



ISSUE 06 December 2024



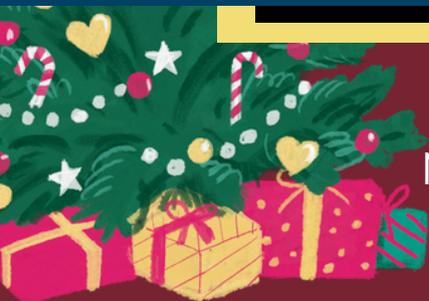
# DISTRICT 71

NEWSLETTER

D71 BRANDBUILDERS



ENJOY | GROW | CELEBRATE



**LORRAINE MURPHY**

Mullingar Toastmasters, Area 9, Division F

[WWW.D71TOASTMASTERS.ORG](http://WWW.D71TOASTMASTERS.ORG)



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# FROM THE **DISTRICT DIRECTOR**



When I was very young, I think I was about 4, my Mum and Dad took me to see a special Christmas lights show that was being held at a town a fair distance from my home. This was quite a special trip because we didn't possess a car, and the journey required two separate bus journeys -it took us about two hours to get there and two hours back.

Apparently, the show was brilliant with boats on the river decorated with myriad lights, all the houses on the hills festooned with thousands of colourful bulbs.

Unfortunately, all I wanted to do was go home and look at the streetlight that the council had just installed at the end of our street!

I suppose the streetlight was fascinating to me because the street had been dark and scary and now was well-lit and safe: I don't know.

Maybe that's what we crave; safety and security, and for me, that's what Toastmasters offers: a safe and secure place to practice our speaking skills and to become more confident speakers and human beings.

So, this Christmas if you know someone who would benefit for a safe and secure 'streetlight' please think about giving them the gift of Toastmasters.

Take care, and have a very happy Christmas.



01

**DISTRICT 71 TOASTMASTERS**





# FROM THE PRM'S DESK



Welcome to December: A Time for Reflection and Renewal

As we embrace the final month of the year and the closing chapter of the first half of the Toastmasters year, it's the perfect opportunity to pause and reflect on our journey so far.

Take a moment to consider:

- What have we accomplished in the last six months?
- What lessons have we learned along the way?

As we look ahead to the next half of the Toastmasters year, let's commit to applying these insights and executing our plans with purpose and passion. This is the time to bring our projects to life and continue making an impact in our clubs, areas, divisions, and district.

On behalf of District 71, I wish you a Merry Christmas and a prosperous New Year in advance. Let's end the year with gratitude and step into 2025 ready to inspire and grow together.

Warm regards,

**Angela Afieghe**

**PR Manager, Toastmasters District 71**

02 DISTRICT 71 TOASTMASTERS





# DISTRICT 71 LEADERSHIP TEAM

**DISTRICT  
DIRECTOR**

**PROGRAM QUALITY  
DIRECTOR**

**CLUB GROWTH  
DIRECTOR**



**DANNY BANKS**

**MAIREAD DILLON**

**STEVE CAMPION**

**IMMEDIATE PAST  
DISTRICT DIRECTOR**

**ADMINISTRATION  
MANAGER**

**FINANCE MANAGER**

**PUBLIC RELATIONS  
MANAGER**



**ELIZABETH JORDAN**

**PAIGE SKELTON**

**WILLIAM KEARNEY**

**ANGELA AFIEGHE**





# DISTRICT 71

## DIVISION DIRECTORS



**TIM LEECH**



**NICHOLAS O'NEIL**



**PATRICIA GRAY**



**GEORGINA  
HODGKINSON**



**RANDY EKAKITIE**



**KEVIN O'REILLY**



**OLGA BYRNE**



**FEMI OLULAJA**



**PAUL MCCARTHY**





# DISTRICT 71

## PR AMBASSADORS



**Rob Partridge**  
Division F



Division S



Division H



**Aparna  
Sasikumar**  
Division N



**Shantelle  
York**  
Division E



**Sudeepto  
kushary**  
Division M





# Centennial Plus One Pledge



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DISTRICT 71 TOASTMASTERS





# CALL FOR DLC NOMINATIONS

## CALL FOR NOMINATIONS



Learn about the opportunities for District Leadership!

The District Leadership Committee is inviting applications for the following roles in 2025 - 2026

- District Director
  - Program Quality Director
  - Club Growth Director
- 
- Division Directors (A, C, D, E, F, H, M, N, S)

To apply, email your \*completed documents to DLC chair, Elizabeth Jordan, DTM, IPDD:

[dlc@d71toastmasters.org](mailto:dlc@d71toastmasters.org)



\* Links to the relevant documents will be circulated via email by District Director, Danny Banks, DTM on 1 Dec 2024.

