



# TOASTMASTERS INTERNATIONAL NEWSLETTER

## District 71 UK and Ireland News And Events

### District 71

November 2015

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DISTRICT 71 – UK and Ireland



DISTRICT 71 DIRECTOR – Kevin Lee

### A few words from our District Director – Kevin Lee

Fellow Toastmasters

#### **Purpose, Perspective, Priorities**

District 71 enters the new Toastmaster year with optimism. Toastmasters International is on a mission: *'To empower individuals to become more effective communicators and leaders.'* You and I, as well as 332,000 other members of Toastmasters around the world, are these individuals.

Toastmasters International realises its mission through the 15,400 clubs around the world, 175 of which are in District 71. Each club is given the following mission: *'To provide a supportive and positive learning experience in which members are empowered to develop communication and leadership skills, resulting in greater self-confidence and personal growth.'* Every week, clubs in our District and across the world fulfil this mission by giving members a dynamic, fun and engaging learning environment. Your club wants to help you learn and succeed. This is the **purpose** of the club's existence. Use the opportunity!

When David met Goliath, he had one of two perspectives:

He's a giant – I'm finished!

He's a giant – How can I miss?

We all know which **perspective** David took. Taking on a project in your club, such as organising a speech contest or Open Night, can be seen as a chore or an opportunity - you choose the **perspective**. We are on the verge of the greatest change to the Toastmasters educational programme. The Revitalised Education Program (REP) has a planned launch starting from September 2016. There are two **perspectives** – 1) prepare for the change and embrace the benefits or 2) run and hide. Which **perspective** will you take? I invite you to embrace this change. During the course of this Toastmaster year, invite one of the REP Ambassadors to visit and talk about the new programme.

Our clubs are successful when members achieve their educational goals. When you achieve your **priorities**, your club achieves its **purpose**. Clubs that achieve their **purpose** are honoured as Distinguished clubs. Have you set an educational goal for this year? Speak to your VPE about your **priorities** so your club can help you achieve them and fulfil its **purpose**. As District Leaders, we also have a mission: *'To build new clubs and support all clubs in achieving excellence.'* Our Area Directors, Division Directors and District Leadership Team want you to succeed, which in turn makes your club succeed. That is our **purpose** – to foster a positive learning environment and build new clubs to bring the Toastmasters experience to more members. With every new club, more speaking opportunities are available. This allows existing members to complete project speeches and allows more leadership/mentoring opportunities beyond the club, an essential component of achieving the Advanced Leader Silver and Distinguished Toastmaster awards.

Make success your **priority**. Your club will then achieve its **purpose** and be a Distinguished Club. As our clubs succeed, let's have a generous perspective by sharing the benefits of Toastmasters through a wider network of clubs. Let the Toastmasters cat out of the bag! This way, our Areas, Divisions and ultimately District 71 becomes Distinguished. **Have you set your priorities? What is your perspective of the horizon ahead? How will your club achieve its purpose? Be Distinguished!**

Kevin J. Lee – District Director



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### WHAT HAPPENS IN VEGAS STAYS IN VEGAS!

*The DLT triumvirate (as I like to call them) headed to Las Vegas for the International Convention & District Officer training. The triumvirate? Kevin Lee (DD), Michael Collins (PQD), Red Skelton (CGD) and they were joined by IPDG, Luanne Kent. So what exactly did they get up to in Vegas? Below is Michael Collin's account.*

#### Trip to Las Vegas

Going through security, on my connecting flight out of Newark, USA, the girl behind the counter scrutinised my Irish passport and then asked me, "How are you today?" "Fine," I replied nervously. She smiled at me and whispered softly "I just wanted to hear the accent". I knew this was going to be a good trip!

There are several memories from the trip. Here are a few that stand out. The first one is the opening of the District Officers training session. With his address centred on the theme of integrity which is one of the 4 pillars of the organisation, CEO Dan Rex held up a coin. "This coin," he said, "represents our core values. And it's better to have your integrity and lose than to give away your integrity and win." This resonated with the audience of trainees because we are a self-certification organisation based on an honour system.

