



## District 25 Governor, Lee Alviar, DTM

We are only 30 days into the 2004-2005 Toastmaster year and already so much has been accomplished!

Area and Division Governors – as well as their assistants – have been trained and “let go” to reach out and touch your Clubs. Across the district, I’ve received numerous accounts of Club Officer Installations done with style and Club Visits performed with enthusiasm and an overwhelming desire to help. Area and Division Governors have held the first of their monthly council meetings. Area Newsletters have been designed and distributed. Division Coat of Arms have been designed and proudly displayed. Most importantly, all of our District 25 Leaders are anxiously waiting to hear how they can help YOU become a success!

One of our greatest challenges is identifying goals and definitions of success that are true to you rather than ones you inherited from family, society and other outside forces. Finding your own definition of success is vitally important for a number of reasons: If you haven’t done this, how do you know what’s best for YOU? How can you make career decisions if you aren’t clear about how you define success? How can you be happy if you don’t know when you are successful?

Anyone who adds value to another person’s life is a success in my eyes. As long as they provide something that makes you happier, make more money or feel good about yourself they are successful. It only takes a personal touch.

I realize that the reason many of us join Toastmasters is not the same reason we remain in Toastmasters. Life allows us the opportunity, the freedom to redirect our lives at any

given moment. That was my inspiration when I choose the theme this 2004-2005 Toastmaster year.

It was the act of reaching out that inspired me to use the hands wonderfully portrayed in Michelangelo’s Creation of Adam from the Sistine Chapel ceiling; a symbolic touch that depicts so much when no words are necessary.

Each of the District Leaders for 2004-2005 (including me) signed an agreement in which we stated we were each dedicated to ensuring the success of our Members, Clubs, Areas, and Divisions and by extension District 25. Personal contact and personal involvement are the key elements that will ensure that success... YOUR success.

Take a moment and evaluate where you are today. Is this where you want to be? I challenge you to write down the steps necessary to meet your goals, your dreams, and your aspirations - what your definition of success is - and then share this with your District 25 Leaders. You have a team of people who believe in you: who believe in “Success with a Personal Touch.”

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# “125-25-2005”



## LG of Education and Training, David Himmelstein DTM

It's not my social security number. It's not the winning Powerball Lottery number. It's my vision: *125 Distinguished Toastmasters clubs in District 25 in 2004-2005.*

- 125 clubs providing a mutually supportive and positive learning environment
- 125 clubs that make guests feel welcome
- 125 clubs where members respect and value each other
- 125 clubs striving to reach or exceed charter strength (20 or more members)
- 125 clubs helping their members prepare and deliver quality 'manual' speeches
- 125 clubs encouraging achievement in the Toastmasters educational program
- 125 clubs engaging the interests of their members through innovative, effective programming
- 125 clubs where more experienced members willingly share all they have learned with newer members because, after all, 'the expert in anything was once a beginner'

*In Touch* is the monthly newsletter of District 25 of Toastmasters International.

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- 125 clubs bursting at the seams with success stories
- How can District 25 help make this vision a reality?
- By providing training to help club officers understand how to meet and exceed the standards that are the hallmark of a quality Toastmasters club. Jeff Johnson, DTM and his incredible team deliver quality training through the Toastmasters Leadership Institute.
- By providing opportunities outside the club to help our members make the next quantum leap in their speaking careers. The Speakers Bureau, under Setma Maddox's ATMS/CL guidance, is designed to meet this objective.
- By providing support and training to ensure exciting and fair speech contests. Maurice Taitt, DTM (District Chief Judge) and Betty Miller, CTM/CL(Contest Quality Chair) provide stellar support to our members.
- By providing a community service – teaching leadership and speaking skills to tomorrow's adults - and at the same time giving our members opportunities to enhance their leadership skills. Evelyn Glass, ATMS/CL heads up this effort by promoting the Youth Leadership program.
- By recognizing and rewarding educational achievements in the Toastmasters program
- By recognizing and rewarding excellence in the Distinguished Club Program
- By celebrating the successes and accomplishments of our members at every opportunity.

Can we do it?

You bet! We have great leaders but more importantly we have great members. We have vigor and determination and optimism. We will change lives one at a time. We will achieve success with a personal touch.

# The Marketing Guy Needs You!

## LG of Marketing, Earl Hill DTM

The District 25 Mission is to enhance the performance and extend the network of clubs, thereby offering greater numbers of people the benefits of the Toastmasters educational program by:



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

The Marketing Team is responsible for two parts of that mission:

- To extend the network of clubs (charter new clubs) and
- To offer greater numbers of people the benefits of the Toastmasters program (recruit new members).

Marketing brings new Toastmasters into the district.

LGET trains them to be effective club officers and leaders.

The District Governor nurtures them into district staff and district officers.

Extend. The Marketing Team's goal is to add 25 new clubs during 2004-2005 – about one per area. Each Area Governor should find one club lead during their term that would translate into a new club. With the Division Governor's help, this should be a reachable goal. These 25 clubs will increase our members by 500, assuming 20 members per club.

However, losing ONE club decreases the number of clubs, thus requiring the chartering of a new club to offset that one loss. Keeping existing clubs viable is a part of the Marketing Team's responsibility. An

example from another district shows the importance of this concept. Facing a club atmosphere not conducive to renewal, the Area Governor asked if all had been given a chance to be the club leader. One person who had not been asked previously accepted the challenge and worked diligently to get the club strong again; THAT CLUB was the host club for the Fall 2003

Conference in that district. Sometimes leaders have to be asked to step up.

Follow this Area Governor's example and ask others to be leaders. Success as a speaker or a leader is not a door we walk through; it is a staircase. Sometimes help is needed to climb the first few steps. Don't be afraid to ask someone to be a leader or to help them either. Our progress toward a Distinguished District depends on all of us.