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# UPCOMING EVENTS FOR THE MONTH



**CORPORATE CLUB OFFICERS TRAINING**

**CORPORATE COT**

**12:00 PM**

**THURS 05**

REGISTER FOR SESSION 1: 08th - 29th November, 2024 (2:00 PM GMT)  
REGISTER FOR SESSION 2: 05th - 06th December, 2024 (2:00 PM GMT)



**NEURODIVERSITY MYTHBUSTING WITH SAM WERNER**

**07:30 PM**

**THURS 05**

5TH DEC, 2024 (7:30 PM GMT)

WHAT WE WILL COVER:

- Terminology
- Myths and challenging stereotypes
- Shaping your own membership and team
- Salary and benefits
- Diversity and inclusion
- Providing opportunities for personal development with support
- Giving and receiving feedback
- Hiring and retaining talent
- Supporting communication preferences



**PROGRESSING WITH PATHWAYS SERIES**

**07 - 08 PM**

**WED 11**

December 11, 2024 (07:00 PM - 08:00 PM)

Patricia Radley



**TOASTMASTERS UNPLUGGED**

**07:30 PM**

**WED 11**

11 December 7:30 PM GMT



**DISTRICT 71 CHRISTMAS PARTY**

**07:00 PM**

**SAT 18**

WEDNESDAY, 18 AT 7 PM (GMT)

Christmas Quiz & Trivia Topics, Songs & Poems, Christmas Stories



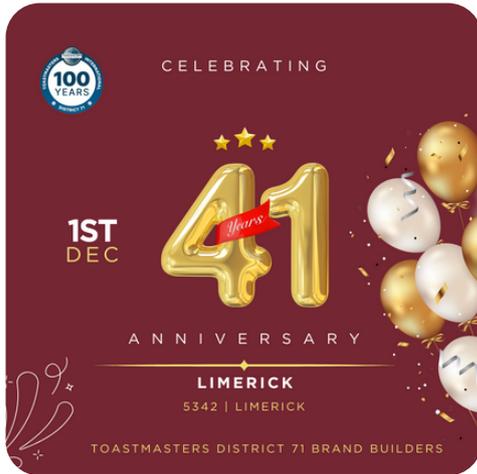




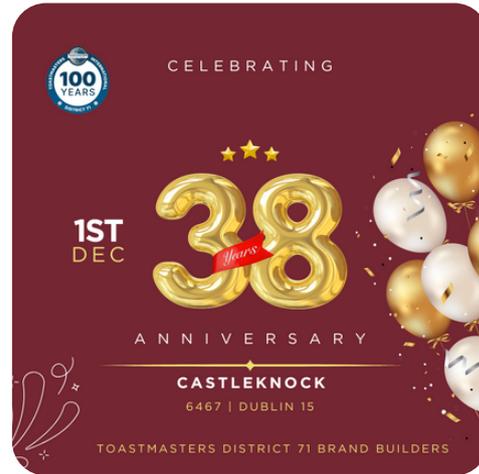
# CLUB MILESTONE CELEBRATION



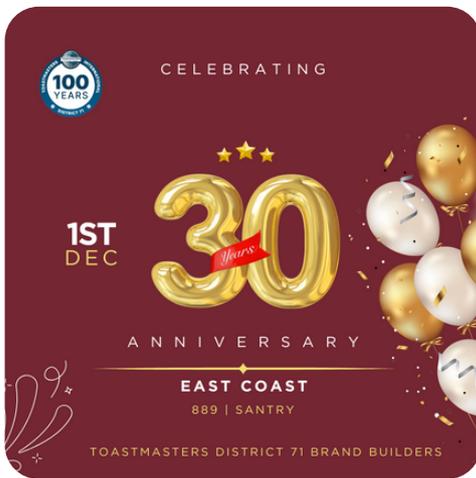
## DECEMBER HONOREES



**Limerick Club**  
1st December - 41 Years



**Castleknock Club**  
1st December - 38 Years



**East Coast Club**  
1st December - 30 Years



**Tara Club**  
1st December - 39 Years



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DISTRICT 71 TOASTMASTERS





# CLUB MILESTONE CELEBRATION



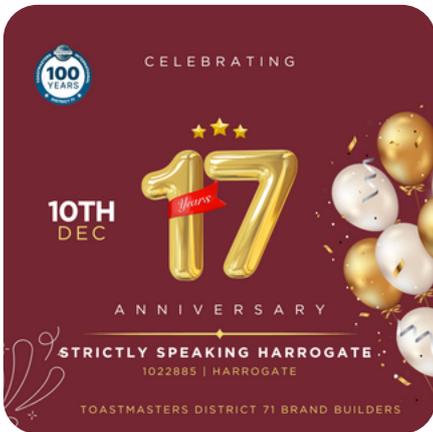
## DECEMBER HONOREES



**Nenagh Club**  
1st December - 36 Years



**Bullring Speakers**  
5th December - 18 Years



**Strictly Speaking Harrogate**  
10th December - 17 Years



**Maynooth Club**  
11th December - 18 Years



**IFSC Club**  
14th December - 12 Years



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DISTRICT 71 TOASTMASTERS





# CLUB MILESTONE CELEBRATION



## DECEMBER HONOREES



**The West's Awake Advanced**  
13th December - 5 Years



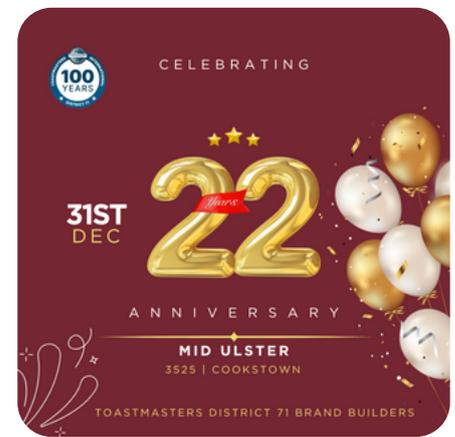
**Angia Communicators**  
17th December - 22 Years



**Stamford Speakers**  
20th December - 2 Years



**Speak Easy at Martlesham Speakers**  
22nd December - 20 Years



**Mid Ulster Club**  
31st December - 22 Years



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DISTRICT 71 TOASTMASTERS





# DISTRICT DIALOGUES

## WHAT'S NEXT?

My favourite television series ever is "The West Wing". It is about a perhaps idealised version of the life and work of an American President and his Staff. It is also celebrating an Anniversary as it first came out twenty five years ago.

