

THE District NEWS

A District 18 Publication



KUDOS

Lift Your Voice to the Stars
Toastmasters Club
empowers

CHECK IT OUT

Toast of Severna Park
Toastmaster Citizens'
"Excellence"

KEEP IT FUN

Greater Elkton Area
is full of charm &
on a streak

TOP 3

Global Transformers gets
Presidents' Distinguished
rising to 3rd Place in
District 18





Pearl Matibe

Welcome

to *The District News*. Over the past four weeks, many of you have asked me why I accepted the nomination for District Public Relations Manager and what motivated me to start *The District News*.

The short answer is a love affair.

I was charmed by this magical organization known to many as *Toastmasters* – its vibrant home club meetings, its remarkable culture of Toastmasters and its fun friendly members. By the end of six years, I had competed in 15 speech contests in that timeframe – 15 First Place trophies sit on my bookshelf. That the trophies are all identical trophies, save for the date and title engraved on them is an indication to me that District 18 Toastmasters had not changed, had not innovated and had not evolved in a few years. The only question was: What could I do about it?

The answer seemed obvious.

For 50 years, District 18 communications (newsletters and website) represented and reflected a certain culture, Toastmaster lifestyle and hallmark of District 18. For several months, I did research on Toastmasters International, District 18 itself, more than 100 Toastmasters district websites and in excess of 80 Toastmasters district newsletters. Yes, I visited each one of the 100 websites and opened every tab! Yes, I scrolled through well over 80 newsletters. I created a comparative spreadsheet on many aspects of their publications. Then I spent an entire weekend reading. (I consume large amounts of text, news, books all the time and love doing it!) I read the Toastmasters International governing documents and Bylaws, line by line, word for word. (For years, my kids call me by the middle name they gave me – “analyzer”).

Although District 18 is a small district, and historically, had a smaller newsletter, in comparison to some around the world, I knew that there would be plenty to write about and an intelligent, sophisticated Toastmasters membership inside our district. On June 4th, I reached out for volunteers to assist me on the district PR Sub-Committee (a story for another time), and feverishly went to work. I am very fortunate to have a PR Team. I hope that this publication adequately reflects the district PR Team’s commitment.

MY OPINION

FROM THE PUBLIC RELATIONS DESK

On the first day of the month, every month, for the next 10-months.

About *The District News*

The District News is a real publication, one that adheres to the principles and guidelines of the American Society of Magazine Editors (even though it is not a magazine per se) and Toastmasters International guidelines. My sole goal is to produce an excellent newsletter publication – one that



Beth May

reflects the energy of this special community of District 18 Toastmasters.

The district PR Team has a “no-nonsense” work ethic, loves to have fun and takes their skill-based volunteer time quite seriously in service to the district. Beth May, my Assistant Editor,

helps me on the editorial side. I would like to thank her for correcting errors and improving readability. For the most part, the layout, design and editorial production I have done alone.



Ben Crist

Thanks go also to Warren Jones for his ability to find and research “story”. To Stan McClusky for providing valuable feedback on the deliverables of the newsletter and Ben Crist (although he thinks I set a very high bar), without whom we would not have achieved so much in four weeks. Moorley

Adabala and I are working on a few things which we will share in the coming weeks and months, and all I can say for now is: it’s exciting stuff!

Thanks must also go to all content contributors, members and clubs, who provided information and photos to be published. A publication of this nature is often an intensely personal effort of the DPRM. My special thanks to Oscar Zalamia, DTM and Club President of Toast of Severna Park and Bob Magee, CC, ALB, Vice President of Public Relations of Global Transformers for the endless energy of their club members in making the August edition possible. Everyone has a part to play in our communication and leadership evolution, and I am delighted that we have been able to chronicle just a few of the developments here. If truth were told, I am the winner here. I am the one learning from this incredible PR Team, close interactions with VPPRs and members. My love affair with public relations continues.

Our story – The Rebrand of the Newsletter

When I told people about the rebrand, most were excited and some thought I was crazy for taking the leap. I understood “crazy” because in reality, I had an immense belief after doing the research that this was right. That is how I felt, and ran with it. When you have a sense of urgency to help others, you still have to be cautious, hence the research. My desire to change the districts’ PR landscape came with the discovery of the “what” and “how” to make it happen.

Really, what could I offer? After seeing the district sharing anything to everything for my six years in Toastmasters, I wanted to be different. I wanted to *produce purposeful media*. I set out to tell stories and highlight real club and member experiences and interactions. We have created *The District News* to engage, build community and most of all introduce a new conversation – one that talks about local *and* global communication and leadership issues. *The District News* is more than a newsletter, it is a mission and this is merely a starting point.

Purpose – of *The District News*

To spreading its insights, initiatives, events and ideas beyond the confines of the website – that is generally the purpose of a business or organization's newsletter.

- ▶ To provide valuable, insightful content on an on-going basis
- ▶ To cross-promote
- ▶ And brand Advocacy – This is where we “spread the word” and give members a creative outlet for self-expression, writing articles, sending in feedback, commenting on a blog etc. It should be a *storytelling opportunity*.

We couldn't be more excited to have made it to this point. Please take some time to get to know the layout of our newsletter publication.

You can look at one category at a time, or just peruse the articles you choose to read first. Just as a paper magazine, you may want to sit and read the whole thing at once, or come back to this or other issues several times to digest the articles, news and event information more slowly.

