

CONSIDER • COMEDY • CONTESTS

DISTRICT NEWS

A DISTRICT 18 PUBLICATION

ORATORY HISTORY

WIN OR LOSE, COMPETE

EDITION # 3 • NO. 03 • SEPTEMBER 2017

www.Toastmasters-d18.org | prm@toastmasters-d18.org
District Public Relations Manager

PEARL MATIBE, DTM





Pearl Matibe

Well,

it's the third edition of *The District News*—publicity and spotlighting members and clubs. Thank you for all your feedback in August. We'll continue to advance and promote the achievement, aspiration, heritage, and spirit of District 18 Toastmasters with relevant content. We'll go on selecting stories that both reflect district public relations' messages and nurture our members.

I reviewed September's Toastmaster calendar to see what's the priority for Toastmasters International, scanned the district happenings, looked over the content submitted by members and clubs and came to see what I hope will be an enjoyable, informative read for members. For the cover, I thank the contestants around the district and the Toastmasters International service we call, Speech Contests for the inspiration.

Undoubtedly, the talented contestants and those who gain feedback from club meetings have gained a sense of where opportunities of improvement existed and how they may develop their speeches.

As I write this, I am thinking about the ways the Toastmaster services—contests, conferences, trainings—bring growth, grounding and gain to our District 18 Toastmaster members.

Even though technology delivers news stories to our desktops, laptops and mobile devices, our district newsletters are more about context—newsletters are about trust and partnership: We, the district public relations team and editors, will strive to keep you engaged; you, the members, are free to engage with us if you wish to.

Okay, enough about theory: Let me tell you about this September issue of *The District News*.

There is a story this month I particularly like about *Blue Hen Toastmasters* at the University of Delaware. We've added a few more *Did You Knows* and will keep this constant in all editions and Warren Jones captures his lessons learned from sports and movies about communication and leadership.

Membership: Goals 7 and 8

The deadline for a club *Situation Analysis* is drawing near—September 30. *The Smedley Award* deadline is also September 30—is your club on track to receive this prestigious, 5-new members accomplishment from Toastmasters International? What is the current membership situation in your club? What are your club's current obstacles in achieving its membership goals?

There's always someone who says, "We need to increase our membership by September 30, by March 31, by June 30th for our DCP..." or something along these lines.

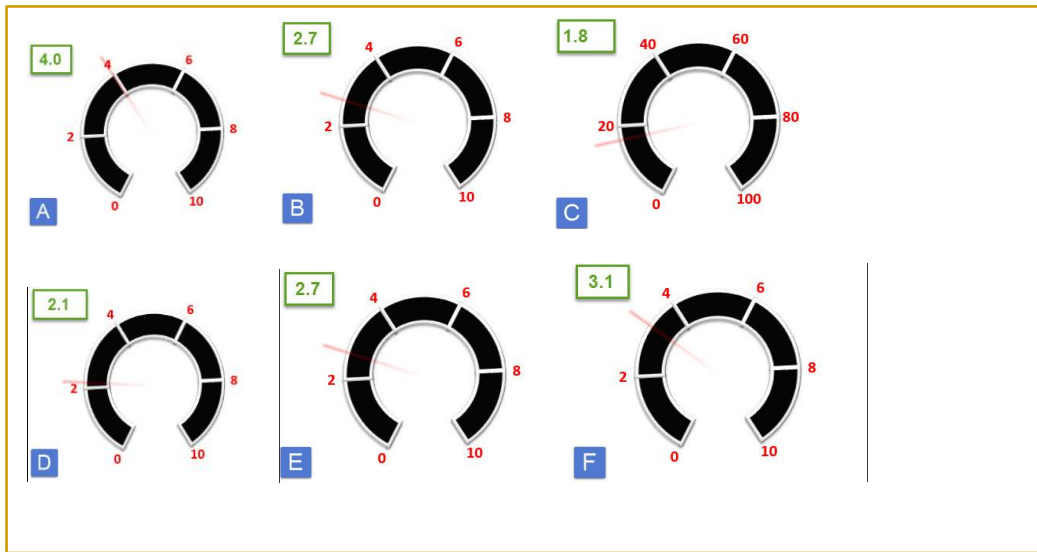
The questions are: Do your club members know what the target number should be? And what if some may not know how to do "smart growth" in membership? Do try to inform as much as possible.