The writing, acting and production values were really top class, and this was back in the time when writers would have had to think up storylines, as opposed to just pulling them from the current headlines, colourful though they are.

At the end of the episode, and whatever crisis had been dealt with, the President would say to his Staff "What's Next?" In other words, whether it had been a success or failure, it had been dealt with, and it was time to move onto the next challenge.

We have had great fun and learned more about Toastmasters origins, ethos and aims as we celebrated our One Hundredth Anniversary. Almost every Club, Area and, of course, our District has held some manner of commemorative event. Hopefully we got some additional local, regional and national media coverage from these celebrations.

Could I strongly recommend that each club print the photos from their events and put them in a Photo Album? I know that is old school, but computers crash and gadgets let you down. Sometimes it is nice to have a tangible memory to hold in one's hand.

While it was interesting and informative to reflect on the successes of the past Century of achievements, it is now time to look forward and ask ourselves where we want to be in the next ten, twenty or even hundred years, not only as a Club, Area, Division and District, but also those individual goals and aspirations for our own Personal Development and Learning, just as Dr Smedley had envisioned for us all those years ago.

After all, as the Chinese proverb reminds us "Every Journey Begins with a Single Step"

**- James Finnegan**  
**Tralee Toastmasters and Wordsmiths Online**



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DISTRICT 71 TOASTMASTERS





# BEHIND THE BADGE: DIVISION DIRECTORS STORY

My name is **Kevin O'Reilly**, and I am honoured to serve as a **Division F Director** for Toastmasters International. I took on this role because I believe in the power of personal growth and the impact it can have on others. For me, it's about continuing to stretch and challenge myself, demonstrating what's possible with the right attitude and support. I want to be an example of the growth that can be achieved through courage and commitment.

As Division F Director, I also have the privilege of reaching more people, inspiring and supporting individuals on their own journeys of growth and transformation. Toastmasters has been a cornerstone of my personal and professional development, and the network has given me so much encouragement and support. Taking on this role is my way of giving back to an organisation that has truly changed my life. It's a chance to help others discover their potential and achieve things they never thought possible.



**Kevin O'Riley**  
**Division F Director**



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**DISTRICT 71 TOASTMASTERS**





# BEHIND THE BADGE: DIVISION DIRECTORS STORY

"Even if it's a bit edgy, a bit out of your comfort zone, saying yes means you'll do something new, meet someone new, and make a difference." Eric Schmidt  
In my day job as a nutritionist, I work one-on-one with clients, guiding them through the complex world of food. Leadership isn't part of this brief. So, when the Division Director role came along, it was well outside my comfort zone. But I'm not one to stand still—physically or metaphorically speaking—so I jumped at the chance to dip my foot into the world of leadership.

What have I discovered? First, I've learned something new about myself: I'm not too shabby at leadership! Second, I've met some extraordinary people, particularly the amazing Area Directors on my Division C team. They've taught me that leadership is as much about collaboration as it is about guidance. One unexpected insight is that Toastmasters needs a fifth core value: Fellowship! This role has shown me the power of connection and shared purpose, something that isn't always easy to quantify but is hugely impactful. As for making a difference? That's still unfolding. But by saying yes to the role, I've already stepped into a more dynamic version of myself, and that's a difference worth celebrating.



**Olga Byrne**  
**Division C Director**



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DISTRICT 71 TOASTMASTERS





# BEHIND THE BADGE: DIVISION DIRECTORS STORY

Growing up on a farm taught me the power of the HEN philosophy (Hard Work, Enthusiasm and Never Giving Up) as a tool to achieve pretty much everything in front of you. While I did not appreciate it at the time, every time I look back, I see the power of HEN at work in everything I do. It was HEN that drove me to toastmasters over 3 years ago and in particular Warrington Toastmasters. I was not sure what to expect, but in 3 years I have managed to navigate from being a secretary to VPE and then president of the club.

I had no ambition of moving on past that, but in 2023 I had the clarion call and accepted the role of Area Director for Area 15. Call me crazy or just living the HEN life, but what a journey it was, and I loved every moment of it. Learnt a great deal out of it and I hope I have given back to the organization in some way or another. I believe there is a huge correlation between HEN and the values of toastmasters of Integrity, respect, service, and excellence. Maybe that is why I find it so attractive.

My time as an Area Director showed me a different side of toastmasters and the values of toastmasters was evident when I was out and about visiting clubs. I met incredible people along the way and hope my life was enriched by the various encounters.

Any sensible person will stop there, but my HEN philosophy kept driving me on. Now as Division N Director, I have the opportunity to work with some fantastic Area Directors and assistant Division Directors to help shape the future of the Division. One major takeaway so far, is that of the power of teamwork and collaboration to get things done.



**Randy Ekakitie**  
Division N Director





# BEHIND THE BADGE: DIVISION DIRECTORS STORY

A bit of a nerd by both nature and nurture, I was no orator when I first visited Toastmasters in 2017. Comfortable giving technical presentations, I was attracted to the challenge of public speaking outside that comfort zone. I was quickly hooked beyond rescue and have since enjoyed completing two paths, serving in several club officer roles as Area Director and now as Division Director. With family life, leisure interests such as photography and gardening, and engineering employment to provide a livelihood, I'm not at any risk of being bored!