When I set out to deploy a redesign of this publication, one thing I wanted to do is spotlight clubs and members personal and professional growth. What you will find in these pages of *The District News* is a collection of inspired and instructive articles written by real, honest, down-to-earth folks who work hard to live “Toastmasters” deliberately, but who are not afraid to admit the struggles we sometimes face. We don't always volunteer. Our homes and lives may not be perfect. Yet we stay informed and participate when called upon. We try to be a great example to our kids and to our communities, but we sometimes forget to appreciate every moment - nurture every member.

Please visit our Public Relations website pages [when they become available] and learn more about what your district PR is actually doing.

We will start small, and we will dream big. Curious about what that mission is? Begin by reading [July's edition of the Editor's Opinion](#).

Since July 1, we have already been able to build numerous relationships with clubs and members across District 18 divisions, connected by one common denominator – the desire to seek and do something new, something different for our local and global community. The district PR Team does not intend to lose touch with our foundation of wanting to make a *difference* in the District 18 world – we found a way to improve our PR efforts. Each edition will offer something new about our PR efforts, something new about our district as we evolve.

The July edition has been popular since its distribution on July 1st. It was aimed at our diverse membership base, who wish to think, ponder the meaning of communication and leadership development and seek personal and professional growth. Responses from members have been splendid. Every day, emails, personal testimonials, feedback and other clear signs of appreciation and growing need have been pouring into my editor's “inbox”. Thanks to the newsletter, many members have signed up for training as well.

So, here it is, August 2017. *The District News* is now on our website and in your hands. I hope you like it. This is just the beginning. We invite every member to read us, reflect a little, and then forward this newsletter on to others – your family, friends and co-workers.

Dear members, it is also our wish to continue to feature articles and spotlight individual members, community clubs and corporate clubs. We know that you have something to share with others. We are inviting you to send us [emails](#), fill in the [evaluation survey](#) and send in your [content submission forms](#). Tell us your experiences and newsletter learning.

Ready. Set. Grow.

Let's be social, do stay connected with me—and expect a whole lot more!

Pearl Matibe

Editor-in-Chief, *The District News*

District Media Representative



From Left: Francis Zalamia & Paulette Morris - Brand Awareness interacting with the community on National Night Out – Toast of Severna Park Toastmaster members.

Send me your "Member Moments" – Help Us, Help Tell Your Story.

Email: prm@toastmasters-d18.org

THE DISTRICT NEWS | II EDITION AUGUST 2017

COVER LAYOUT DESIGN

PEARL MATIBE

EDITORIAL

PEARL MATIBE EDITOR-IN-CHIEF

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THIS EDITION'S CONTRIBUTORS

ELIZABETH CARTER, CRISTOL JOHNSON, BETH MAY, JAY GREEN, MERVIN BIERMAN, OSCAR ZALAMIA, JENN BRANT

#SLACK Do log in with your credentials to connect directly with the district public relations manager, if you are a vice president of public relations. *If you have not yet seen your email invitation let us know at [District Public Relations Manager - DPRM](#)

Send in your [evaluations & feedback](#) - [District Public Relations Manager - DPRM](#)

WHERE LEADERS ARE MADE

Did you know?

AUGUST 12 – INTERNATIONAL YOUTH DAY

Youth Leadership Program

The Youth Leadership Program is a workshop consisting of eight one- to two-hour sessions that enable young people under the age of 18 to develop their communication and leadership skills through practical experience.

[WATCH TESTIMONIAL - 2017 Spring Conference](#)



[SEE PHOTOS](#) of your friends at the 2017 District 18 Toastmasters Conference.

Radio LIVE – Need more publicity?

NO COST

District Public Relations Manager is offering no-cost, 1-hour radio slots on a Monday night at 8pm to clubs with a great Toastmaster Brand Awareness message. This is an opportunity for you to get a recording of your promotional message. Getting your stories into local radio is all about cultivating relationships. To prepare you will need to write radio copy. If you need help with what to write, how to prepare and/ or if your club is interested, email [District Public Relations Manager - DPRM](#). This is for clubs hoping to:

- Get the attention of prospective members
- Get across one or two powerful, simple, and easily conveyed messages that will drive people to your club
- Have publicity with plenty of visual repetition

FAQ & [LEARN MORE](#)

Q: Do you have an example of what to expect?

A: Yes, [WATCH Radio LIVE recording](#) – simple example

Podcast LIVE – Want to Participate?

NO COST

District Public Relations Manager - DPRM is hosting a Podcast in your Division

Want to be in the audience, actively participate, help plan or play a key role? Want a new way to generate buzz? [Let the DPRM know.](#)

Difficulty Level: It's pretty easy to participate.

[LEARN MORE](#)

FACEBOOK GROUP POST

Q. Gavel - When opening a meeting & ending a meeting, how many times do you bang the gavel? By Stan McCluskey, Past Area 32 Director

DPRM posted: "Personally, I'd say a firm tap is enough. Every time someone raps the gavel twice, "knock-knock," I have an urge to yell out "who's there?" Jokes aside. I did some digging and found an article by Mervin Bierman, DTM. Immediate Past District Director - *Care and Feeding of your Gavel* [READ ARTICLE.](#)

Answer by Oscar Zalamia, DTM, Past District Governor







"According to parliamentary procedure, the rules for running a meeting, it matters how many taps of the gavel you use; each number has a meaning. There are three possibilities when a president taps the gavel one time. It tells the members to be seated. It is used after the president announces the results of the vote on a motion or item of business. The members then know it is time to move on to another topic. The president also taps the gavel once after announcing the meeting is adjourned. In all cases, it's a quick way to get the attention of the meeting's participants. The president taps the gavel twice to call the meeting to order. When the president taps the gavel three times, it instructs the members to stand up. It may be used before the Pledge of Allegiance is recited, for example. When the president uses a series of sharp taps, he is trying to maintain or regain order at a meeting."