Membership Drives – Data Ready

In July, District 18 Toastmasters marked its' sixth anniversary of our presence on Facebook. We'd like to thank you for the "likes," "following" and posts so far. We hope we will continue to journey together. With that said, it's a great privilege to present an in-person training: *Facebook "How-To & Tips" for Toastmasters Clubs & Events*. This training will help you with your membership drive efforts. You might say, "I already know Facebook." Some people don't get set up correctly. Some are set up but struggle to get real results. [REGISTER TODAY](#)

Let's not forget that we're marketing to the same mobile audience that other companies are marketing to. Why should our non-profit be any different, even when compared to other non-profits?

Gauges are an everyday thing. We see and understand them every day. We see them everywhere – near the stove, car, gaming console – you name it. I prepared the gauges and visual images below from data that I've pulled, analyzed and wanted to share with you just a few of the pieces of information that district public relations is working on. Since Toastmasters International already uses a gauge format and they are easy to illustrate an overview, I decided to create these indicators. Enjoy this interesting tidbit!



Even small businesses have 'big data.' Our District 18's data will provide district public relations with actionable insights to craft our publicity campaigns and remain data-driven.

As you craft your Club Success Plan, look into the interesting things and correlations in your local geographic area.

Please also share your findings with me – I'd love to hear about it.

District 18 Toastmasters Divisions A – F: Number of clubs per 100,000 county residents

This by no means encapsulates the district. I'm fascinated but much more.

District 360° Social Media Report? What is that you might ask...?

For now, we're calling it the District 360° Social Media Report. It shows member and non-member affiliation with, engagement in and awareness of Toastmasters International and District 18 Toastmasters brand and services through social media platforms. District Public Relations is collecting the social media data and statistics for our six social media platforms: District 18 Toastmasters official website, Facebook, Twitter, YouTube, Google+ and Flickr.

What is District Public Relations measuring?

I'm glad you asked. We are reporting total Facebook Page Likes, Twitter Followers, YouTube Subscribers, Google+ Followers and Flickr Followers. I'd like to emphasize and point out that followers and page likes are not a measurement of people who will see any of our posts, but rather the number of people who have the potential to see the posts in their news feed—there's a big difference. In this first quarter, my focus has been to make comparisons at the start of the Toastmaster year with the past six years [where data is available] to determine change, trends and be better positioned to make informed decisions. For future reports we're calculating and evaluating the number of likes/followers/joins for various time periods. How frequently will the DPRM release the 360° Social Media Report? My current plan is to release the 360° Social Media Report 21-days prior to the District Executive Business Council Meetings.

I hope you enjoy this third edition and do let us know if there are any topics you'd like to see covered in the future. Write and tell me how you competed in communication and leadership.

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

THE DISTRICT NEWS | III EDITION SEPTEMBER 2017

COVER LAYOUT DESIGN

PEARL MATIBE

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PATRICE WATSON & LIZ CALVO

#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?

ROBERTS RULES OF ORDER – RONR

What are Bylaws?

"In general, the constitution or the laws—or both—of a society are documents that contain its own basic rules relating principally to itself as an organization rather than to the parliamentary procedure that it follows."

Cited RONR (11th ed.), p.12, 7-11

Call to Order; Order of Business

"By calling the meeting to order he takes the chair waits or signals for quiet and while standing, announces in a clear voice, 'The meeting will come to order...The call to order may immediately be followed by religious or patriotic exercises or other ceremonies.'"

Cited RONR (11th ed.), p.25, 6-16

RADIO LIVE – NEED 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

[LEARN MORE](#)

PODCAST LIVE – WANT TO PARTICIPATE?

NO COST

The District Public Relations Manager is hosting and producing a podcast for [and in] your division. It will be similar to a radio talk show featuring interviews with guest. However, unlike a radio show, a podcast is on the Internet, and available, for free, to anyone in the world with an Internet connection, and a connected device capable of playing audio.