The Area Governors need to pass along information about possible NEW clubs, and also report any club undergoing a challenge. The Marketing Team can then assign a Club Coach to help the challenged club become strong again. This teamwork will keep a club alive.

All Toastmasters of District 25 are encouraged to participate in the marketing effort by providing new club leads, participating in pre-charter meetings, attracting new members and retaining existing members. This opportunity is not limited to the Area and Division Governors. All can help.

The mission of the 2004-2005 District 25 Marketing Team is "to retain enough existing members, retain enough existing clubs, recruit enough new members and charter enough new clubs to make District 25 a Distinguished District." Sixty-eight (68%) leave Toastmasters because they feel their needs are not being met. Personal Contact and Personal Involvement is the key to ensuring District 25 successfully retains its membership this year. To have greater numbers of people to benefit, we have to keep our existing members and recruit new members.

Just as a new club has to replace one that gives up, new members must be recruited to replace members who leave, for whatever reason. Toastmasters International averages the number of members on the fall club list and the spring club list. That number must be at least

3 percent higher than the year before for the district to be distinguished. That marketing moment we all have, when a fellow member is frustrated and wants to quit, is just as important as recruiting a new member of a new club.

When a member of your club decides not to renew, what do you do? You should ask what the problem is and what you can do to help. That moment may be all you have to keep or lose that Member. Show that you care. Ask what you (and we, as a District) can do to

help. Toastmasters are about “Changing Lives, One Member at a Time.” This is the theme Jon Greiner, Candidate for International President has chosen for the 2004-2005 Toastmaster year. Let’s work together towards ensuring District 25 Distinguished District or better before April 30, 2005. Help me make that happen – one day at a time during this 2004-2005 Toastmaster year.

## Smedley Award

### August 1–September 30

#### October 1924 Was When it All Began

Ralph Smedley and a few men met in the Santa Ana, California, YMCA and conducted the first meeting of what would eventually evolve into what we know today as Toastmasters. One person initiated a program that would go on to affect millions of people. In his honor, can your Club add five new, dual, or reinstated members between August 1 and September 30? By doing so you’ll qualify to receive a Smedley Award ribbon for display on your Club’s banner. Use the following chart to track your progress:

Name	Date Joined	Date App. Mailed

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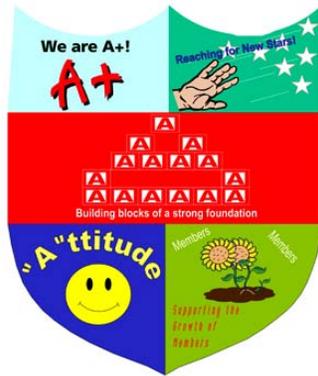
\*Membership applications and payment must be received at World Headquarters between August 1 and September 30. Each member’s “join date” as listed on the application must be no later than September.

# Division and Area Reports

## Division A Coat of Arms

Kathy Hopkins  
ATMS/CL

Division A is a proud member of District 25! We hope our Coat of Arms reflects our members, our leaders, our goals, and our motto.



In space One you see the symbol “A+”. Division A is already an A+ member of the District, and our goal as servant leaders is to maintain that superior grade.

In space Two, you see a hand reaching to touch the stars in the night sky. Division A is dedicated to developing and supporting our Rising Toastmaster Stars.

Space Three shows the letter “A” constructed with building blocks. Our leadership goal is to provide a strong foundation to our Division A members so that each Toastmaster can achieve a successful Toastmaster experience.

Space Four describes our happy, smiley, attitude! Division A will focus on the achievements and the successes of our members. Division A leadership is committed to positive and uplifting encouragement of each of our members.

Space Five depicts our Division A Motto, “Supporting the Growth of Our Members”. We realize that the individual Toastmaster is the focal point and deserves that “Personal Touch.” We will support and develop our members’ speaking and leadership talents.

Area 13 Governor, Reannan McDaniel  
ATMB/CL

Like most of my decisions, my decision to be Area Governor was spontaneous. My home club is a fairly new club, because of that we know very little outside of the club leadership roles. I have served as President, Vice President of Education; currently I am Vice President of Membership. Our club wants to be successful so they backed me in my decision to further my leadership skills.

There are five terrific clubs in Area 13. I have been told, Area 13 will prosper this year. The first thing on my list to make this Area great is teamwork between members. This means, I would like to see the current members attending meetings and filling roles to set an example for guests. The next thing I would like to see is adding new members. Three out of the five clubs struggle with this. We need to focus on this project for these clubs. The biggest struggle for another club is having existing members attend. Some examples to help in that area were given at our Area Council Meeting last week.

Each club needs to chart their progress. A Club Success Plan will keep track of who is on target for each goal. Members will look to the chart to see how close they are to their CTM, ATM, or CL goal. Two of the five clubs achieved Presidents Distinguished last year. Of course, I expect that again this year. I would really like to see the other three clubs achieve Distinguished Club Status. Not just for the Area or for me, but primarily for their club members. The three clubs that didn’t make Distinguished Club last year were close enough to know they can make it this year. I know they can. This is my main focus. I want to see the clubs be successful for themselves. To feel the teamwork they put together to reach a goal they have fought to achieve within the past. After each club has reached their goal, I would like for the Area to be recognized for Distinguished Area. If you think you can’t, you can’t. If you think you can, you can. Area 13 can do it! I know we can do it!

## Division B Coat of Arms

Tony Bieniosek  
ATMB/CL

The Division B Leadership team of Area Governors, their assistants and I had fun putting together a Coat of Arms we believe reflects the talents and potential of our members.

In the upper left, a mythical Phoenix is seen rising, its eyes focused upward. That image reflects the renewed



growth of the high tech Irving/Las Colinas corridor as well as the continued personal growth and goals of our current and future members.