JOIN IN THE CONVERSATION Search:



AUGUST 1 – 31 HOLIDAYS

Table Topics Ideas

	9	World Indigenous Day
	12	International Youth Day
	21	Senior Citizens Day
	21	Solar Eclipse (USA) / Full Moon
	26	Women's Equality Day
	30	International Overdose Awareness Day

AUGUST 1 – BRAND AWARENESS [with Batman](#)

Toast of Severna Park stays active in the community

Tuesday, August 1 club members, Area 35 Director & District Public Relations Manager had two tents at the Eastern District National Night Out. 600+ local community attendee of which 150+ visited the Toastmaster club tents – a geographic area from Curtis Bay south along the Bay to the Severn River and west to Interstate-97 south of MD-100. The entirely free event was hugely sponsored by 55+ local businesses for enjoyment and education including Toastmasters.

[SEE PHOTOS](#) of Toast of Severna Park Toastmasters club community event.

[WATCH VIDEO](#) Toast of Severna Park Prize Give-away – a noble mission.

CLUB GROWTH



Cristol Johnson, DTM
Club Growth Director

Alright already! Boy are we in for it. Deep breath and a sigh of relief. There is so much to look forward to and so many exciting prospects; I don't know where to begin. With billions of people on the planet, and almost 400,000 members, Toastmasters is a well kept secret. We all

communicate, right? Wouldn't the world be a much better place with Toastmasters Trained Leaders? If we could share just half of the benefits we have gained for ourselves, think of how amazing that would be. What if I told you there was something that existed which would make you more attractive, richer and more popular - would you be interested? Guess what?

There is something, it's called Toastmasters. You become more attractive when you gain confidence to be able to speak, lead and perform no matter the circumstances. You become richer in your experiences, as you flourish in the supportive environment. You gain popularity when your circle of friends and personal network expand. Most of us know this already, and we are in it for the long haul. Let's not keep the secret any longer. Share Toastmasters with a relative, a friend, and a neighbor or stranger. The person you invite may be your next club president. A friend invited me and I ended up becoming Club Growth Director. I invited a friend, and she is now a club president. What in the world are we waiting for?

Are we AI-Right? Are we AI-Ready? Great, let's get it.

Where Will You Sit?

by Beth May, Assistant Editor

The District News

When you go to your Toastmasters club meeting, how do you decide where to sit? Do you always go to the same section of the room, or do you decide where to sit based on who is already there? If you always try to sit in the same seat, or next to the same person, you may be missing out.

We are all creatures of habit. Some habits are good, and we cultivate them so that we can achieve our goals with less effort. For example, if we get into the habit of always putting our keys in the same spot when we get home, we don't have to waste time and effort looking for them the next time we leave. Other habits form without our intending them to, and sometimes we don't even notice. For some of us, these habits include sitting in the same place at every meeting.



Recently, a colleague of mine, Bill, was excited about his decision to break with his usual habit of sitting with other project managers at a symposium. He joined a group of executives and other staff from non-profit organizations. He was exhilarated by the experience of meeting people with a different perspective on the symposium, and he made connections that will help him with his own volunteer work supporting a non-profit.

Being mindful of the everyday decisions we make allows us to make the best decisions, rather than relying on habit. This can have great benefits.

For one thing, it allows us to choose to do something different than our "norm", opening us up to new opportunities that enrich our lives. In addition, there is a health benefit: new experiences can actually cause brain growth, improving our capacity to learn, and keeping our minds sharp.

The next time you are making an everyday decision – like selecting your seat at a Toastmasters event or business meeting – do something to make it less "everyday". You may be pleasantly surprised by the various ways in which small changes can have a big impact on the quality of your life.

Speech Contest Notification

Number of Contestants allowed in Area and Division

(Reference: page 8 in the [2017-2018 Speech Contest Rulebook](#).)

According to Rule 3B, "***Eight weeks prior to the area contest, if an area has four assigned clubs or fewer in good standing, districts have the option to allow two contestants from each club to compete in the area contest.***"



Elizabeth Carter, DTM
Program Quality Director

Let The Contest Begin...

- District 18 will allow this option for the Fall Contests.
- Based on the current alignment (effective July 1, 2017), the following Areas may have two contestants from each club compete in the Area Fall Contest: Area 12, Area 41, Area 54, Area 61, Area 63, Area 64.
- If a new club charts in any of these areas prior to the area contest, Rule 3B1 applies, which states that two contestants from the club are permitted to compete.

According to Rule 3B2, "***In those divisions with four assigned areas or less, districts have the option to allow the two highest-placed available contestants from each area to compete.***"

- District 18 will also allow this option for the Fall Contests.
- Based on the current alignment (effective July 1, 2017), the following Divisions may have two contestants from each area compete in the Division Fall Contest: Division B and Division D.

Don't know what area your club is in? Go to our website www.toastmasters-d18.org, click on **About Us** at the top, and choose your Division to see a list of the areas and the clubs that belong to them.

For additional speech contest information, go to the Toastmasters International *Speech Contests* webpage: <https://www.toastmasters.org/leadership-central/speech-contests>.

