great food, and great presenters!!

It's in your backyard.... treat your-

self to an experience that will give you many, many ideas to improve your speaking and leadership skills. In addition, you will meet wonderful Toastmasters from all over our Region. Stay tuned for a registration form, but put the date on your calendar so you won't miss it. Its theme will be “Opening Doors in 2004”

**Toastmaster Leadership
Institutes**

Division A: January 24, 9:00 AM,
Western Iowa Technical Community
College, 4647 Stone Ave, Sioux City,
IA

Division C & D: Jan 17th, 7:30 AM,
Employers Mutual Insurance Compa-
ny, Downtown Des Moines.

Division B & E: To be Announced