I recall being overawed when a fellow club member became Area Director some years ago, but later found myself slipping into it almost unawares. That was a wonderfully rewarding year, opening up unexpected and welcome challenges. Thus, drawn in, offering to undertake the division rôle was a rather natural step.

At almost the halfway point of the programme year, I can say that the Division Director role has been every bit as satisfying. It has been a great pleasure supporting a crew of Area Directors, drawing on my own experience of last year. The opportunity to contribute to district-wide activities and to learn from members with extensive experience has been quite invaluable. As I think of handing on the baton in six months or so, I couldn't recommend the rôle warmly enough, and hope to hear of spirited competition for the limited Division Director roles available! Get in line!



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**DISTRICT 71 TOASTMASTERS**





# CLUB CONTEST SEASON

## ALL GOOD FUN FOR THE ODYSSEY TOASTMASTERS CLUB AT THE AREA 3 FINALS HUMOUROUS SPEECH CONTEST



On October 29th 2024 some of our members attended the Area 3 Finals of the Humorous Speech contest for the Odyssey Toastmasters club, Middleton Toastmasters club, and Talking Head Toastmasters clubs.

A good night was had by all at the Garryvoe Hotel, with Michael Sexton from Odyssey taking part in the contest and regaling the audience with his experiences while stewarding at the Cork City Marathon contest. This enthusiastic steward found himself actively encouraging the athletes to keep going, when he was really more concerned with the writing on the back of his complimentary running top!

Other members of the Odyssey club, such as our President Patrick Cronin and Adrian Lapuste had roles on the night, while Charlie Feng himself acted as a Sergeant-at-Arms for the Table Topics contest with the Topic being "Who would you love to be for a day?". According to the winner, the answer was Taylor Swift so her daughter could appreciate her!

The winner in the humorous speech contest herself talked about renting rooms via Airbnb while the second placed competitor told us of his white knuckle ride in a dodgy double decker bus on the way to and from a music festival.

Not only that but a cake was produced to celebrate Toastmasters International 100 year anniversary. It's a long way indeed since Toastmasters International humble beginnings in a basement of the YMCA in Santa Ana, California to now 15900 clubs in 142 countries where members overcome the fear of public speaking and learn skills that aid them in becoming more successful. Roll on the next 100 years!





# CLUB CONTEST SEASON

## DIVISION A TOASTMASTERS HUMOROUS & TABLE TOPICS CONTEST

A double win in humorous speaking and Table Topics for Pat Sexton of Speak Easy Toastmasters Club Mallow with Ber O'Connor of Powdermills Toastmasters Ballincollig in second place for Humorous speech and Donal Barry of West Cork Toastmasters in third. In topics Pat Sexton with the double, John Keating of Bishopstown Toastmasters placing second and Paul Heron Midleton Toastmasters in third place. The winner will be representing Division-A in the Solihull "Back to School" 2025 Conference - Toastmasters D71 next year. Thanks to everyone that competed, attended and helped to organise the day. Also a special mention for Mairead Dillon our programme quality director and highest ranking Toastmaster in Ireland for attending.





# CENTENARY CELEBRATION

## WEST HERTS SPEAKERS CELEBRATED THE TOASTMASTERS CENTENARY WITH A CENTENARY CELEBRATIONS GAMES NIGHT.



West Herts Speakers celebrated the Toastmasters Centenary with a Centenary Celebrations Games Night.

Our four games masters kept us on our toes, from debating on who would survive a nuclear bunker to items needed to survive a desert island; from know your people to mini table topics; and finishing the evening with a competitive variation of Pictionary. We found out how tricky it is to draw the Eiffel tower or an eye ball, so much easier to describe in words than pictures.

A fabulous spread of mainly sweet food was enjoyed by us all.



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# ONLINE SHOWCASE TOASTMASTERS UNPLUGGED

## UNPLUGGED, UNSCRIPTED, UNFORGETTABLE

Toastmasters Unplugged is a bold new initiative from District 71, inviting members and beyond to break free from the formal structure and embrace dynamic, thought-provoking conversations. Picture a forum where ideas flow freely, experiences take centre stage, and voices—diverse and authentic—reshape how we connect, inspire, and grow. This isn't just Toastmasters as you know it; it's Toastmasters reimagined, unplugged from convention and powered by the collective energy of curiosity and open dialogue.

**Just some of the sessions that we have already live-streamed:**

 **D71 BRAND BUILDERS**   
Presents  
**"Toastmasters Unplugged" 002**  
**"Perspectives from Younger Voices"**  
*Thank you to Nigel Smith and his Panel of Talented Rising Stars!*  
  
  


 **D71 BRAND BUILDERS**   
Presents  
**"Toastmasters Unplugged" 003**  
**"Without Toastmasters, I Couldn't Have Done This!"**  
*Don't miss Alistair Marston's thought-provoking conversation with a panel of dynamic, influential voices.*  
  
  
Date: 20 SEPTEMBER Time: 12 PM (BST)  


 **D71 BRAND BUILDERS**   
Presents  
**"Toastmasters Unplugged" 005**  
**Stand and Deliver!**  
*Join Nigel Smith as he sits down with TEDx Coach Joan Bowling to explore the true meaning of communication.*  
  
Date: 26 November Time: 6.30 PM GMT  


 **D71 BRAND BUILDERS**   
Previously Live  
**"Toastmasters Unplugged"**  
**Up Close & Personal with Lilian Shaftacola**  
*Join James Finnegan as he sits down with Regional 10 Adviser, Lilian Shaftacola, for a thought provoking conversation about her life and journey!*  
  