To ask questions about speech contests, contact the District Chief Judge, Patrice Watson, at chiefjudge@toastmasters-d18.org, or the Program Quality Director, Elizabeth Carter at programqualitydirector@toastmasters-d18.org.

Let the contests begin!



5 FEATURED IN OUR DISTRICT

Featured Members



Lift Your Voice to the Stars Toastmaster Club members

Kudos!

Ralph Jackson, CC, CL, Club President Interview

BY PEARL MATIBE

A key element of Toastmasters, is to deliver on our brand positioning – this certainly goes to improving the club experience.

Saturday, July 29th, as I was attending a TLI, Ralph comes up to me saying, “Tony said I should get with you.” (Then abruptly, we were interrupted. The next day, as I was finalizing this newsletter, I thought back to the urgency in Ralph’s voice. A few minutes later I sent him an email to ask, in part, “How may I serve you, Ralph?” After some communications, I dialed his number.

DPRM: Ralph, as Club President, tell me what happened.

Ralph: Begins to relay the members’ story as I listen intently with pen in hand.

DPRM: What was it in your mind that triggered the “let’s stay on and let the new members deliver their speeches?”

Ralph: No, actually [he clarifies], it was a club member who suggested it so we took a poll and as it turns out, members wanted to stay on to listen to support the new members. Pearl, we actually adjourned the club meeting and started the new session to hear the two prepared speeches. Kudos to *Lift Your Voice to the Stars* Toastmaster members.

Here’s what happened...

On July 25, 2017, “Lift Your Voice To The Stars” Toastmasters Club held its monthly club meeting as normal. That is, it was normal until about twenty minutes before the club was to adjourn for the evening. We were about to have the closing business portion of the meeting when two of the club’s newest members came in late. Both were scheduled to give an Ice Breaker & a Project # 2speech, and had traveled from Virginia to Maryland for the meeting. As Club President, my first thought was to adjourn the meeting due to time constraints.

However, a club member raised a point of order suggesting that we conclude the meeting with club business (e.g., sharing information on upcoming events, contests and training) and then ask our members to remain after that to hear the additional speeches and to evaluate them.

We continued with 65% of our members remaining to hear and evaluate the additional speeches (only four left the meeting). This activity kept the members who stayed well past our normal meeting time. We feel that the unity reflected by our club members coming together to support these two new members provided a clear perspective on how Toastmasters operates.

Even though there are times when it may seem that people aren’t that committed, this proved that our club members are dedicated to the Toastmasters mission and to supporting each other. I know that not everyone would have taken this course of action at such a late time at a meeting, and I am proud of the engagement and true concern for others that our club demonstrated.

Toastmasters is an organization that is built on encouraging, supporting, and empowering members to become confident and to pursue growth through learning to be better communicators and leaders. Our new members gained a self-awareness and confidence and were very appreciative for what our club did for them.



BRAG BOARD

What it Takes to Get a DTM



The Distinguished Toastmaster (DTM) award represents the highest level of educational achievement in Toastmasters. When I was asked to write about what it takes to be a DTM, my first thought was: it takes a great deal of time, energy and effort. Really, though, the time it took me (5½ years) was awesome. I had opportunities to meet and get to know so many cool and diverse people and to take on many different projects, including my High Performance Project in July 2016, where I led a joint club meeting with the BAC to the Future and White Clay Center Toastmasters Clubs.

Jenn Brant, DTM – Bank of America

CONTENT RESEARCH BY WARREN JONES
INTERVIEW BY PEARL MATIBE

Jenn Brant in her own words...

On the road to DTM, I served as Area 15 Director for the 2015-2016 Toastmasters year. In that role, I visited and submitted progress reports on four different Toastmasters clubs.

I interacted mainly with the respective Presidents and Vice Presidents of Education. My focus was on ensuring that each club was on track to achieve at least five of the Toastmasters International Distinguished Club Program goals. However, I worked with each club on strategies for achieving seven goals, toward earning Select Distinguished status.

It takes energy to sponsor or mentor a Toastmasters club, which is another prerequisite to becoming a DTM.

I chose to be a club mentor to the WilmU Toastmasters Club. The goal of club mentoring is to help the club for six months. I enjoyed it so much, and the members who are so nice and willing to learn, that I attended most of their meetings for a whole 12 months! What a great group of people they are.



Jenn Brant, DTM

Effort is another component of becoming a DTM, because you have to earn advanced communication awards in addition to various leadership achievements. I really tried to learn from my mistakes, taking into account all of the feedback I received on my speeches, including opportunities for improvement, of which there were plenty! On the journey to DTM, I was willing to be uncomfortable, until I felt comfortable. I understood that the main thing is to try and do your best. I always strive to do that!

As a DTM now, I aim to channel any nervousness I may feel into usable energy. I view speaking as an opportunity to share information and stories. Whatever it is I am speaking about, I try to be excited about it so that the audience can get excited too!

This is what I know before the interview. She prefers to be called Jenn (with 2 "n"s)! I smile to myself, pick up the phone and start dialing Jenn's phone number. Ring. Ring. Ring. She doesn't answer. Hmm, maybe she's busy, so I leave a message to let her know I called and ask if she can call me back when she has a minute. Two seconds later, my phone rings – it's Jenn. I grab a pen and notepaper, and begin to get to know Jenn. Here is an excerpt of our chat.

DPRM: Who helped you on your journey?