A painter's palate of colors along with the phrase "Creativity Blossoms" is in the upper right of our Coat of Arms, to reflect the creativity our members and the beauty they create in themselves and others through Toastmasters.

The middle section of our coat of arms shows a timeline of growth, from Seeds (labeled "Creativity") that are nurtured into a sapling, that blossom into a magnificent tree. This reflects what we can achieve in Toastmasters, from answering that first table topic question to attaining our Educational and Leadership Goals.

A wrapped Gift labeled "Recognition" is in the bottom left of our coat of arms. Inside every member are treasures of talents, unwrapped gifts waiting to be received and celebrated. Our leadership team strongly believes that recognition is an essential part of Toastmasters and our servant-leadership goals.

On the bottom right is our Division B motto - "United we stand...Let the journey begin..." - to define both our unity and vision. We are united in believing for the best, helping each other grow and succeed, and excited to begin the next twelve months.

The current and future Toastmasters in Division B are going to have a wonderful year of achievement, creativity, growth, recognition and fun.

### Area 22 Governor, Cheryl Mason, CTM/CL

I want to share a true story I heard many years ago that has made a tremendous difference in my life. I remind myself of this when I'm faced with a challenge and my first thought is "I can't do this." For example, I had to remind myself of this story last August when I "softly" said to my husband, "Take me home, I can't do this!" We were driving to my first Area Toastmaster contest wherein I was one of the humorous speech contestants. My husband's version may be that those "softly" spoken words could have been heard a mile away! In either case, I vividly remember walking into the briefing room and looking around at all the unknown faces trying to listen to the instructions given by the Chief Judge about the rules of the speech contest. I remember thinking how calm I looked when inside every muscle inside my body was flinching. I looked to the left, and to the right, trying to get some type of

indication that the other contestants felt the same way. It took every ounce of strength I had within me to not turn and run to the nearest exit.

That was almost a year ago and I still have the trophy on my desk. I won 2<sup>nd</sup> place. To be honest, it is a good thing I never told my husband that my speech topic was about him, but that's another story. I also had to remind myself of this story twice this year when I was asked to consider becoming an Area Governor, and when I was asked to join the division's marketing team. What story could be so powerful that would encourage me to take on the role of Area Governor, join the marketing team, be President of my home club and still want to encourage each and every person I meet to join this wonderful organization? Let me share this powerful tale with you.

I've named the main character in the story and have embellished the story somewhat, but the facts are still true.

It was a bright sunny day and Mary was in her kitchen washing the lunch dishes. She was in a jovial mood because her grandchildren were visiting for the weekend and were busily playing outside. Mary was thinking to herself that "today is going to be a great day", when all of a sudden she heard a single scream followed by the screams of young children. Instinctively she ran outside to find that the children were screaming because the children had been playing in the driveway and somehow her Cadillac parked in the driveway rolled back and pinned her grandson under the back tire. Her grandson was unable to free himself because the tire had pinned his leg. Without thinking, Mary ran over to her car and lifted it up several inches off the ground to where her grandson could free himself. She then picked him up and drove him to the hospital.

The grandson would be okay except for a broken leg where the car pinned him. The story of Mary freeing her grandson quickly spread throughout the neighborhood. Mary was a small framed woman, only about 4' 11" and weighed about 110 lbs, so several men in the neighborhood were curious how this small framed woman could lift such a heavy object. In fact, three of the neighborhood men came over one day to see how far they could lift Mary's Cadillac; not very high, only an inch or two. They were very baffled about how this petite

woman could lift such a heavy vehicle. Soon the story spread to a local newspaper reporter who thought that the story would make a great human interest story. He called Mary and asked her if she would do an interview. She said, "Sorry, no. I don't give interviews on the incident."

Well one day this reporter was in a nearby town working on a different story and he thought he would drive on over to see Mary and get the story. He drives to Mary's house, knocks on the door and Mary answers. He explained who he was and asked if she would do an interview. She thanked him for his interest but again said "Sorry, no. I don't give interviews on the incident." But being a kind hearted person that Mary is, she asked him if he had breakfast since it was early in the morning. Since he did not eat breakfast, and drove all the way over, she invited him in for breakfast.

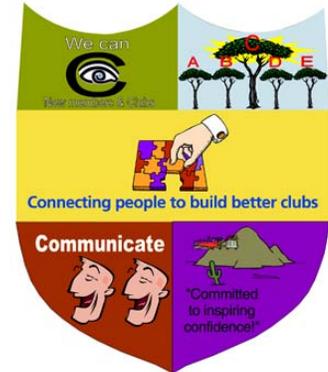
The reporter tried desperately to steer the conversation toward the day she lifted the car off of her grandson's leg, and each time Mary would change the subject. Well finally he just said "I don't understand why you don't want to talk about that day." Mary said, "I told you I don't like to talk about the incident." The reporter said "why not?" Mary said, "Well, when I think about that day it makes me sad." "Makes you sad? Is it because your grandson was hurt?" "No", said Mary. "I'm sad because when I look back at what I accomplished, it makes me sad about the one thing I wanted to accomplish all my life that I always thought I could not do." "Well what is that?" asked the reporter. Mary replied, "I always wanted finish my Teaching certification and teach Geology, the study of rocks." Mary then proudly showed the reporter her extensive rock collection that took up almost two entire rooms. When they returned to the kitchen, the reporter asked Mary, "Why don't you to back to school and finish your teaching certificate?" Mary looked at him with a sad expression on her face and said "*I can't do that*; it will take two years to finish. In two years I'm going to be 64 years old." The reporter looked her squarely in the face and said, "Mary, I hate to tell you this, but whether or not you go back to school, in two years you are going to be 64 years old!"