The second memory is the honour I had of carrying the Irish flag during the opening ceremony. This also meant that I had an early morning training session on how to perform my duties. Thanks Kevin for nominating me! After 2 hours practice, the other flag-bearers and I finally got the hang of it. And on the opening night, how could anyone not have a massive smile and be proud walking onto that stage representing their country to huge applause? An unforgettable moment.

The Business Meeting and election of International Officers was another interesting memory. Two thirds of the members' votes were represented in the room. This is a massive statement of pride and interest from Toastmasters worldwide in the future of the organisation. International President, Mohammad Murad began the proceedings dancing to the music of 'YMCA'. This got the meeting off to a lively start.

First up was the election of International Officers which went very smoothly. Next was the motion to be voted on. After some discussion, a separate motion was proposed to send the original motion back to council. Now this is where I got confused. This motion was then defeated so the original motion which had 4 motions bundled together was back on the table to be voted on. As this motion involved policy changes it required a 2/3 majority. Still with me? It was passed. So, after all that, the decision was - we get to keep our new Director titles.

The International Speech Contest was a highlight of the convention. However, having sat through 2 semi-finals, and a total of 20 speeches, phrases like "Have you ever?" "When was the last time?" or "Is there some part of your life you want to change?" just don't do it for me anymore. And this is why listening to the last speech in the final was so refreshing. This speech was based on a theme of the power of words. The speaker had a dramatic opening. He attempted to light a cigarette on stage to the audience's gasp of horror. Mohammed Qahtani from Saudi Arabia was a worthy winner.

My other highlights of the conference include the 2006 Nobel Prize winner, Muhammad Yunus and comedian Judy Carter who both delivered very different but inspiring keynote speeches.

Toastmasters are some of the most positive people in the world and it was refreshing to be in their company for a few days. As the saying goes "What happens in Vegas stays in Vegas", but I've already shared all with you, well almost all. My integrity remains intact.

**Michael Collins**  
Program Quality Director



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### DISTRICT HIGHLIGHTS

**SEVEN NEW CLUBS** - District 71 is very pleased the following seven new clubs into the District from the 1<sup>st</sup> July to the date of going to press. Congratulations to all involved in setting up and chartering these clubs. We welcome their members into Toastmasters and wish them many happy and productive Toastmaster years.

DIVISION	AREA	CLUB NAME
C	57	DubSpot Toastmasters
M	54	Voicematters – Vodafone Toastmasters
D	40	Kiltegan Toastmasters
G	44	Northampton Speakers
S	30	Livingston Speakers
G	20	Luton Speakers
G	20	North Herts Speakers

**SEVEN TRIPLE CROWN ACHIEVERS** - Congratulations to the following members who achieved a minimum of three education awards since the 1<sup>st</sup> July to the date of going to press.

MEMBER	COUNT	AWARD
Burke, Mary T	3	ALB, ALS, DTM
Burns, John Gerard	3	ALS, CL, LDREXC
Craggs, Jane	3	LDREXC, ALS, DTM
Dunn, Gerard William	3	ACS, LDREXC, ALS
Killeen, William	3	CL, ALB, ACB
Lane, Barry	7	ALS, DTM, LDREXC, LDREXC, CC, ALB, CL
Ridder-Patrick, Max	4	ALB, ACG, ACB, CL

**SIX DTM's** - Congratulations to the following who achieved a **DTM** since the 1<sup>st</sup> July to the date of going to press.

Kevin Baggs    Mary T. Burke    Jane Craggs    Paul Egan    Barry Lane    Ciaran Moore

#### ARTICLE WRITERS

Congratulations to **Gemma Costello** of Vox Populi who had an article entitled "Social Media Tips for Your Club" published in the Toastmaster magazine August 2015 Page 14 - [Social Media Tips for Your Club](#)

Congratulations to **Laura Bruce** of Inverness Toastmasters who had an article entitled "How To Structure Your Presentation for Maximum Impact"/"Three is the Magic Number for Business Presentations" published in various publications such as Business Matters Magazine, Consultant-News.com, Leeds City Magazine, Top-Consultant.com and Business Link Magazine - [How To Structure Your Presentation for Maximum Impact](#)

**REVITALISED EDUCATION PROGRAM (REP)** – Congratulations to **Colleen Hardy DTM** of Dundalk TM on her appointment as Chief Ambassador for the REP in District 71.