The **Podcast LIVE** is produced by District 18 Toastmasters Public Relations Manager in conjunction with other partners and supporters on communication and leadership development.

Brief summary:

- no-cost to attend or participate
- 30-mins & 1-hour length podcast sessions depending on your division
- Dates, times, location information will be distributed district-wide
- When? September 2017 – June 2018

[LEARN MORE](#)

FACEBOOK GROUP - BEST PERFORMING POST (AUGUST)



August 7 at 7:41am



To interview contact:
pr@toastmasters-d18.org

Delaware resident is semifinalist on the world's largest speech championship stage

Biagio V. Schettini rose above a pool of 30,000 Toastmasters participants.

[FOR IMMEDIATE RELEASE — VIOLA, DELAWARE, USA, August 6th, 2017] — Biagio V. Schettini, of Viola, Delaware, outshined more than 366 contestants in the local District 18 Toastmasters to win the district-level competition of the Toastmasters International Speech Contest. "District 18 spans Delaware, Maryland, Pennsylvania, ...

[See More](#)

PR TOOLS & FAQs ON PHOTOS & VIDEOS








Before you post to any social media space, share with any member or with the public, distribute across any channel or in any form or send electronically e.x email a District 18 Toastmaster member, prospective member or visitor, please obtain a signed Photo Release and/or Video Release. Visit the Public Relations page on the website to download PR permission forms.

Need publicity? Contact District PR

[FIND RESOURCES](#)

SEPTEMBER 1 – 30 HOLIDAYS

Table Topics Ideas

 4	Labor Day
 5	International Day of Charity
 10	National Grandparents Day
 17	Constitution Day
 18	Air Force Birthday
 21	Rosh Hashana
 30	Yom Kippur



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!



READ MORE



Speech Contest
Rule Book



International Convention **RESULTS** (UNOFFICIAL)

by Mervin Bierman, DTM, Immediate Past District Director 2016-2017

2017 Toastmasters International Election Results (Unofficial)

NUMBERS

Clubs Eligible – 16653	Quorum – 5551	Delegates at Large – 359
Clubs Represented – 11180	Club Ballots Available – 22360	At Large Represented – 181
Total Ballots Available – 22541	Simply Majority – 11271	2/3rds Majority – 15028

OFFICERS

Title	Names	Votes
International President Elect	Lark Doley	1
First Vice President	Deepak Menon	1
Second Vice President	Karen Blake	8857
	Richard Peck	13084
	Spoiled/Invalid	294

Notes:

1. While the votes have yet to be certified by an independent third party, the apparent winning margins are sufficiently large that it is highly unlikely the review will over-turn any results.
2. In the event of an unopposed candidate, the Chair has reserved the right to dispense with the secret ballot and direct the Secretary to cast a single ballot (the Chair's) for the candidate.
3. Candidates are all DTMs
4. * indicates a candidate running from the floor
5. 67.135% of eligible clubs represented

REGIONS

Region	Names	Votes
Region 1 –	Deepak Menon	1
Region 3 –	Tracy Thompson	16494
	Linda Williams	5461
	Spoiled/Invalid	294
Region 5 –	Donald Bittick	1
Region 7 –	Reginald Darnell Ford	1
Region 9 –	Jeff Sobel	5128
	Radhi Spear	16002
	Neeja Parana*	1080
	Spoiled/Invalid	25



2017

4 FEATURED IN OUR DISTRICT

Featured Member



Yvonne Aasen with her four gold medals

INTERVIEW

BY PEARL MATIBE

“When I was 80, I ran four races in one year!”

Gold Medalist at 81

Q. WHY DID YOU JOIN TOASTMASTERS?

A. Years ago in the 1960s, I was a member of Toastmistress (women’s toastmasters). No one wanted to be president and the group dissolved. I always wanted to get back into it and Carroll County Toastmasters was not far away, so I joined. I wanted to be comfortable speaking in public.

Last October I gave a toast at the wedding of my granddaughter. There were 150 guests. The toast was well received.