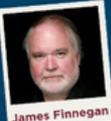

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DISTRICT 71 TOASTMASTERS



# ONLINE SHOWCASE TOASTMASTERS UNPLUGGED

Some of the upcoming episodes:

**D71 BRAND BUILDERS** LIVE STREAMING  
Presents  
**Toastmasters Unplugged 006**  
**"Toastmasters; A Place for Everyone!"**  
*Join Jillian Geraghty as she brings together a diverse panel to explore how Toastmasters remains relevant and impactful in our ever-evolving world!*  
  
  
Date: 11 December Time: 7.30 PM GMT  
 

**D71 BRAND BUILDERS** LIVE STREAMING  
Presents  
**Toastmasters Unplugged 007**  
**Top Guns!**  
*Join Nigel Smith as he engages with a diverse group of Toastmasters who have earned the highest honour in their Toastmasters journey!*  
  
  
Date: 14 January Time: 7 PM GMT  
 

**D71 BRAND BUILDERS** LIVE STREAMING  
Presents  
**Toastmasters Unplugged 008**  
**What has Toastmasters ever done for us?**  
*Join Randy Ekakitie and his panel of inspiring speakers as they delve into how Toastmasters has transformed their lives beyond the club.*  
  
  
Date: 11 December Time: 7.30 PM GMT  
 



**Olga Byrne**  
Division C Director  
Toastmasters Unplugged Host

Catch all the episodes live on Youtube or LinkedIn!

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DISTRICT 71 TOASTMASTERS



# ONLINE SHOWCASE PR MASTERCLASS

## PR MASTERCLASS

District 71's Monthly Online PR Masterclass Series has become a cornerstone for enhancing the public relations skills of our Toastmasters community. Each session dives deep into strategies for effective communication, club promotion, and member engagement, empowering participants to elevate their club's visibility and impact. From crafting compelling social media content to building robust media relationships, these masterclasses have provided actionable insights for PR success.

We extend our heartfelt thanks to the incredible guest speakers who have shared their expertise and time to make these sessions impactful. Your knowledge and dedication have not only enriched the learning experience but also inspired participants to take bold steps in promoting their clubs. Together, we are building a stronger, more connected Toastmasters community.

D71 BRAND BUILDERS PRESENTS

### CANVA FOR PUBLIC RELATIONS

A Toastmasters District71 Brand Builders PR Masterclass Series 001.

24 July, 2024  
7:00 PM - 8:00 PM

CAJETAN BARRETTO  
Project Manager

www.d71toastmasters.org  
REGISTER FOR FREE NOW

100 YEARS

Canva for PR (July 2024)  
Cajetan Baretto

Toastmasters District71 Brand Builders PR Masterclass Series #002

D71 BRANDBUILDERS PRESENTS

### SOCIAL MEDIA STRATEGY

Join our masterclass to unlock social media strategies and boost your online presence! Perfect for Toastmasters looking to engage audiences and elevate their brand. **Don't miss out!**

Date: 14 August, 2024  
Time: 07:00pm

Paola Perina

www.d71toastmasters.org

100 YEARS

Social Media Strategy  
(August 2024)  
Paola Perina

PR Masterclass Series #003

D71 BRANDBUILDERS PRESENTS

### LINKEDIN & LINKEDIN CAMPAIGNS

Boost your LinkedIn skills. Learn to build your brand, engage your network, and create impactful campaigns. Perfect for enhancing your professional presence! Join us and elevate your LinkedIn game!

DATE: 25 Sept  
TIME: 07 - 08 PM (BST)

Kristi Yablonski

www.d71toastmasters.org

100 YEARS

LinkedIn & LinkedIn  
Campaigns (Sept 2024)  
Kristi Yablonski

# ONLINE SHOWCASE PR MASTERCLASS

## PR MASTERCLASS

PR Masterclass Series #004

D71 BRANDBUILDERS  
PRESENTS

**HOW TO GET FREE  
MEDIA COVERAGE  
FOR YOUR  
TOASTMASTERS CLUB**

This masterclass is going to be focused on getting free media coverage by understanding what journalists really want.

**DATE** 23 October **TIME** 07 - 08 PM (BST)



**CHANTAL COOKE**  
Founder of Award-winning  
PR agency Panpathic  
Communications



SCAN BARCODE  
TO REGISTER

TOASTMASTERS  
DISTRICT 71



**How to get free media  
coverage for your club  
(October 2024)  
Chantal Cooke**

PR Masterclass Series #005

D71 BRANDBUILDERS  
PRESENTS

**CHATGPT: YOUR SECRET WEAPON  
FOR BUILDING A THRIVING  
TOASTMASTERS COMMUNITY**

Explore key tools like **ChatGPT**, **Gemini**, and **other AI tools** with a clear explanation of their differences, equipping you with practical knowledge to start using it effectively right away.

**DATE** 06 November **TIME** 07 - 08 PM (GMT)



**NIK LAKHANI, DTM**



**REGISTER FOR FREE NOW**  
[www.d71toastmasters.org](http://www.d71toastmasters.org)

TOASTMASTERS  
DISTRICT 71



**ChatGPT: Your secret  
weapon for building a  
thriving Toastmasters  
Community  
(November 2024)  
Nik Lakhani, DTM**

All session recordings are available for a rewatch on the district's YouTube channel.