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### **BLACK CAT CONFERENCE** **Wyboston Lakes Conference Centre, Bedfordshire** **13<sup>th</sup> to 15<sup>th</sup> November 2015**

[www.blackcatconference.co.uk](http://www.blackcatconference.co.uk)

**Humorous Speech Contest**

**Table Topics Contest**

**Key Note: Olivia Schofield**

**Workshops:-** Olivia Schofield  
Freddie Daniells  
Kate Atkin & more

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**Win a prize - DISTRICT 71 COMPETITION – Win a prize**

### **The Hemingway Challenge**

Legend has it that Ernest Hemingway was once challenged to write a story in **six** words. He rose to the challenge. He wrote

**“For sale: baby shoes, never worn.”**

Fellow Toastmasters, your mission, should you choose to accept it, is to write a short story in **six** words. Email your entries to me at [patricia.k.oreilly@gmail.com](mailto:patricia.k.oreilly@gmail.com). Receipt of all entries will be acknowledged and all entries must be original.

All entries will be sent anonymously to an independent panel of three judges. The three best entries chosen by them will each receive a little prize.

**Closing date: Midnight Sunday 22<sup>nd</sup> November 2015**



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Two clubs are better than one...

What's better than promoting one Toastmasters club in your city? Promoting two!

That's exactly the case for Toastmasters in Leeds, where the two clubs, **White Rose Speakers** and **Leeds City Toastmasters** will be joining forces to run two open evenings as part of Leeds Business Week (the UK's biggest business week).

(<http://leedsbizweek.com/events/view/61> and <http://leedsbizweek.com/events/view/63>)

The Leeds clubs have run similar events over the last few years, with the open evening alternating between venues. But this year both clubs' usual meetings fall in the same week, so visitors will have twice the chance to see how Toastmasters can help them and their employees. The meetings will have a business related theme, with testimonials, speeches and a twist on Table Topics.

With over a dozen guests registered so far, the clubs are looking forward to showing what Toastmasters is all about! Keep an eye on their joint website (<http://www.leedscitytoastmasters.org.uk/>) for details of the events and a planned promotional video.

**Andy Nichols**

**President**

**White Rose Speakers**





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### The Story of the Birth of a New Club – The Anglian Advanced Speakers' Club

Last year, a small handful of Toastmasters from Dereham and Norwich Speakers' Clubs felt the need to create an Advanced Club within Area 25. For me, the timing was perfect; I was mid-term as Area Governor brimming with ideas (and good intentions!) as well as working towards my Advanced Leader Silver award, which requires a High Performance Leadership (HPL) project.

That seemed to be a match made in heaven. So the concept of the creation of an Advanced Speakers' Club (ASC) won the enthusiasm and support of four fellow Toastmasters – **Julian Hammond and Carl Hammond** from Dereham and **Sue Eastman and Anita Martin** from Norwich. With the aid of the HPL manual, we held our first planning meeting on 13th January 2015; it took three in total to know enough about what we were doing – for example, our vision, mission, values and action plan – to consider running an actual meeting which would contain all the essential ingredients of a normal TM meeting but with the changes and additions that would make it something quite special. This was achieved thanks to Julian and Carl Hammond allowing us to use their well-equipped and spacious office in Dereham.

What we were aiming to achieve was an extra facility for existing paid-up members of Toastmasters to enjoy and with which to raise their game – i.e. work towards speaking more professionally or even as professionals.

Typically, a meeting would include impromptu speaking, storytelling or the game of Rhetoric for example, an educational slot – e.g. How To Be a Paid Speaker or The Use of Rhetorical Devices in Speeches, a Business session and one or two prepared speeches. Evaluations are usually done in the round and are more stringent than those performed during normal TM Club meetings. We will sometimes use video to help speakers get a different perspective on their performance and delivery. We often evaluate a TED speaker or critique a world class speaker such as JFK or Martin Luther King. The practicalities of this project encompassed decisions such as; whether to charter or not, where to hold the meetings once fully fledged, the frequency and duration of each meeting, the business plan and membership criteria.

At the time of writing, the plan is as follows;

- to charter by the end of 2015 (the support from Toastmasters International is too good to ignore!),
- meetings will last for 3 hours and be held once a month at the Dereham Meeting Point
- to join members will need to hold dual membership of their home Club as well as the ASC.
- new members will need to hold at least the Competent Communicator (CC) award to join, although a non-CC holder may attend as a guest.