Q. HAVE YOU EVER COMPETED IN A SPEECH CONTEST? IF SO WHEN? PLEASE SHARE ALSO AN ANECDOTE.

A. Yes, I competed in our humorous speech contest about four years ago. I won and went on to the next level but didn’t place. The last time I gave a humorous speech I disqualified myself by going one second over the time limit. Anecdote: I live in a retirement community. Whenever an emergency vehicle gets near the campus, they turn their sirens off so as not to alarm the residents. One Saturday morning I was on my way home from a race in Annapolis. I was snacking on pretzels while driving—digging in the plastic bag with one hand while steering with the other. As I neared the campus, I noticed a county patrol car behind me. “I think I’m supposed to pull over,” I thought. I rolled down my window and a clean cut young police officer wearing a crisp blue uniform came to my window. “Are you all right?” he asked. I told him I was fine. He said I was weaving a little on the road and came close to a curb. He asked for my credentials and said he would be back. Another patrol car came and I thought I’m in big trouble now! The officer came back and told me I checked out okay and I was free to go. I told him I learned my lesson and would not eat and drive at the same time again.

As I neared the Village I mused, what if he had followed me all the way home? If he had followed me all the way home, I could have asked the CEO, he followed me home, can I keep him?



BRAG BOARD

Yvonne Aasen – Westminster, MD

Content Research Contributor
by Patrice Watson

At age 81, she ran the Annapolis 10-mile run.

Yvonne Aasen's
[VIDEO INTERVIEW](#)

Yvonne Aasen talks about the medals she won in earlier this summer.

Q. WHEN DID YOU BEGIN TO RUN?

A. When I was 46, just turning 47. It was something I always wanted to do. My husband had a heart attack and part of his therapy was to increase his walking to four miles a day. I walked with him for six weeks and when I started running a few yards at a time my legs were so weak I felt as if I would fall down at every step. I worked my way up to a quarter mile, a half mile, a whole mile, and the next spring I ran my first 10K

[READ THE FULL INTERVIEW HERE](#)

"I competed in a 5,000 meters, which is 5K..."

"I won four gold medals..."

"I'm really proud of that..."

"When I was 80, I ran 42 races in one year..."

[WATCH VIDEO](#)
INTERVIEW
OF YVONNE AASEN



Pictured above: Yvonne Aasen, Carroll County Toastmaster & Gold Medalist

No signs of slowing down ... at age 85.

Carroll County Club member "Yvonne Aasen won four gold medals in the National Senior Games this summer in Birmingham, Alabama. It was her third trip to the nationals. Aasen belongs to two running clubs."

She has been a member of Carroll County Club for five years and is currently the club's VPM. Once a member of Severna Park Toastmistress Club in the early 70's, but she moved out of the area. Unfortunately, there wasn't another Toastmistress Club nearby which curtailed her participation.

Yvonne always wanted to join Toastmasters and discovered Carroll County Toastmasters Club. She won CCTMs Humorous Speech Contest in 2014. Attending Toastmasters meetings lift her spirits, similar to how she feels when she runs ... a rush of adrenaline.

Favorite quote (paraphrase of Isaiah 40:31): "But those who trust in the Lord for help shall find their strength renewed; they shall rise on wings like eagles; they shall run and not grow weary; they shall walk and not grow weak."

Carroll County Times

By **Tom Worgo**, Newspaper Reporter

Excerpt from: Carroll County Times, a Baltimore Sun Media Group publication |

Yvonne Aasen started running at age 46 after her late husband Marvin had a heart attack and was under doctor's orders to get more exercise. "My legs were so weak I felt like I was going to fall down with every step," Aasen recalled of those early strides. But she persisted. She not only gradually increased her mileage, but she also began running competitively. Nearly four decades and hundreds of races later, she's still at it. And at age 85, Aasen shows no signs of slowing down. By the time she was 70, she was running as many as 40 races a year. Along the way, she has accumulated a house full of trophies and medal.