JENN: Cristol Johnson. She was a cheerleader, the smile in your corner, pointing out opportunities and giving me the encouraging word.

DPRM: Your advice for others on the same journey towards attaining a DTM?

JENN: As Past Area 15 Director, I could have turned this leadership position down. It seemed too large an area to cover, too much travelling. But, I accepted. It opened up opportunities to travel a whole lot, great experiences, and I met a lot of cool people and was able to grow my network.

DPRM: Jenn, what's your home club?

JENN: Bank of America

DPRM: Of course, I knew that! Are you originally from Delaware? Tell me how your upbringing impacted your leadership success.

JENN: I was born in Delaware (and wish for a second home in Florida someday). My father was always outgoing, knew how to talk to people. He was funny. I learned from him.

Now I know that Jenn stepped out of her comfort zone, and that was a key component, along with the influence of her father and the encouragement of other Toastmasters, for achieving her DTM award. Way to go Jenn!

To spotlight a member, submit content or email: prm@toastmasters-d18.org

toastmasters-d18.org | prm@toastmasters-d18.org



MATIBE, PEARL

9

2017

FEATURED COMMUNITY CLUB

Toast of Severna Park Toastmasters Club

By Pearl Matibe

A PICTURE TELLS A THOUSAND WORDS...

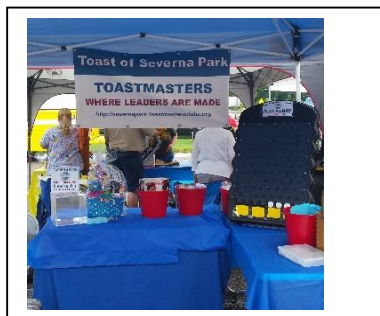
A picture tells a story just as well as, if not better than, a lot of written words.

ORIGIN

This phrase emerged in the USA in the early part of the 20th century. Its introduction is widely attributed to Frederick R. Barnard, who published a piece commending the effectiveness of graphics in advertising with the title "One look is worth a thousand words", in *Printer's Ink*, December 1921. Barnard claimed the phrase's source to be oriental by adding "so said a famous Japanese philosopher, and he was right".

No, these are not random pictures of insignificant moments. They are most important and most valuable to its club's members and community.

Take some time to view this collection. For me they are inspiring and show how club members came together, repeatedly. Thoughtful, simple but these pictures speak lots of words...



JULY 4TH



Click & **ENJOY** **PHOTO ALBUM**

Member *Excellence*

Toast of Severna Park Toastmasters
CLUB 01490982 - CHARTERED JUNE 24, 2010

DISTINGUISHED CLUB 2010-2011
PRESIDENT'S DISTINGUISHED CLUB 2011-2012
SELECT DISTINGUISHED CLUB 2012-2013
SELECT DISTINGUISHED CLUB 2013-2014
PRESIDENT'S DISTINGUISHED CLUB 2014-2015
PRESIDENT'S DISTINGUISHED CLUB 2015-2016
PRESIDENT'S DISTINGUISHED CLUB 2016-2017

A Distinguished Club

Shows "excellence" – a Toastmasters brand personality.

Read July's **The District News** to stay informed.

toastmasters-d18.org | prm@toastmasters-d18.org

MATIBE, PEARL

1
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Interview

By Pearl Matibe

FEATURED CORPORATE CLUB Global Transformers Toastmasters Club

Click & **ENJOY**
PHOTO
ALBUM



CHARTERED JUNE 10, 2002
CLUB 00003784
Distinguished Club 2012-2013
President's Distinguished Club 2015-2016
President's Distinguished Club 2016-2017

High achiever answers. Read what some of them had to say.

Bob Magee

Where did you grow up? Wichita, KS

What was your first job after college/after high school?
After high school, I worked for R&J Sales selling a variety of closeout merchandise for 6 months and then moved to San Diego, California to work in a furniture store.

Why did you join Toastmasters? To help me slow my speaking down, I talk fast when I am nervous. I am also very shy when it comes to speaking in front of people.

Why stay? It is a great group of people that will guide you through the process of giving a good speech. You may never get over being nervous but you can learn to adjust it.

If you were to tell one success story about your club from last year, what would it be? We had one of members meet lifetime and several members win competitions.

An example of great leadership style is.... Follow through, always circle back around to ensure the mission is understood and met

Emunah (Christine Trevaskis)

Where did you grow up?
I mostly grew up in Des Moines, Iowa. Family in Webster City, Iowa.

What was your first job after college/after high school?
My first job was as a waitress in a small café and at the same time worked the fair grounds on Saturdays.

When people/public hears about the town your club is in, what's the first thing they will say?
I have only belonged to the DISA clubs. If we think of DISA as a "city", some have said they did not know what Toastmasters was all about until our event on the 12th. Others have shared they are too shy/frightened to even attend a meeting - they are afraid they may have to speak.

Why did you join Toastmasters?
I joined to learn to be a better speaker - be able to stand in front of others and share information as well as learn leadership skills.

Why stay?
I stay because I am still learning. While I am still learning, I encourage others to stay with it and to move forward in their careers.

If you were to tell one success story about your club from last year, what would it be?
One success story - is about two people, Joey Gibbons and Shirley Wilson, and how they have gone from being very nervous when speaking to being very confident. They also learned how to use slides while speaking. Watching them from the beginning to now - you can only be impressed.