We would be delighted to hear from you or anyone else you think would be interested. To find out more, please email me at [peter@peterlawtoncoaching.co.uk](mailto:peter@peterlawtoncoaching.co.uk) and we can start a dialogue which I am confident will be to your advantage.

**Peter Lawton ACS ALB**



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### **Norfolk Toastmaster visits North Carolina Club**

One of the great things about Toastmasters clubs is that visitors are made welcome in any one of the 14,650 clubs that now exist worldwide. With a forthcoming trip visiting family in North Carolina I decided to put this to the test.

Out of courtesy I sent an email to the club in Asheville , North Carolina, (Club number 436, Division A, District 37) to warn them of my impending presence and asked for confirmation of times and dress code. A prompt reply welcomed me on the evening of Thursday 27th August for a special evening of 'Improvisation and Table topics'. Dress code was 'very casual'. In for a penny in for a pound I thought!

Walking into another club - especially wearing shorts, can be a daunting experience but I was quickly put at ease by the friendliness of everyone there. Being with other Toastmaster members is like being with extended family - there's common ground and experiences.

The evening was different to say the least but I learned a lot about improvisation and left with ideas to bring back to the UK. I thanked everyone there for their warmth and hospitality and reminded them that they would always be welcome at our club back in North Walsham.

**Stuart Richards**  
**President - North Norfolk Speakers Club**



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**Ipswich Electrifiers Speakers' Club** in Suffolk celebrated its 20<sup>th</sup> anniversary earlier this year.

**CATHY SHELBOURNE** looks back at what the club wanted to achieve, and the lessons learnt from the event they organised.

### **Finding Your Voice**

How should we celebrate our 20<sup>th</sup> anniversary? Members of the Ipswich Electrifiers Speakers' Club committee pondered this question many times in the pub during 2014. We wanted to raise our profile, increase membership, and keep our finances buoyant – but how?

**Finding Your Voice** was the result – an amazing workshop on Saturday 23<sup>rd</sup> May 2015 with guest speaker Toastmaster Richard Fallon, in which energy and enthusiasm flowed in large quantities all day long.

Targeted mainly at the business community in Suffolk, the emphasis was on finding your voice to improve your confidence. Richard gave an inspirational and highly interactive workshop, and this was complemented by a session on what makes a speaker confident, and an impromptu speaking exercise with feedback for participants. Plenty of breaks for networking ensured that members were able to talk on a one-to-one basis with newcomers.

As with all successful events, good preparation is essential. Here are the elements that worked really well for us.

**Team work:** we had an excellent committee who worked particularly well as a team including President Yuvraj Padmanabhan who excelled at motivating, Julie Kenny who handled the bookings, Christopher Brown, our Treasurer, kept a firm handle on the accounts. Webmaster Remigijus Gineitis looked after the social media, Vikas Rao our photographer; businessman Adrian Day provided sound advice and support. As an event organiser and PR and Marketing consultant, I filled in the gaps!

**Location, location, location!** The club has a track record of organising imaginative events. We know how important an interesting venue is. We chose the Suffolk Food Hall. Their conference room has wonderful views over the countryside and river - a real wow factor as people came through the door.

One major lesson we learnt was that most people leave important decisions to the very last moment, which gave us some nail-biting moments about numbers and catering!

**Photo shoot & Communications:** good photos, taken in advance, and circulated to the media (both traditional and social) are crucial and press releases on local radio and in local newspapers help publicise the event.

**Let them eat cake!** It's an Electrifiers tradition to have a huge cake at our events, and this time we had it decorated with a photo of us freezing below the iconic Orwell Bridge – kindly sponsored by our Area Governor, Brian Wilcox, who gave a loyal toast before we tucked in.



We created a 20<sup>th</sup> anniversary logo. Badges on the day helped break the ice. We had a very lively day! Richard was kept on his toes by some challenging questioners. We were thrilled to see one of our Past Presidents who'd flown in from Australia, and who will ever forget the buttock-clenching exercises?! Great memories and a wonderful experience.