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# FACE OF DISTRICT 71

## Celebrating Lorraine Murphy, Mullingar Toastmasters, Area 9, Division F



I joined Mullingar Toastmasters in 2019 having come to support my writing friend Brian McLoughlin in a contest and I never left.

I loved everything I saw that night and the people were so welcoming that I even took a topic.

I'd noticed my mind wandering in conversation and this was a perfect way to improve my listening skills.

Since then I have made countless friends, District 71 semifinals in topics (2020), came second in the 2023 District 71 International speech contest with the help of Moira O'Brien (on the same day my son turned 18) and have served as Club President, VPE and VPPR.

It's hard to believe it has been five years since I first walked into that room in the Greville Hotel but it was one of the best decisions I've ever made.

I am blessed to be surrounded by encouraging, supportive, kind and brilliant Toastmasters that champion every member of the club, and to have met Toastmasters from all over the world who have inspired me, too many to name.





# MEMBER SPOTLIGHT

**Celebrating Pauline McCabe DTM, District Credentials Chair. Mullingar Toastmasters, Area 9, Division F**



I attended my first Toastmasters meeting in January 2001 with some friends and was mesmerized by the speeches and tabletopics. A member asked if any of us would like to do an Icebreaker at the next meeting. It was like a lightbulb came on for me and I volunteered.....a far cry from the shy person that I was. The camaraderie and support I have received in Mullingar Toastmasters Club and in District 71 has helped me grow as a person and find my voice. I have served in every Club committee role, helped grow a club, and served as Area Director twice. I enjoy Contests both as a contestant and role player. I am a frequent Conference attendee.

In 2021 the then District Director Gerard Mannix asked me if I'd be interested in the role of District Credentials Manager, I accepted without hesitation. I love the role of overseeing credentials and elections for the District Executive Council and the District Council. I've gotten so much out of being a member of Toastmasters and I believe in giving back....what you put into something is what you'll get out of it. I look forward to many more years of membership and helping other members realise their potential.





# MEMBER SPOTLIGHT

## VPPR OF THE MONTH (November 2024)



**NAIMH TUBRIDY**

**MULLINGAR TOASTMASTERS**

I first heard about Toastmasters through someone at work and thought I might give it a try. I attended a meeting of my local Toastmasters club in October of 2022. I really enjoyed the atmosphere and the supportive environment and I officially joined in January of 2023.

Last year I participated in the Tabletopics competition where I got as far as Division and this year I have taken on the role of VPPR on the committee. I'm hoping to work with the committee and on the brilliant work that has already been done to raise the profile of the club and let people know what we are all about.



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DISTRICT 71 TOASTMASTERS





# MEMBER SPOTLIGHT

## PR AMBASSADOR OF THE MONTH (November 2024)



**APARNA SASIKUMAR**

**SHEFFIELD TOASTMASTERS CLUB**

In November 2022, Aparna Sasikumar embarked on a journey to redefine her life. As a passionate public speaker, she was searching for a community where she could refine her skills and inspire others. That's when she discovered Sheffield Speakers, a Toastmasters club in her local community. Little did she know, this club would offer her far more than just a platform for speaking—it would become her second family.

Aparna's journey began as a curious guest speaker, determined to make the club her own. What started as an aspiration to improve her speaking soon became a multi-dimensional experience of leadership, camaraderie, and self-growth. Fast forward two years, Aparna now proudly serves as the vice president of education for Sheffield Speakers and the PR ambassador for division N.

Her competitive spirit and love for storytelling have seen her represent her club in both Humorous and International speech contests at the area and division levels. "Competitions are exhilarating," Aparna says. "They push you to hone your craft, connect with your audience, and tell your story in a way that leaves a lasting impact."



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**DISTRICT 71 TOASTMASTERS**