What's the success story of Global Transformers that people don't know?
The success story of Global Transformers that people do not know is how it is a safe environment for people to learn to stand up and speak, learn leadership skills, and become a better professional. When the CPK Club started, we had one member who, unbeknownst to us, was very shy. He would barely speak to us; by the time he was ready to move on to another job - he learned to talk with people - he was no longer shy. We have had people from low grades to high grades/ranks over the years and those who stay with us grow from the experience.

An example of great leadership style is...?

An example of great leadership style is respecting others, encouraging growth, being supportive in a positive way in their efforts to grow, and remembering we are team - no one does this alone.

Kathy Burrell

Where did you grow up?
Iowa, New Jersey, West Virginia, California, Alaska, Tennessee, Michigan, and Colorado...my Dad was in the Army.

What was your first job after college/after high school?
My first job was in the 12th grade of High School, at the High School Counseling Center. My school had so many kids that the 11th and 12th graders went to school from 6am-noon and the 9th and 10th graders went from noon-6pm. I was able to work there from noon-6pm. I did office work and was sent to pull students out of class for counselor appointments.

When people/public hears about the town your club is in, what's the first thing they will say?
I wish I could get a job on Fort Meade so I would have the opportunity to join the DISA Global Transformers.

Why did you join Toastmasters?
I joined for two reasons and neither were for public speaking skills. I attended my first meeting because a co-worker knew I wanted to have something that would MAKE me take a lunch hour on Mondays and I kept attending because my boss understood that she couldn't entice me to work through my lunch hour on Mondays. SAD...right?

Why stay?
At the time, I had just started my Bachelors Degree. I came to realize that I could use the CC manual speeches as a way to practice the speeches I needed for my college classes, get effective evaluations, and receive great grades in my courses. The club, also, did something that kept me even longer...I was voted in as their President and had the honor of presiding over the Ramstein Toastmaster's 40-year anniversary.

If you were to tell one success story about your club from last year, what would it be?
Four Toastmasters were presented the Toastmasters "Triple Crown" for achieving three education awards in a single program year, making Global Transformers was in the Top 10 Clubs in District 18 with the highest educational awards per 7/1 base membership--in fact, the club was NUMBER THREE out of 122 clubs!!!

What's the success story of Global Transformers that people don't know?
I believe the success story is the about the five club officers I met when I attended the first meeting...Chris Akil, Robert Magee, Amadeo Roybal, George Akparanta, and Naomi Carrington-Hockman. The club moved to Fort Meade from Alexandria and was the only one of the original three clubs chartered 15 years ago. These five Toastmasters were the bedrock on which we that followed were able to build upon.

An example of great leadership style is...?
In church, I have always been told that a great leader, you must first become a great follower.



From Left: Katherine Burrell, Bryan Burton Oscar Zalamia

Questions

To get some insight into the high performers at Global Transformers, I asked their effective club leaders the same questions each:

1. Where did you grow up?
2. What was your first job after college/after high school?
3. When people/public hears about the town your club is in, what's the first thing they will say?
4. Why did you join Toastmasters?
5. Why stay?
6. If you were to tell one success story about your club from last year, what would it be?
7. What's the success story of Global Transformers that people don't know?
8. An example of great leadership style is....

In response, I received some quotes from members:

"I joined Toastmasters to improve my oral communications skills. I had a number of opportunities to talk in public and found it rather discomfoting, so I joined Toastmasters to become a better oral communicator and since then, the experience has grown; not only with oral communication, but with leadership as well," said TM Magee, Global Transformers Club Vice President for Public Relations.

"There's a lot of camaraderie; this is a very close-knit club", said TM Butler. "There is a lot of support and not only do you get the leadership from the training, coaching, mentoring, and becoming a competent communicator, but you also get the experience of taking on a leadership role in the club."

"Lee Iacocca once said that there's nothing worse than somebody that has a brilliant idea but doesn't know how to communicate it," said TM Magee. "Everyone at DISA has brilliant ideas, and Toastmasters will teach you how to communicate it.

"I was able to come here to Maryland, from Germany, and get right into a club, get to meet a whole bunch of new people. Where ever you go, you can always attend a Toastmasters meeting," said TM Burrell.

The Great GEAT Streak

By Jay Green, CC, ALB



Greater Elkton Area Toastmasters - on a streak!

The Greater Elkton Area Toastmasters (GEAT) are on a streak! Gladys Privon, DTM, led this diverse community club to its first year as President's Distinguished in 2011/2012. The Great GEAT club has achieved President's Distinguished status every year since! In this article, I will introduce you to this charming club and explore what makes GEAT great.

GEAT's roots are in small-town rural Cecil County, Maryland. This unique club possesses a prestigious pedigree combined with country charm. At meetings, guests always feel welcomed, entertained and inspired by the fun-loving and talented members. Meetings are informal, intimate and inspirational. GEAT members come from different age groups, cultures and careers but all are warm and gregarious. They spend more time joking around than following Roberts Rules of Order, but don't let their propensity for fun fool you! This club has a proud heritage and is stacked with talent.

GEAT was established in 1994 by Dr. Dilip Abayasekara, Ph.D., A.S., who went on to be the 2004/2005 Toastmasters International President. Four club members have achieved Distinguished Toastmaster: Bob Privon, Gladys Privon, Margaret Russ and Carlos Hildago. Current Club President Margaret Russ, DTM, is also the current District 18 Administration Manager, former Area 12 Governor and previously held the positions of Vice President of Education and Club Secretary. She will surely lead this Cecil County club to its seventh consecutive year as President's Distinguished.