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### Three Things I've learned from the International Speech Contest

I have learned three things from participating in the International Speech Competition: -

Succeeding doesn't have to mean winning.

Toastmasters are just friends you haven't met yet.

Taking part in a Toastmasters Competition is not a solo run.

In a Toastmasters Magazine I read an article by a Toastmaster who had reached the finals of the International Speech Competition. One sentence stood out: *taking part in competition is about succeeding, not winning*. That has been my experience.

I had a lot of success in the International Speaking Competition. I'm not just talking about having made it through club, area and division levels to make it to district. My speech wasn't good enough to place me. While I would be lying to say I wasn't disappointed, the experience was worth the work, the practice, and the nervousness, because I knew that the speech, and my delivery, was the best that I could do *at that time*. That was exciting. Exciting because it made me realise that no matter how good I am (or how good I THINK I am, which might be more important), I have the potential to be even better. I have re-committed myself to the speeches I give in my club, imagining each as my entry in the International Speech Competition. As a result of participation in the contest, I find I am challenging myself to prepare better speeches. Result: Success.

I had also read (I read the magazines, I just don't retain information about the author!) that in competitions we don't compete against other members, we compete with them. This was the second thing that I learned.

No matter where you are, being at a Toastmasters Conference is like meeting up with old friends. Old friends who wish the best for you. In my case, that applied primarily to the other contestants.

As Toastmasters, and contestants, we shared a lot of common ground – and a lot of fear! – that allowed us to talk to each other and laugh together as though we had known each other for years. There was a lot of joking about judges and bribes! When we wished each other luck, it was heartfelt, and those who had participated at this level before generously shared tips with those of us who were newbies. And once the winner was announced, we were all behind him: he was going to be representing our District, so it was only natural that we would be willing him to success. After all, he was one of ours.

The third thing I learned about taking part in competition is that you don't do it alone. From that experience of comradeship at the District Final, all the way back to the club, and everything in between, I was given terrific support, not least of which were my wonderful 'groupies' who travelled to the District Contest in Nottingham, simply because I was competing. All along I felt that I was taking part as Westport's club representative, rather than as Máire Garvey.

I was also fortunate in my Mentor, who showed why she is regarded as one of the best mentors in the club. She brought discipline to my lastminutedotcom-ness. She drilled into me the importance of preparation and practice – two words that had never been part of my vocabulary before that – who has time for that boring stuff? She encouraged me to re-write and re-write, even something as apparently trifling as one word. Between us, we crafted a speech good enough to take to District.

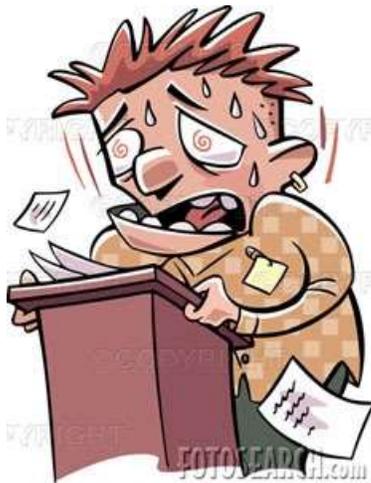
While I stood alone on that stage, I never once felt alone in this whole wonderful, nerve-racking journey.

For those three reasons alone, I would urge everybody to enter a competition. With the exception of the International Speech Contest, there is no requirement in any of the others to have a certain number of speeches from the Competent Speaker manual completed. So whether it's Table Topics, Humorous Speech, Evaluation or even the International Speech Contest, go for it. You have nothing to lose and everything to gain, not least of which is the opportunity to learn and to improve, which is why we are all here in the first place. It's also fun!

And if you are a newcomer, or relative newcomer, to Toastmasters, let me also urge you: get a Mentor. Find somebody in your club whose speech-style and work ethic you admire, and ask them. You are not only paying them a compliment, you are also offering a learning opportunity to them. A good mentor will not turn you into a clone of themselves, but will rather help you become the best speaker *you* can be.

With a mentor by your side, and a few competitions under your belt, you will find that how far you go will be limited only by you.

*Máire Garvey has been a member of Westport Toastmasters in Mayo for just under two years. Nottingham was her first Conference and she participated in both the International Speech Competition and the Evaluation Competition.*



**BEFORE**



**AFTER**