[READ THE FULL NEWSPAPER ARTICLE HERE.](#)

Carroll County Times

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



2017

1

FEATURED COMMUNITY CLUBS

HELP SPREAD THE WORD

VISIT the Chesapeake Toastmasters Tent
The Festival on the Green is held 2 x annually.
This popular vendor event is
attended by OVER 3,000 people!

on **Saturday, September 30th, 2017**
from **10am - 4pm - Crofton Country Club**
1691 Crofton Pkwy, Crofton, MD 21114
A Variety of Light Refreshments will be served.
* Toastmaster Speakers
* Mingle. Hear great speeches. Pick up
a *Free* Toastmaster Magazine
* Plinko Games
* Tons of Fun

[No Cost.](#) Hosted by Toastmasters Non-profit & Greater

SPOTLIGHTING CLUB EVENTS



Chesapeake [Open House](#)

Star Spangled Banner Trumpet - Opening Ceremony
Guest Speakers: Cory Hall & Shawn Purvis

on **Saturday, September 23rd, 2017**
from **9am - Noon**

1576 Crofton Pkwy, Crofton, MD 21114

A Variety of Light Refreshments will be served.

* Warm 'n' Fuzzy. Fun. Delightful networking
* Mingle. Hear great speeches. Pick up a *Free* Toastmaster Magazine

RSVP by September 17th
Business Casual
Ample parking available at adjacent Crofton Elementary School lot
[No Cost.](#) Hosted by Toastmasters Non-profit

2



SAA Toastmasters 50th Anniversary – by Liz Calvo

We are excited to celebrate the 50th anniversary of the founding for **Toastmasters Club # 2884 at Social Security Administration** in Woodlawn, MD. The **founding date is November 1, 1967**. Consequently, we are planning our **club's celebration for November 1, 2017**.

We will have two or three guest motivational speakers to talk about their experiences with TM and how the club has helped them on their careers. Please join us to celebrate this event. We plan to share our members' experiences. Celebrating a milestone event can be a joyful experience. We may celebrate a wedding anniversary for 10, 25 or 50+ years of marriage or when your child has obtained their driver's license. For Club #2884 (SSA), the fact that we have a vibrant club, consisting of members who want to learn to be better leaders and communicators, is a statement of our integrity to be take what we have to the next level.

www.Toastmasters-d18.org | prm@toastmasters-d18.org
District Public Relations Manager

PEARL MATIBE, DTM



For information on the SAA
Toastmasters 50th Anniversary
Email:
areadirector-64@toastmasters-d18.org
&
divisiondirector-f@toastmasters-d18.org

3

Read past issues of **The District News** to stay informed.

2017

FEATURED CAMPUS-BASED CLUB

Blue Hen Toastmasters at the University of Delaware

CLUB 6480246 - CHARTERED JULY 31, 2017

The Fountain of Youth, Knowledge and Diversity

By Jay Green, CC, ALB

If you visit the Blue Hen Toastmasters Club at the University of Delaware, you will listen to three Ice Breakers and three to six table topics speeches... maybe more! Everyone is eager to participate. The Ice Breakers are fascinating as the students speak of their past experiences, what brought them to UD and what they hope to accomplish. The members are originally from many different countries including but not limited to: Africa, China and India. The club Secretary, Johnny Rutkowski, is a native of the Delaware/Maryland area and has done his share of international travel as well. He claims he enlisted in the army because he likes camping and jumping out of airplanes. Shyamala Athaide was the International Student Representative for the MBA Student Association when she joined. Shyamala feels the most special aspect of the club is its cultural diversity. She said, "Blue Hen Toastmasters Club at UD comprises of members with culturally



I love attending meetings at the newly chartered Toastmasters Club at the University of Delaware! They just chartered on July 31st. Although I haven't joined, I regularly attend their meetings because I thoroughly enjoy the vibrant MBA students who hail from a myriad of countries. For me, their meetings are a visit to the fountain of youth, knowledge and diversity. While completing their Masters of Business Administration at the University of Delaware, Daniel McCaffrey ACB ALB, Adam Bell, and Alex Brooks worked together to launch a new Toastmaster club at the Alfred Lerner College of Business and Economics. Daniel is a member of the Greater Elkton Area Toastmasters and launched this new club as his High-Performance Leadership project. Adam Bell, the club's sponsor, was a member at Siemens Glasgow Toastmasters club and has since transferred to the new club. Alex Brooks is a new Toastmaster and the club president. Adam said, "The experience of launching a Toastmasters Club is one of the most rewarding Toastmaster projects." He credited Daniel's experience and Alex's vision as key elements in the club's developing reputation for excellence.

diverse experiences. Listening to their stories enriches life as a whole for everyone involved." I couldn't agree more.