CHARTERED DECEMBER 1, 1994
CLUB 00005280 -

SELECT DISTINGUISHED CLUB 2005-2006
PRESIDENT'S DISTINGUISHED CLUB 2011-2012
PRESIDENT'S DISTINGUISHED CLUB 2012-2013
PRESIDENT'S DISTINGUISHED CLUB 2013-2014
PRESIDENT'S DISTINGUISHED CLUB 2014-2015
PRESIDENT'S DISTINGUISHED CLUB 2015-2016
PRESIDENT'S DISTINGUISHED CLUB 2016-2017

I asked current Vice President of Education, Adrienne Dillard, "What's the GEAT secret to success?" She said "We keep it fun. Our meetings are always full of laughter and energy." Having creative club themes has played a key role in the club's success. Some examples are: Backwards & Inside Out, Clue Mystery Edition and Toyland. The Backwards & Inside Out meeting was held in backwards order starting with the Sergeant at Arms calling the meeting adjourned, followed by the evaluation portion with made up reports, the table topics portion, the speeches and finally the pledge of allegiance. If that wasn't entertaining enough, members came to the meeting with their clothes on inside out and backwards! Some overachievers even wore their underwear over their outfits!

Adrienne fondly remembers the Toyland holiday party: "We decorated the room with oversized toys; I created a life-size toy soldier to watch over the toys we collected for Toys for Tots, and we played Table Topics with the questions stored inside Pokémon balls." The devious master mind who plotted the Clue themed Halloween costume party murder mystery meeting was none other than... Immediate Past Club President and current Area 12 Director, Ben Crist. Meeting roles were assigned at the Clue meeting by members picking a prop from a table that featured all the weapons used in the classic Hasbro board game. There were fake revolvers, fake daggers, a lead pipe, a candlestick, a pipe wrench and a rope. Each was labeled on the bottom with a meeting role. When asked about the murder mystery meeting, Ben explained "The mystery comes by way of you don't know which role you have until you choose a weapon. The weapons from the movie Clue were easy to find and worked well with the theme and overall delivery of the meeting."

After visiting and getting to know the Greater Elkton Area Toastmasters, it's easy to see why they are experiencing a success streak. They harness their members' collective talents and creativity to make meetings fun and friendly as well as educational. GEAT is Great!

The District Buzz - Our Blog

AUGUST 1, 2017 - ELIZABETH CARTER

COMPETE IN A SPEECH CONTEST? WHY NOT?

Each month, I will share with you my thoughts on a particular topic. It will align to our calendar of events. This month, my blog is about the upcoming speech contest season.

During my tenure as a Toastmaster, I have competed in all four speech contests (Humorous, Evaluation, International, and Table Topics), and have made it to the Division Level three out of four times. (Table Topics is my nemesis, LOL!) Since becoming part of the District leadership team prohibits me from competing, I now observe and coach others. As we approach the season of the Humorous and Evaluation Speech Contests, I'd like to share with you what I have learned over the years and hope that you will ask yourself: **WHY NOT?**

What is stopping you? These are the common reasons I hear:

- Fear - I haven't yet seen anyone faint or die in a contest, and if you never approach fear head-on, you will never move ahead in life. There are far greater risks we have taken in life, and we have survived, haven't we?



- Preparation - If your club contest is in August, you still have some weeks to write a Humorous speech, edit, practice, re-write, edit and practice. And if you are fortunate to move on to the Area contest, that gives you time to get feedback, revise and practice. For the Evaluation contest, sign up to be an Evaluator at every meeting prior to the contest, and/or reach out to a neighboring club and ask to be an evaluator at their meeting.

Have a structure for your **Evaluation**. The #1 point many members don't realize is that an evaluation is a speech...

- There should be an opening, a body and a close.
- Use one of the evaluation formats to construct your comments. The most popular one is the "sandwich" technique (commend, recommend, commend), but there are more advanced formats such as POSE (Purpose, Organization, Suggestions, Encouragement), CODE (Content, Organization, Delivery, Effectiveness), and GLOVES (Gestures, Language, Organization, Voice, Eye Contact, Stage Use). These are effective ways to organize your content to provide feedback to the speaker.

You can make most situations

funny. A number of Humorous Speech Contest winners stated that they didn't think they were funny. They won with their ability to create humor with their words, visuals, and situations.



- A humorous speech is not a stand-up comedy act.
- Using information from the Toastmasters *Humorously Speaking* advanced manual, here are some ways to add humor to a speech: Exaggeration, Surprise, Play on Words, Expression, Implication.
- Delivery is key: pay careful attention to the set-up, the pause before the punch line, the punch line, the punch word, and the ending pause (for the response).

KNOW the Rules. In a contest, you are not being evaluated, you are being judged. The person with the highest score wins the contest.

- Understand the judging criteria and scoring. Your goal is to get the maximum number of points in each category. Too often, I have seen contestants wonder why they did not win, and it was because they did not understand the scoring criteria.
- Know the timing rules! If you go over time, you are disqualified, regardless of your judging score. In club meetings, I know we glaze over this, but in contests, the rules must be strictly followed. If your speech is over 7 minutes 30 seconds in the Humorous Speech Contest, or over 3 minutes 30 seconds in the Evaluation Speech Contest, you are disqualified.

Oppportunity to expand your depth and knowledge of Toastmasters.