# MEMBER SPOTLIGHT

**RAEPHILLA FROM TYNE ONLINE TOASTMASTERS EMERGES AS #MYWHY CAMPAIGN WINNER FOR NOVEMBER**



## District 71

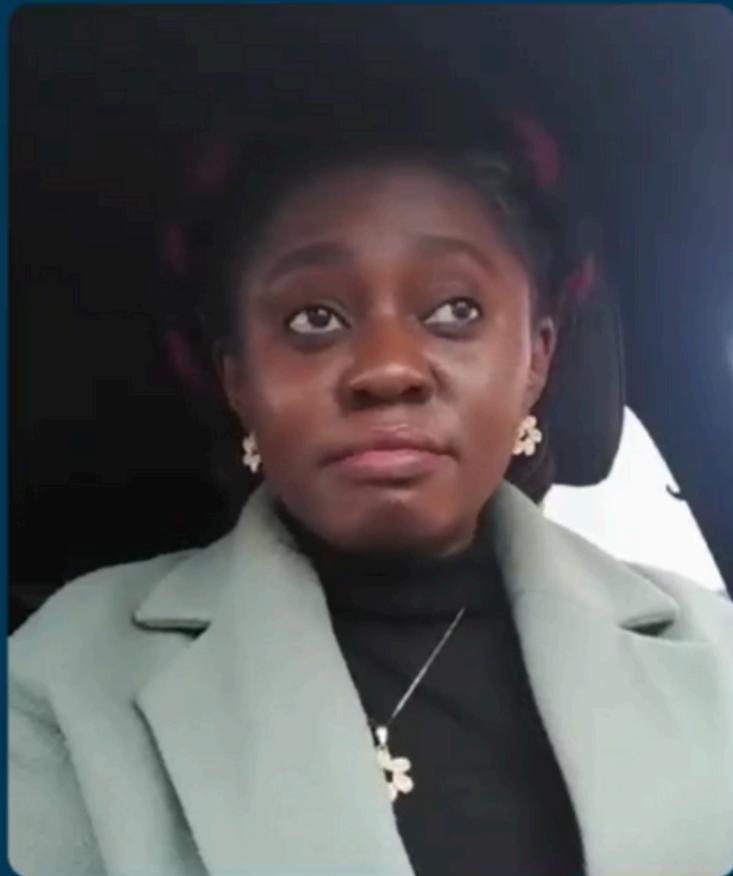
### Tyne Online Toastmasters

**RAEPHILLA**

*Toastmaster D71*

**#MYWHY**

WHERE LEADERS ARE MADE





# GUEST CONTRIBUTION

## ***IGNITE YOUR CAREER WITH TOASTMASTERS***

As a member of a corporate club, one sometimes faces the question of how being a Toastmaster has enhanced one's career. An easy response for me personally is that it has helped me to speak up differently and timeously.

Imagine being in a room where a brainstorming session is taking place to solve a problem, and after 30 minutes, an idea metamorphoses and is adopted. As you step out of the meeting, there is small talk about how brilliant the idea is. You grin along, unsure how exactly to respond because while the idea was put forward by a colleague and adopted by the majority, you had a similar idea but never voiced it. Now, imagine that the situation happens repeatedly over time. You have brilliant ideas all stuck up in your brain but never get to express them, and when someone else churns them out, they are celebrated as smart ones.

Do you think you would be considered smart? Perhaps, one can delight oneself with the thoughts that one harbored similar idea, but that would be known only to you. Brendan Hunt said, "output is more important than ideas" and I dare add, what you know is known to you alone and what people know about you is what you communicate to them through your actions and inactions. In every encounter, we are being evaluated, and developing the capacity to anticipate the needs of the audience through audience awareness has helped me to engage more intentionally.

A valuable career advice I have found helpful is that while one's output can bring one to the table, one would not stay at the table for long if one is not heard. This is the dynamic of inclusion and belonging. A technique that has helped my career from my experience in Toastmasters is giving feedback in meetings. No matter the idea anyone brings, whenever I must speak up as part of a team, I start with active commendation for the last speaker's input and enrich it with a recommendation through which I put out my ideas. It has helped me to navigate conflict-prone situations as someone who is supportive of others, and to also build trust in my relationships within and outside my teams.

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DISTRICT 71 TOASTMASTERS





# GUEST CONTRIBUTION

As Team Lead overseeing daily operational risks in a country-wide organisation, I am often faced with a recurring need to speak about operational challenges and demonstrate control of the situation. Another thing that has helped my career is that, in most instances, when I appear before my superiors, I go with one mindset. That is: pitch, there is no luxury of time. Practicing Table Topics has helped me most. Sometimes that 1 to 2 minutes pitching needs data, at other times it needs specific information, but in all circumstances, it must give comfort to your superiors that you are on top of your work and can be trusted to provide leadership and be supported with needed resources.

Left to our imaginations and the comfort of our quiet spaces, we are all smart people, but in the highly competitive and silently murderous corporate world, the smart ones are those who put out something that others value! So, the question that we should reflect upon is, what are we putting out there for others to hear and find value in?

In summary, to enhance your career through the tools of Toastmasters, you would need to learn to craft your story, share your ideas, give feedback in a manner that is supportive and leave your impact in the minds of those you meet, even for a minute or two.



**CHARLES BASSEY,  
PRESIDENT OF APEX  
TOASTMASTERS CLUB,  
DIVISION C, DISTRICT 130, REGION 11**





# EDUCATIONAL CORNER

## THE ART OF PERSUASION

The ability to get others to understand, take on board and act on your ideas is a valuable skill which can be utilised at work and within your community.

Here are 10 tips to make presentations more persuasive.

**(1) Purpose:** Be clear about the purpose of your presentation.

**(2) Sincerity:** Be authentic.

**(3) Authority:** Command authority on a subject through your experience and reputation in that area.

**(4) Logic:** Set out a problem before finding the solution.

**(5) Speak to the heart:** Make a point, then tell a story.

**(6) You Focused:** Make your presentation focused on your audience.

**(7) Humour:** Humour is very effective in engaging and connecting with an audience.

**(8) Empathy:** Who are your audience and what are their needs?

**(9) Delivery:** When you stand in front of an audience, pause and smile.

**(10) Confidence:** A confident speaker is a persuasive speaker.

WRITTEN BY  
**CHRISTINA HESSION,**  
**VPPR EAST GALWAY SPEAKERS**  
**TOASTMASTERS CLUB**





# PURPOSE PIONEERS

## JOIN THE JOURNEY

### Join Our Visionary Quest for Club Growth!

Step up and be part of an extraordinary movement within District 71 as we embark on a groundbreaking strategy to create new clubs! This is your chance to develop your skills, collaborate with visionary leaders, and play a pivotal role in shaping the future of Toastmasters in our community.

Seize this opportunity to transform your personal and professional landscape. Let's innovate, inspire, and drive success together. To join, send an email to [clubgrowthdirector@d71toastmasters.org](mailto:clubgrowthdirector@d71toastmasters.org) and contribute to a legacy of excellence and achievement!

### Join the Brand Builders Team!

Dive into a world of innovation, connect with fellow leaders, and leave your mark on our district's legacy in this Centennial year.