The charter ceremony in early September will be an extraordinary event. Those fortunate enough to attend will witness the birth of a vibrant club that embodies the future of Toastmasters. They are bright young leaders from different parts of the world coming together twice a month to share their stories and learn from each other. I highly recommend you attend so you too can experience the fountain of youth, knowledge and diversity!

The Blue Hen Toastmasters at the University of Delaware

Request the honor of your presence

At the

Inaugural Charter Ceremony

Of their new university campus-based club

Honorable Guests in attendance will include:

New Castle County Executive, Matthew S. Meyer

University of Delaware Dean, Bruce Weber
(Dean of Lerner College, Professor of Business Administration)

University of Delaware faculty members

Members of the Media

District 18 Toastmaster members

At 5:20pm

University of Delaware

Room 125, Alfred Lerner Hall

20 Orchard Road, Newark, DE 19716

The Agenda includes:

*Opening Ceremony

*Guest Speakers

*Podcast LIVE (see Communicating on Video Advanced Manual)

RSVP is appreciated

Refreshments will be served

Dress - Business

Event begins promptly at 5:30pm

***NOTE: filming and photography will take place**

www.Toastmasters-d18.org | prm@toastmasters-d18.org
District Public Relations Manager

PEARL MATIBE, DTM



Photo Gallery



What



Showed Me About Leadership?

BY WARREN JONES, CONTENT WRITER

Growing up as a kid in Baltimore, Maryland I was involved in various sports and athletic teams. One of the things in our neighborhood was playing football. It was two team captains and they selected players who they wanted for the team they were choosing. Many times, I would not be selected until the very end and I waited patiently until I was chosen. While I waited and was chosen when I was selected a few things that the captain selected me was brought out the best in all of the people he selected. He chooses each of us for a reason and was able to get the best out of the team he choose. The captain would speak to us and say we are going to win and most times, we would win. He spoke life into the team he chooses and as a young kid, I always reflect on that.

Are you getting the best out of the people that you work with and interact with on a daily basis?

Are you speaking consistently success into the team and organization you work with?

One sport that I enjoyed playing but was not very good was that of lacrosse. It takes much coordination and skill. I made the team and did not play at all but I was still on the team at all of the practices and made every game. What I learned from being a part of that team about leadership was although I did not play in the actual game the coach never made it seem like I was not part of the team. He was genuine and professional as a coach and many leaders must lead like this. They do not include you when you are not producing like they want you to perform but you must recognize they are still a part of the team.

Are you genuine in your expectations and interactions with all members on your team?

Are you professional with how you deal with everybody that is a part of your team?

While getting involved with wrestling in high school I never had any experience. My first year I won one match and lost 12 matches. What my dad did for me was a principle that has stayed with me. He took me to wrestling camp every summer, I began to improve, and my senior year in 1990 I came in third in 152-weight class in Baltimore City Schools. By attending wrestling camp every summer, I began to become positive and confident because of my consistency.

Are you positive that you are able to achieve the results your team is looking for?

Are you confident you can produce when you have not been consistent?

When you have the opportunity to be a leader who displays the qualities described above, pay close attention and learn. These life lessons from my personal experiences offer guidance as you strive to grow into the type of leader people describe positively in your pursuit of leadership.

*Warren Jones is a Content Writer for **The District News** for District 18 Toastmasters Public Relations Sub-Committee 2017-2018 term-year.*

[READ MORE](#) by Warren Jones



WIN OR LOSE, COMPETE**ORATORY****COMPETITION***Will you leave it to chance?*

For someone to win, someone must lose. Achieving first place is a goal that cannot be shared. Whatever the loss, it can always be turned into a positive outcome. We learn and grow.

Personally, I learned a lesson—not everyone can be on top and not everyone can be on top at the same time. When a job is open. You're not the only one who is applying.

The question might be how, then, might you influence success?