Have you recently said to yourself "I can't to that?" Well the reporter got his human interest story and yes Mary went back to school and completed her certification and taught Geology at a local Community College. So, my fellow Toastmasters, what can you do now?

## Division C Coat of Arms

### Donna Fossmeyer ATMB/CL

*Miranda Butler-Swanger has stepped down as Division C Governor. Her dedication, enthusiasm and great joy will be missed. I know we all wish her and her little bundle of joy nothing but happy thoughts for a safe delivery.*



*Donna Fossmeyer has accepted appointment to the Division C Governorship. I sincerely appreciate Donna's stepping up in the District's time of need - the sign of a great Toastmaster. - Lee Alviar, DTM, D25 Gov.*

WOW! Division C is hitting the road hard and running. First I would like to introduce the Area Governors: Area 31 Angela Miller, Area 32 Margaret Taylor, Area 33 Subhash Airy, Area 34 Abel Goddard, Area 35 Joe Nagy, and Area 36 Ralph Poore. I am so excited about working with such a great group of people!

The Division C Area Governors and I had a great time working on our Coat of Arms.

Starting with block 1 "C with an eye" Division C can see new clubs and members.

Block 2 "Five trees for the 5 Divisions in D25" Div C is standing tall in D25. Block 3 Puzzle pieces Division C is committed to building better clubs and leaving no one out. Block 4 "Two faces talking" Division C is communicating with our members. Block 5 "Thomas the Train" We are committed to inspiring confidence in Division C with a CAN DO ATTITUDE.

### Area 35 Governor, Joe Nagy CTM/CL

#### What's the secret of your success in building such a strong, dynamic new club?

The success of the club just seems to have "ignited" right in front of us. Looking back on it now it seemed

so effortless. When I first joined North Arlington Toastmasters I remember meetings with only 3 or 4 members. Now the club membership has exceeded 30, and achieved Select Distinguished recognition. Our members are engaged in the Distinguished Club Program goals. Several of our members have either competed or participated in the area and division speech contests. Some of our members attended the District Spring Conference and played key support roles in the meetings and the contests. Three of our members are on track to achieve ATM-B and six members are in position to achieve their CTM in December. Two of our members have earned their Competent Leader award, and two more will earn their CL in July. New members are joining North Arlington club at an average of 2 each month.

How did we do it? We had a lot of help from other leaders in our district. The Toastmaster Leadership Institute's, the district conferences, the speech contests, all provided the spark that motivated our club leaders to rebuild North Arlington club. The spark was "attitude." People want to be around positive, enthusiastic people. We live in a world where people are starved for attention and recognition. Toastmasters provide that environment where people can grow and achieve things that they didn't know they were capable of accomplishing. We found people who believed in us and taught us how to believe in ourselves. Our club coaches David Hostler, Michael Dick, and Louise Faircloth were instrumental in helping our members develop the leadership skills the club is now enjoying.

We focused on conducting quality meetings and effective evaluations to promote the growth of our members. Our guests are greeted with enthusiasm and respect and receive a membership packet to acquaint them with our club's product. Our VP of PR has created our club's monthly newsletter that we're very proud of which includes a section devoted to a different club member each month. Follow-up letters are sent out to visitors of the club, thanking them for the opportunity to introduce them to the club and our members.

We created a club environment that radiates fun and a spirited nature. We ask our guests to join our club. Inducting new members involves a ceremony that honors both the club and the new member. A member of the club recites the Toastmasters Promise or the club mission statement, as the club's president or VP of Education presents the new member with their membership pin. Congratulatory letters are sent out to new members welcoming them to the club and honoring

them as a valued member of our club. Our members give standing ovations to new members that complete their icebreaker speech. Our club Secretary provides a weekly summary of the meeting to all of our members to keep them engaged and informed of the club's success and progress.

Every 6 months our club conducts a "Moments of Truth" survey and presents training briefs from the "Successful Club Series" to the members. When a member accomplishes an education or leadership achievement our members celebrate with ceremony and refreshments after the meeting. People stay around after the meeting for friendly conversation because we are genuinely interested in each other's success. It is really a terrific and fun club to be a part of. It's our club's attitude that has led to the overwhelming success we are experiencing. It is the continuous gratitude and praises toward our members that have earned our club officers their leadership position. As we strive for excellence we discover that we have become leaders.

## Division D Coat of Arms

Shawn Sutherland  
CTM/CL



With all of the Division D Area Governors and assistants present, creating our Division D coat of arms was a wonderfully frenetic, fun, and informative process, all done in the span of just 15 minutes! At the behest of Jeff Johnson, the graphically talented folks at First Command turned our scratchings and stick figures into what you see today.

In the top left corner, something that characterizes Division D vs. other Divisions is our willingness to go the extra mile, both metaphorically and literally. Everyone enthusiastically takes that extra step to help someone or drives for hours without complaint to make the next meeting, and this has always amazed me!

In the top right corner, something that very few people know about Division D is just how D.I.V.E.R.S.E. we really are. We are diverse in our people, culture, and backgrounds, and we are also diverse in our talents (although none of the Div D AGs or myself can draw!), represented by our acronym of Dedicated, Innovative,

Victorious, Enthusiastic, Relentless, Skilled, and Eloquent.

In the center, we created a symbol that best represents the message you want members to know about Division D, that we encompass the heart of the Texas roadways and are “Driven to Service”. We believe this to be the core of our Division, and thus the center of our Coat of Arms.

In the bottom left section, the starship Enterprise represents something our Division leadership team will do differently. Everyone’s heard of “thinking outside the box”, but if you are still using that phrase, then you really aren’t! We chose to move forward with “Enterprise Thinking” by going where no one has gone before. We will cultivate an **entire division** out of our southern region!