- You step out of your comfort zone of the regular club meeting agenda. Also, the roles in the contest (e.g., timer, ballot counter, etc.) do count towards projects in the *Competent Leadership* manual and the speech can count towards your communication manual, as long as the manual objectives are met.
- You joined Toastmasters to improve your communication and leadership skills. This is another way of validating your progress. How much have you improved as a communicator, and how much have you improved in providing feedback?
- Your speech writing is done for a different purpose. You will think differently about every speech you write after you compete.
- You expand your network. The people I have met from being involved in contests have become friends and great resources. This comes not just from competing, but also from just helping out at an Area, Division, or District contest.

Try it at the club level. Here are some tools to help:

- Speech contest information on the Toastmasters website <https://www.toastmasters.org/leadership-central/speech-contests>
- Judging form for the Humorous Speech Contest <http://www.toastmasters.org/resources/humorous-speech-contest-judges-guide-and-ballot>
- Judging form for the Evaluation Speech Contest <http://www.toastmasters.org/resources/evaluation-contest-judges-guide-and-ballot>
- Downloadable presentation on giving evaluations, with a manual that has instructions for presentation by any club member: <https://www.toastmasters.org/resources/evaluate-to-motivate>
- Tips and Techniques for Giving Helpful Evaluations: <https://www.toastmasters.org/resources/effective-evaluation>
- Use Google with key words: "Toastmasters Evaluation" and "Toastmasters Humorous Speech" to find a wealth of information. To see humorous and evaluation speeches, search [YouTube](#).

I hope this information encourages you to consider participating. **WHY NOT take the leap and compete?**

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on our calendar

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-DPRM-

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MY SUCCESS TIPS FOR PUBLIC SPEAKING SINCE BEING IN TOASTMASTERS

By Warren Jones, Content
Writer, *The District News*



toastmasters-d18.org prm@toastmasters-d18.org

In the seven years I have been a member of Toastmasters I have done many speeches both good and bad. Some of the techniques and tools that I have learned are simple and can make an impact on your very next speech or presentation. The most important tip I would tell you is this

- 1.) Be yourself and don't copy anybody else. When you realize this, you will give much better speeches and presentations. When you try to emulate somebody other than yourself you are striving to be like them, but you must recognize the uniqueness that is in you. Listening to other speakers and presenters is fine but you must be you and show the uniqueness of you in each and every speech and presentation.
- 2.) See you speaking your presentation or talk before you do it. One of the first speeches that I ever gave was You Are Speaking to A World Traveler. I shared my experience of being an exchange student in Heidelberg, Germany and what I learned. Before I gave this speech I visualized myself back as an exchange student and when I spoke it was like I was just had visited but it had been over 20 years. When you see yourself doing it or going back to a place you will be more effective in what you are presenting.
- 3.) Always look to challenge yourself and be willing to learn. The most challenging talk that I gave was for or Against You Decide. In this talk, I shared the benefits of legalized marijuana and then shared the harmful effects of it. I had no knowledge on this subject but wanted to learn more about it. If you are interested in a topic, choose something that is of interest and do your research. When you are willing to learn you will grow and will challenge where you are.
- 4.) Serve as a mentor for a new member. When you get new people in your club I enjoy being able to get them started. When I meet with them and share with them, it gives me ideas for myself on talks that I can give in the future. The more people that you lead and mentor the more ideas will be revealed for you about additional things you will be able to speak on. Being a mentor shows you how far you have come and where you used to be. Don't ever take being a mentor lightly.
- 5.) Always have a speech and be ready at every meeting or anywhere. You might not be giving a speech but if something happens, you are ready to fill in. Since I work in a corporate setting, sometimes things come up at the last meeting and people are unable to make meetings due to business need. This has happened and instead of nobody filling the role, you are able to fill in and challenge yourself in the process. Before the meeting just has an outline of what you can speak on in case, this happens. It will improve your speaking skills of impromptu.

2017

Event Highlights Save the date

NEXT 5-MONTHS

	July	August	September	October	November
Training				Begin Planning Winter Officer Training	
Membership Building		Smedley Award Membership Building Program: August 1 - September 30			
Area Director Visits	Area Director Introductory Visits	Area Director Visits, Reports entered in system by Nov 17 (District Goal)			
Area Speech Contests		Area Speech Contests completed by September 24th			
Division Speech Contests			Division Contests completed by October 15th		
District Conference					District Conference Nov 3rd and 4th

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Club Officer Training – Bank of America

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MATIBE, PEARL

1
6



HELP WANTED

With the implementation of Pathways, we will need resources to visit clubs and provide them support. These "Pathways Guides" are a club's first point of contact for all Pathways questions and will help with training, supporting the vice president education and more. The term is 6 months and the completion of all the requirements will count as the District Officer service for completion of the Distinguished Toastmaster (DTM) program.

Visit the Toastmasters site to get more information on Pathways:

<https://www.toastmasters.org/pathways-overview>

For the Role description of a Pathways Guide, click [here](#):

If you are interested in being a Pathways Guide, please send an email to Elizabeth Carter at pqd@toastmasters-d18.org

by August 11th.

WANT TO CONTRIBUTE?

District 18's public relations team is accepting completed articles and content submissions for website, newsletter and blog. Photo gallery, video gallery, brag board and press releases. [READ Content Submission Guidelines](#), [ACCESS Content Submission Form](#) & [LEARN MORE on opt in and privacy policies](#).

CHANGE IS A CONSTANT. We have a new year and great opportunities to achieve in the year ahead. We would love to know *your* opinion on what *you* would like to see in *The District News* each



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