To bring out the best in ourselves, competition is often encouraged. Contestants at times feel a great deal of pressure. What do you gain by competing? A sense of pride. You challenge yourself and learn from others competing that may be better than you. In the Evaluation Speech Contest, though, you will only have an opportunity to see the contestants that, by random draw, present after you—plus observe a five-to seven-minute target speaker before you present a two-to three-minute evaluation. The best competitor of that cycle will advance. The measurable criteria and rules are laid out on the judges' ballot and speech rulebook.

Just as I had once stepped up the stage stairs to compete in the Humorous Speech Contest, so too now will hundreds of Humorous and Evaluation Speech contestants stand before an audience and judges in competition with one another.

Believe it or not, competition is a lifeline. Without it, a part of you may not grow stronger. Let's always encourage our new members—and tenured Toastmasters—to tap into an innate spirit to make the *competition* that lives inside each of us, flourish.

Competition isn't only good, it's great—it promotes growth. Speech contests are a Toastmasters tradition. Here's an idea. If there was no competition, we may not have:

- ✉ Faster jets
- ✉ Landed on the moon
- ✉ The Internet

We, the human race, owe much to advances in space technology because of competition. Without competitors, we may not have new car brands, remarkable new creations in technology and lower retail prices. Competitiveness allows you to become more creative. Hence the saying: necessity is the mother of invention.

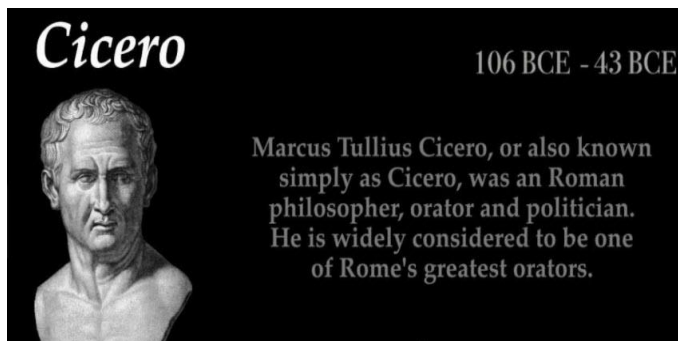
Like an athletic sport, regular practice is necessary to prepare for a Humorous Speech Contest—five-to seven-minutes in length that must be thematic in nature, have an opening, body, and close. In addition, it's not to be a monologue (series of one-liners). Each competitor is vying for the top spot and to come as close as they are able to their own concept of what a perfect performance is. Also, they will walk away without knowing what the final numerical scorecard points were by the judges.

Some may not wish to compete, some believe by not competing, they journey the path of less resistance.

Oratory History

I find aspects of the old world have relevance, still, in today's public speaking. Recently, I had the privilege to review a book written about the Roman Empire, *Cato versus Caesar*, which reminded me of our modern Toastmaster context of speaking in front of an audience.

Back then, it was considered an essential part of educating, young boys, in public speaking, for success. They used to send their sons away (e.x. Julius Caesar) to study under a master or employ a slave. (Marcus Tullius Cicero [106 – 43 B.C.E.] is considered one of the best public speakers of that time. Of significance about Cicero's ideas, is sentiment. This was an age when a speaker's gravitas was of the greatest importance for success. Back then, and still true today, a speaker ought to persuade the audience, entertain and arouse their emotions. On the Toastmaster judges' ballots, however, judges are unable to judge the audiences' emotional impact—there's no points allocated for 'emotion'.



Both Aristotle and Quintilian studied and discussed oratory. The idea that the art of public speaking (in Latin: *Ars Oratoria*), must be studied remained true throughout the Middle Ages and the Renaissance periods. Without 'studying' it, it was deemed that you did not have a complete education. Post American Civil War, World War II and all the way up to present day, the ability to wield words well has placed many people firmly in our history books.

As advice for today's oratory, I'll cite Quintilian, *"The orator should use the plain style to instruct, the grand style to move, the intermediate style to charm"*. From ancient Rome, to Margaret Thatcher and Ronald Reagan—they all demonstrated speaking styles defined in the Roman Empire of 44B.C.E.