Finally, in the last section, we created a design that epitomizes our team motto – Synergy! It was wonderful how all the team pulled together to make this happen, working in leaps and bounds from each others ideas, thoughts and vigor. Both within Division D, and working with District 25 leadership and other Division leaders, we will Synergistically build on each others accomplishment and bring “Success with a Personal Touch” to all of our members!

### Area 42 Governor, Ernestina Pinones ATMB/CL

#### What was I thinking?

“Yes” – one word, 3 little letters. That’s all it took for me to jump from a little ole President to an Area Governor. What was I thinking? Do I really feel I can help others? Can I motivate them to want to succeed?

#### The answer is “YES”.

Yes, I can and I will tell you why. I was lucky to have had some great mentors in my club and 2 great specialists (coaches).

I know that mentoring qualities are invaluable. I love helping others learn and love sharing information. The company I work for is a great Diversity Advocate. They allowed me to take classes which added to my mentoring potential.

When I first joined Toastmasters, I wanted to speak but was very reluctant. I had to overcome many fears. For those of you with some fear or who have to overcome a personal struggle, I know you will triumph because I did. “That which does not kill us, makes us stronger”.

#### How will I do this?

I will rely on the Toastmaster Program. It is a proven method which develops effective speaking and leadership qualities.

I will rely on the expertise and knowledge of our District Leaders.

I will rely on the Area 42 Club Officers. While performing officer inductions, I found your leaders to be self-motivated, goal oriented and knowledgeable Toastmasters. I am confident they will utilize their mentoring skills when needed.

More importantly, I will rely on you, the member.

#### Can you as a member help me (or help your officers)?

Yes, you can. You can help by setting goals and not stopping until you reach that goal. If you encounter a block or start losing sight of your goal, challenge your officers who, in turn, may challenge me to find a way to help you reach your personal goal or vision.

When I first came to District 25 in June 2003, I was told that I, the member, was important and the leaders were there to support me. I want to tell you the same thing.

YOU, the Member are the most important part of Toastmasters. Your leaders and I want to support you and want you to succeed.

## Division E Coat of Arms

Sharae Edwards  
ATMS/CL

During the District Council Training on June 12, 2004 all divisions were asked to create a Coat of Arms that best describes their division. This Coat of Arms was created by the Division Governor, Area Governors and the various assistants.

Division E's Coat of Arms describes how we feel about our Division and what we developed represents our vision for the upcoming year. Our division is characterized as being a brand new division. We are starting our second year of service to our members. This makes us very special. To embody this, the Division E leadership came up with the slogan E2=mc. This means Excellence squared equals Mastering Communication. This is in the upper left quadrant of our Coat of Arms. This is the goal of every Toastmaster. The E2 also represents the second year of Division E's existence.

The upper right quadrant of our Coat of Arms represents that we are deep in the Heart of Texas as we cover so many counties in the state of Texas. This is something that very few people know about our Division. We extend from Gainesville to Irving.

The middle section of the Coat of Arms is meant to represent the message that we want to get across to our members. Our group actually borrowed this piece from Past District Governor Jeff Johnson, "If it ain't fun we're doing it wrong". Even though our goal is to master communication, we have to have fun and enjoy what we are doing in the process.

In order to accomplish our goals, Division E wants to do things differently. We want to make a Heart to Heart Connection with our members and clubs. This will leave no broken hearts, no broken links and no members left behind. The bottom left quadrant of our Coat of Arms shows our thoughts and feelings.



I am sure our members have noticed a trend in our Coat of Arms. Our hearts belong to our members. The bottom right quadrant sums up how we as a Division want to represent our members and clubs. When I decided to run for Division Governor, I wanted to come up with a Theme that shows how I feel about Toastmasters and how we can accomplish the goals of our members. The theme for Division E for this year is Service with a Servants Heart. The Division Staff as well as the District are at your service to help all members and clubs grow and achieve their goals.

Division E wanted the members and clubs to know that we are here to serve them. We are here to assist you in meeting your goals. We are here to help you grow. We are here for you.

**Area 51 Governor  
Silvia Lesko,  
ATMB/CL**

### Area 51 Launches Monthly Newsletter

Why should the area have a monthly newsletter? The main reason is so that the clubs in our area can share their ideas and accomplishments. It will also provide additional publicity for our Toastmasters clubs. And a monthly newsletter will give the clubs in the area an additional place to recognize members' achievements and success.

Future issues of the newsletter will include a "Club Corner," where clubs will share their achievements and success; news from the Division and the District; and profiles of Area, Division, and District leaders, as well as our Area clubs. A regular calendar feature will keep you informed about upcoming Toastmasters events, and you won't want to miss our hot tip of the month—a trick, tip or resource that will enhance your clubs' and members' achievements.

*Silvia just completed the requirements for her ATMB on Thursday July 22. Way to go Silvia!!*



# The Story of One Successful Club—FAA Toastmasters

By Ron Clark ATMG/CL, Asst. Area 13 Governor of Education & Training

What should a Club do when membership decreases to only 9 and there are only 4-6 attending regular biweekly meetings? Most might say, let's just give up and start all over. The problem with "starting all over" is that this may cause you to lose a Club forever. The FAA Club first began in mid 1960's. That Club failed and they tried again in March 1977. That Club only lasted 7 years and it failed again. Does anyone remember my story of how it took 23 years to complete my CTM? If a Club dies and you don't transfer your membership, all records are lost. A team came together in October 1990 and started the FAA Club for possibly the third and maybe the last time. FAA Club #6102 turned in its paperwork in April with only 9 continuing members. Fortunately we had a strong nucleus, but it was very difficult to conduct productive meetings. Rather than quitting we established a Membership Growth activity. Based on our low membership Betty Miller, former Area 13 Governor took positive action and joined our Club. We hung flyers on every floor of our office and placed these on both side of our building (by the refrigerator, surely they had to go there). We hung our banner in front of our cafeteria the Monday before each Wednesday meeting. We printed several free flyers created by District 50. You can view these at <http://www.toastmastersd50.org/marketing/fliers/index.asp>. We created our first web site at [www.faatoastmasters.org](http://www.faatoastmasters.org) and shared this with anyone on the elevator, lunchroom, or hallway. Every member became a salesman. We meet with Management individually to discuss the web site and asked "do you ever need to write an article or do a presentation?" Three new members joined in early June, but before we got too excited, Betty reminded us that we still needed 6 more members to become a Distinguished Club. Our Club got busy and passed a special "One Time Offer to Join FAA Toastmasters" stating, "Join in the next two days, and we will pay half, you pay the other half through October." Don't laugh, we had excess funds and 8 members joined on June 30<sup>th</sup>. Based on our aggressive efforts, we **added 13 new members** over the past three months. We

received kudos from David Himmelstein, District 25 Lieutenant Governor of Membership. In the near future, we will receive a special **District 25 Dream Team Ribbon** to hang on our banner since we now have a total of **22 members!** Due to this, we **ended** the year with a **Distinguished Club Award**. Since we will receive a Distinguished Club Award, Betty Miller, Area 13 Governor ended the year with a President's Distinguished Area Governor Award, one of few in District 25. So, what did we learn?

- Be honest with yourself. If you need help, admit you need help. Consider conducting a The Moment of Truth evaluation (Toastmasters International Item #290).
- Think out of the box. Admit what works and do more of this, stop doing or modify what doesn't work as well.
- Advertise on every corner of the building or area. Use flyers, newspaper articles, or what ever is available.
- Be conspicuous. If you have a banner, hang it. Hand out material, conduct a presentation at the local mall, or go door to door. Do what ever it takes to be successful.
- Get help. The district will support your Club if you just ask. Contact your Area Governor and consider asking the District for a Club Coach. Work with an adjacent Club to bring a few members to your meeting. We continued to have several visitors, but sometime they would be intimidated. We needed bodies to even this out.
- Don't forget to celebrate. After you become successful. Create a special luncheon or supper to celebrate your efforts. Remember, if it weren't for the kudos, there would very little pay to reward you for your efforts.

*Ron Clark, ATMG/CL is a free lance writer and the editor of the FAA's Fort Worth Wrangler newsletter produced every three months. He is a member of five clubs; FAA, Denton, TV, PET, and the newly created ToastStop Club.*

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# Toastmaster Award Nominations— an Award Committee Member's Perspective

By David Watkins, DTM, 2003 – 2004 Awards Committee Member

Have you ever wondered why someone you nominated, who has done an absolutely great job in his or her position, didn't win? Did you feel that the actual winner really didn't work as hard as you thought your nominee did? So what happened?!? It may be that your candidate's supporting nomination(s) didn't provide enough data to support your candidate.

When the Awards Committee reviews the nominations, all we can consider is the actual nomination. Even if we personally know that the person nominated was the best "<fill in the blank> of the Year" ever, if the nomination form doesn't indicate that, there isn't much we can do. In selecting one person over another we can't let our personal bias enter into the selection process – we make our selections based only upon the nominations provided.

For example, consider the following nomination (which is similar to what we've seen), "David Watkins has inspired me to be the best Toastmaster ever! That's why I nominate him as Toastmaster of the Year".

This is a nice nomination and of course 100% true. But what does that tell the Awards Committee? Not much. Sure, everyone knows that David is a great inspiration, that hundreds of Toastmasters' lives are so much richer having known him. But the nomination doesn't describe what he has done to deserve Toastmaster of the Year. A nomination with such little detail will allow the committee to very quickly go to the next, more detailed nomination form – meaning your candidate will probably be passed over.

Compare the above nomination with the example below. Which nomination allows the Awards Committee to make a better selection?

David Watkins has inspired me to be the best Toastmaster ever. I therefore am nominating him as Toastmaster of the Year. Just some of his [fictional] accomplishments are:

- Acted as chief judge at 11 area contests, 4 division contests, and the district Humorous speech contest,
- Chaired the very successful spring and fall conferences. Even found a hotel willing to pay us to have the conference there,

- Obtained corporate sponsorship of over \$25,000,
- Provided awesome training sessions at every TLI and division-level training,
- Personally invited 145 people as guests in a three month period, with all of them joining,
- Personally work 5 club leads, helped to charter 3 clubs all by himself,
- Provided dozens of speeches to civic and other organizations extolling the virtues of being a Toastmaster member,
- Spoke at both the Republican and Democratic national conventions, convincing them to include "A Toastmaster in every Household" in their platforms,
- Completed his high performance leadership project by bringing peace to the Middle East,
- and so forth.

This nomination provides a very clear picture of what David has done over the past year and why he should be considered as Toastmaster of the Year. Imagine how easy it would be to compare this type of nomination to the "David's the greatest" nomination.

When you are completing your nomination form, please be very specific on what your nominee has done to deserve the award. The more detailed the accomplishments, the better chance your candidate will have of winning. If you are nominating a club officer for an award, be sure to include what he or she has done "above and beyond" their normal officer duties (e.g., "scheduling the meeting duties 3 weeks into the future" is a normal expectation of the VP of Education, not an "above and beyond" effort. "Coordinating an external speaking event where 40 non-Toastmasters attended and many joined the club" would be above and beyond – personal opinion).

Filling out an award nomination takes a bit of work, but if your nominee has done a lot of work to deserve the award, would it not be a good idea to spend a few extra minutes outlining what your nominee has done to deserve the award? The next round of officer nominations for the January 1 to June 30 period will be starting soon. Good luck with your nominations.