Chance

Haven't competed before? Take a chance. Speech contests are a place that promotes chance taking—healthy, safe contest environments bring out the best in you. What's more is that it motivates you to be goal oriented.

No matter what oratorical style you decide to use, Humorous category or evaluation speech, I wish you all happy learning success.

Win or lose, compete.

Did you know?

Demosthenes, Greek Orator born 384 and died 12 October 322 BC, used to study in an underground room he constructed himself. He also used to talk with pebbles in his mouth and recited verses while running. To strengthen his voice, he spoke on the seashore over the roar of the waves.



He is regarded as an "...overflowing fountain of genius..." that inspired Cicero's speeches against Mark Antony. Cicero also tried to imitate his career.

Who knows, maybe if you study Demosthenes' fifty-six prologues (openings of speeches), you might just craft openings that will propel your public speaking success.

SAY IDO

Many large-scale PR events
on our calendar

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PUBLIC RELATIONS

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Opportunities

Benefits:-

- ▶ Boost your resume & LinkedIn profile
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- ▶ Skill-based volunteering is rewarding

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Have you ever wondered what it would be like to work in PR?
Would you like to become a part of the District Public Relations team?

Every marketing plan, promotion or sale begins with the written word. If you have a skill or talent fill in the [sign up form](#) and email:

prm@toastmasters-d18.org.

Being part of our PR team is a great way to gain modern PR-learning.

[SIGN UP](#) to volunteer on the District Public Relations team.



FACEBOOK "HOW-TO & TIPS" FOR TOASTMASTERS CLUBS & EVENTS

IN-PERSON HANDS-ON TRAINING

*Sign up to join this
PR Learning Opportunity*

Date: Sunday, 17 September 2017

Time: 1 pm – 3 pm Eastern Time

To Attend [Register online.](#)

All Toastmasters are welcome!



www.Toastmasters-d18.org | prm@toastmasters-d18.org
District Public Relations Manager


PEARL MATIBE, DTM



2017

Event Highlights Save the date

NEXT FEW 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 



To view speech contest dates, times and the District 18 Calendar **CLICK HERE**



www.Toastmasters-d18.org | prm@toastmasters-d18.org
District Public Relations Manager

PEARL MATIBE, DTM



2017

Fall Conference November 3rd & 4th

A Message from the Conference Chair, Carmen Lee Pow, DTM

The conference information is on the website, no more hiccups! Thank you! However to avoid you asking any questions I have attached more detailed information that you will find useful for yourself, the Areas and Divisions you manage. You can also start by registering at this URL

<https://www.eventbrite.com/e/district-18-toastmasters-friday-award-gala-and-saturday-conference-tickets-36990194668>

I am also attaching a paper registration form which you can use and mail with your check to Bob Privon, at 310 Lark Drive, Newark, De. 19713.

Being the last Fall Conference, you do not want to miss this opportunity to **GROW** with your fellow members and make new friends. You are guaranteed to have an Outstanding Friday Night and Excellent Saturday Conference, at very affordable pricing.

I have attached for your information all the important events and timetables for the two days, which are self-explanatory

The Hotel is ready to receive us, and there is lots of parking in front and at the back of the hotel, right next to the Concord Mall.

We ask that you bring your banners on Friday night where they will be displayed and hung on 3m command strips throughout the conference. Make sure you sew on all those ribbons that have not yet been placed on your banner for all to see.

My final request is that you make copies of the paper registration form and distribute at every Area and Division contest you attend and DO NOT forget your own clubs.

BTW we are still accepting sponsorships/donations.

**READ
MORE**

**PAPER
REGISTRATION
IS
AVAILABLE**



FAQs

WANT TO BE A CLUB SPONSOR, MENTOR OR COACH?

Next Steps

- Commit to meeting Six months or more based on your role, determine where you can travel to and times of day you can be available
- Email <mailto:CGD@toastmasters-d18.org> with your interest
- Opportunities will be presented based on current happenings
- Your name will be submitted to Toastmasters International
- Attend all club meetings and perform duties as directed during your term
- Wait for your email confirmation from Toastmasters International
- At the end of your assignment have the Club President sign off on your confirmation

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 month.



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