# Yehaaw, Tall Tales are Back!!!!

By David Watkins, DTM

Get ready pardners, for tall tales are back in D25. The rootinest, tootinest stories you'd ever want to hear will be coming to a contest near you!!!

Have you heard rumors that tall tales are returning? Well, the rumors are correct – the tall tale contest will be held this fall in the place of the evaluation contest. Since it has been a few years since the last contest (1999 if I'm not mistaken) I've been asked to put together a short article on tall tales.

If you've ever heard a story about Paul Bunyan or Pecos Bill then you've heard a tall tale. Tall tales are normally wild, funny, and outrageous stories that can be about almost anyone doing almost anything. A tall tale is a humorous speech, but a humorous speech is not necessarily a tall tale.

The three basic elements of a tall tale are:

- It centers around a larger-than-life or superhuman main character
- The character has a problem or task that is solved in a funny way
- It contains exaggerated details that describe things as greater than they really are.

The main character can be someone totally fictitious or made up (like Paul Bunyan). It can be a real person, like Davy Crockett, who has unreal things happen (remember the Davy Crockett song, "Killed him a bear when he was only three" – probably didn't really happen), or it can be you. The hero normally is able to do things that are not normally possible (they have great strength, can run long distances quickly, have great eyesight, able to do something better than anyone else, and so forth).

The hero will have to solve a problem or complete a specific task (or series of tasks). It can be something that might be real or fake (escaping from a group of Amazon women could be an example – but is it real or fake?).

The real trademark of a tall tale is in how the hero solves the task. The details are normally greatly exaggerated, maybe even impossible for a normal person to accomplish. The more exaggerated the better.

A tall tale I did many years ago had some of the following details:

- Used a fire ant to cut down a telephone pole
- Threw the pole 400 feet into a raging river to keep someone from drowning
- Quickly ran 25 miles
- Used barbed wire to create a giant bungee "spring"
- Bungeed off of a bridge to rescue someone from a raging river

When you tell the tall tale, be sure to use exaggerated body language, gestures, and vocal variety (be really over the edge when you tell it).

Toastmasters International has some criteria for a tall tale contest. They are:

- **Must be mostly original.** Be very careful when using the Internet as a source. You could reuse someone else's tall tale or story and change the wording or add details. But someone may not think its original enough and you may lose points.
- **It must be three to five minutes in length.**
- **Has a theme or plot,** and is like a normal speech (opening, body, and conclusion).

I encourage everyone to compete. It is amazing to see the creativity that people have for tall tales and to watch them "tell" their stories. I can't wait to see what happens at the District Conference in November when we have the 5 biggest story tellers (or liars) compete.

# Fall Conference

November 19 & 20, 2004

Holiday Inn Select

Highway 114 & Esters Road

Irving, TX 75063

“THE MANY FACES OF SUCCESS”

## TALL TALES AND HUMOROUS SPEECH CONTESTS

By Maureen McDonald, DTM District 25 Newsletter Editor and Fall Conference Committee Secretary

### A Cool Wind's Blowin' In ...

With the thermometer rising to triple digits, most of us think of summer vacations, sparkling swimming pools, lazy picnics, cold beer, foot-long hot dogs, big family reunions, baseball games and firework displays.

Now, I'd like you to think of another time of year....cool, crisp breezes, falling leaves, hot apple pie, crackling warm fireplaces and smells of roast turkey and spice candles at Grandma's house.....that's right.... fall and the weekend before Thanksgiving. **A cool winds' blowin' in ....**

This year the Fall Conference will be the weekend before Thanksgiving, Nov. 19<sup>th</sup> and 20<sup>th</sup> and it's going to be one of the biggest blow-outs District 25 has ever had! A few of the highlights:

- Toastmaster International's President, Jon Greiner, and his wife, Belinda will be with us.
- We will be including Districts, 44, 50, 55, 50 to join in the festivities and their top 3 have already made their reservations!
- Friday night the Fall Conference Committee will entertain the audience with performances by such notable singers and dancers such as:  
The Supremes                      Barry White  
Sonny & Cher                      Tina & Ike Turner  
The Rat Pack                      Mamas & Pappas  
... just to name a few.

The audience will participate in the event, by determining which entertainment act will stay on the stage

or who will be “Gong'd” off the stage by the Gong Show Host, Ron Clark.

- Game Show Host Monty Hall (Scott McDowell) will also be joining us for “Who Wants to Make a Deal” and handing out prizes for those who guess what's behind door #1,2,or 3
- Games and events after the contest for kids and adults alike
- Location in Irving, Holiday Inn Select at \$59/room
- Exciting educational sessions by nationally known speakers and educators (more on educational sessions in future issues of the Dist. 25 newsletter)....
- Friday Night, Tall Tales, Saturday Night, Humorous Speech Contest

There will also be plenty of time to get to know our International President and his wife with dinners, cocktail parties and brunches, which will be held with District leaders and Governors.

The Fall Conference committee has already been meeting to plan this extravaganza and they are preparing a Fall Conference like no other before this. Mark your calendars.....we'll keep you up-dated on the progress of the arrangements. Inform your employer, and ask us to send you the Corporate Conference Letter that you can give to you boss, the HR Director or Director of Training & Development where you work....many employers recognize the importance and value our conference brings to their employees and sponsor their attendance.

## On a Personal Note: Lee Alviar

Rosalie “Lee” Alviar, DTM, elected District 25 Governor during the 2004 Spring Conference, has a vision for a Successful 2004-2005 Toastmaster year for District 25, with a Personal Touch. Success is starting out with a plan, mapping out the steps necessary to get there, then reaching your destination and fulfilling YOUR goals, YOUR aspirations, and YOUR dreams.

But before she envisioned success for District 25, it might be helpful to know where Lee came from and her various interests. Born in Harlingen Texas in 1968 and living in the Rio Grande Valley 30 years, she moved to the DFW area in 1998 with her two sons, Anthony Lee and Andrew Alexander.

Her paternal grandparents were born and raised in Parras Coahuila, Mexico becoming U.S. Citizens in 1950. They instilled in her the customs and heritage she carries with her today. They also instilled in her the importance in being fluent in the Spanish and English language. Her grandmother, Rosario, said communication was the key to being well understood and getting things done. “Si nó te expresas bien, cómo te van a entender? Cómo van a saber qué es lo que quieres or necesitas ?” Translated: “If you do not express yourself well, how will others understand you? How will others know what it is you want or need?” She must have been related to Ralph Smedley!

Lee has been employed with the Social Security Administration since March 1991. She currently holds the position of Claims Representative under the Supplemental Security Income Program. She was also elected President of the Hispanic Affairs Association DFW Networking Center June of 2004. She has been

an avid member and supporter since 1995. Its members are comprised mainly of Social Security Administration employees and reaches out to 5 states including New Mexico, Oklahoma, Louisiana, Arizona and Texas. In addition, she is a member of the Women’s Affairs Association also comprised mainly of Social Security Administration employees and reaches the same 5 state region. All of these organizations help her personally reach out and help the Hispanic community as well as be an avid advocate speaking out against child abuse and domestic violence, topics which are very dear and close to her heart. If you’ve ever had an opportunity to hear her speak regarding these issues, you will understand why.



Lee joined Toastmasters in March 1999 and has been blessed with the opportunity to serve in all levels of leadership. She completed both the Communication and Leadership track and was inducted as a District 25 Distinguished Toastmaster in May 2002. Throughout her professional and Toastmaster career, Lee believes what motivated her the most was the love of her 2 sons, as well as the many friends and mentors she’s met along the way who encouraged her to become the very best she could be. It was the hugs and personal conversations she has shared with many within District 25 Toastmasters that proved to her how important a Personal Touch really is. She asks for the opportunity to repay this great kindness with many of you and encourages each of you to contact her and let her know how she can help YOU become a Success. [D25Gov@d25toastmasters.org](mailto:D25Gov@d25toastmasters.org)

While attending a marriage seminar dealing with communication, Tom and his wife, Grace, listened to the instructor.

"It is essential that husbands and wives know the things that are important to each other."

He addressed the man." Can you describe your wife's favorite flower?"

Tom leaned over, touched his wife's arm gently and whispered, "It's Pillsbury, isn't it?" The rest of the story gets rather ugly, so I'll stop right here.

# Club Newsletter Contest

By Maureen McDonald, DTM; District 25 Newsletter Editor]



HEAR YE! HEAR YE! Come one, come all!!! Gather 'round, my little chick-a-dees and listen up....Once again, District 25 will be conducting its annual Club Newsletter contest.

For those who like words, and like to string them together to make sentences...for those who like to take those sentences and make them into paragraphs...for those who like to read up on what's new, interesting and valuable to their presentation, listening and leadership skills .....and for those who are just plain nosy and want to find out the 'scoop' on what's going on within their club, their members, their Areas, Divisions and the District as a whole....well, guess that covers just about EVERYONE in District 25 and this contest involves you.

Whether you currently have a club newsletter or want to improve or expand it, everyone can get involved. We will be looking for the following:

- Creativity
- Style
- Beneficial/interesting and timely information about the club's members, their Area, Division and the District
- Readability/Accessibility to their audience



- Color/Photos

How to get involved? Simple! Here are some ideas:

- Contribute an article to the newsletter—once in a while or regularly
- Volunteer to be the club's "Roving Reporter" and interview various members so the club can get better acquainted with each other
- No writing skills/interest? Volunteer to be the editor or design technician
- Be the "Theme" setter for each issue
- Be the photographer and take planned or impromptu photos of club functions/meetings or Dist. activities involving your club's members

The lists is almost endless....think outside the box and join in the fun. Submit three (3) of your best issues to the District 25 Newsletter Editor, Maureen McDonald at [newsletter@d25toastmasters.org](mailto:newsletter@d25toastmasters.org) by April 15<sup>th</sup> and the winner will be announced at the Spring Conference, May 20<sup>th</sup> & 21<sup>st</sup>

## District Calendar

### August

- 1-31** Hold Division Council Meetings  
Hold Area Council Meetings  
Club Tall Tales and Humorous Speech Contests
- 7** TLI Wichita Falls
- 14** District Staff Training & District Executive Committee Meeting 8:00 am to noon
- 18-21** International Convention, Reno, NV
- 31** Last day to have club officers trained & receive DCP credit

### September

- 1-30** Hold Division Council Meetings  
Hold Area Council Meetings  
Area Tall Tales & Humorous Speech Contests (see website for details)
- 19** District Executive Committee Meeting
- 20** Send in Semi Annual Report to International & copy to Earl Hill, DTM-LGM @ 205 Bob-O-Link, Southlake, TX 76092

- 30** Last day to submit Semi Annual Report online and receive DCP Credit

### October

- 1-31** Hold Division Council Meetings  
Hold Area Council Meetings
- 8** Division B Tall Tale & Humorous Speech Contest  
Deadline for submitting Outstanding Officer Nominations to:  
Lois Jenkins, Awards@d25toastmasters.org
- 9** Division A Tall Tale & Humorous Speech Contest
- 15** Last day to send Area Visits report to:  
Lee Alviar, DTM DG, 2206 Sharpshire Lane, Arlington, TX 76014
- 16** Division D Tall Tale & Humorous Speech Contest
- 18** District Executive Committee Meeting
- 22** Division C Tall Tale & Humorous Speech Contest
- 23** Division E Tall Tale & Humorous Speech Contest

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