Supercharge your Toastmasters experience by joining our elite District Public Relations team! This is your golden opportunity to master new skills, influence our community, and accelerate your Pathways projects. Don't just participate—lead and inspire! Send an email to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org) to sign up today and transform your Toastmasters journey into an extraordinary adventure.



# CHALLENGES & REWARDS

## VPPR OF THE MONTH:

Are you ready to showcase your creativity, engage our community, and take your club's public relations to new heights? This is your chance to shine and bring €50 to your club!

### How to Participate:

Every month, we're looking for a Vice President of Public Relations who stands out by boosting the club's visibility, engaging members, and innovating communication strategies. If you've got what it takes, dive into this exciting challenge!

### Why Join the Challenge?

You will be the winning VPPR gain recognition across the district and increase your PR skills. You will also secure an additional €50 for our club, which can be used to enhance our Toastmasters experience & complete your pathways project!

### Get Involved:

Start planning your strategies, engage with your club members, and let's make some noise about the great work you are doing!



## VPPR OF THE MONTH





# CHALLENGES & REWARDS

## Social Media Post of the Quarter Contest!

Ready to showcase your creativity and social media savvy? Enter our Social Media Post of the Quarter contest and you could win **€50** for your club!

### Contest Details:

Create a post that embodies the spirit of Toastmasters, engages the community, and reflects your club's unique vibe. Whether it's an inspirational quote, a success story, a clever meme, or an event recap, make it impactful and make it shine!

### Winning Criteria:

1. Creativity and Originality: Bring something new and exciting to the table. Surprise us!
2. Alignment with Toastmasters Values & Brand: Your post should be compliant with the TM brand, and embody and promote the values of leadership, communication, and personal growth.
3. Engagement: We're looking for likes, shares, comments, and overall interaction. Get the community talking!
4. Visual Appeal: Make sure your post is visually captivating. Use high-quality images or graphics that grab attention.
5. Message Clarity: Your post should communicate clearly and effectively, delivering its message in a powerful way.

### How to Participate:

Simply tag your club's official social media account in your post and use the hashtag **#D71BrandBuilders** and **#D71PostOfTheQuarter**. Posts must be made within the current quarter to qualify. Send a link of your post to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org)



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DISTRICT 71 TOASTMASTERS





# CHALLENGES & REWARDS

## PR Ambassador of the Month Award:

Are you ready to elevate your Division's profile and showcase your PR prowess? Join the exciting PR Ambassador of the Month challenge and stand a chance to win €50 for your Division!

### What's the Challenge?

Each month, we're on the lookout for a PR Ambassador who goes above and beyond to enhance your Division's visibility, engage the VPPRs & community, craft compelling narratives that resonate far and wide & comply with TM Brand guidelines.

### Why Participate?

This is your opportunity to make a significant impact, gain recognition across our Toastmasters community, and bring a €50 bonus to help fund Division initiatives. Whether it's through innovative social media campaigns, dynamic press releases, or engaging community outreach, your efforts will not go unnoticed!

### How to Win:

Show us how you can lead PR efforts that captivate and inspire. Excellence in communication, creativity in execution, and measurable impact on our community engagement will crown you as the PR Ambassador of the Month.



**PR AMBASSADOR OF THE MONTH**



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DISTRICT 71 TOASTMASTERS





# CHALLENGES & REWARDS

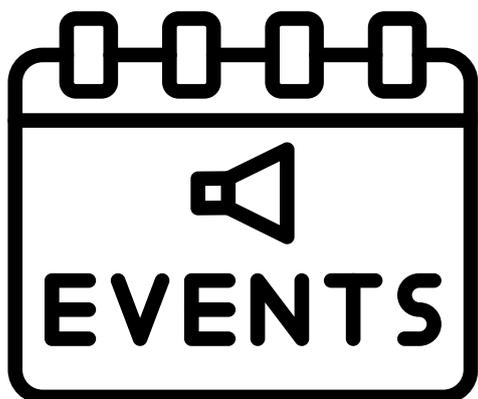
## Open Night Incentive

Calling all Toastmasters! Put your event planning and publicity skills to the test. Host an open night within the toastmaster year that not only captivates but also attracts a crowd! If your event draws 20 or more attendees and gets featured in the local newspaper or on the radio, your club wins **€50!**

### Incentive Details:

1. Organize an Event: Plan and execute an event that draws at least 20 attendees.
2. Capture the Moment: Take photos and videos to document the event's success.
3. Gain Media Coverage: Get your event published in a local newspaper or broadcast on a local radio station.
4. Submit Your Proof: Send in your pictures, videos, and a copy of the media coverage to claim your prize.

**Note:** Each club can claim this incentive once, so make it count! This is a fantastic opportunity to boost your club's visibility, engage the community, and showcase the vibrant spirit of Toastmasters.





# CHALLENGES & REWARDS

## #MyWhy Incentive: Share Your Story, Win €50 for Your Club!

Are you ready to inspire and engage? Participate in our #MyWhy drive by sharing a one-minute video detailing why you joined Toastmasters and why you continue to be a part of our incredible community. The most engaging story of the month will win €50 for their club and gain special recognition!

### How to Participate:

1. Create Your Video: In one minute, tell us your Toastmasters journey. What drew you to join? What keeps you coming back? Make it heartfelt and inspiring!
2. Post & Tag: Share your video on social media using the hashtag #MyWhy. Make sure to tag our official page so we don't miss it!
3. Engage Your Audience: Encourage likes, shares, and comments. The post with the most engagement wins!

### Prize Details:

The participant whose video garners the most engagement for the month will not only bring €50 to their club but will also be featured in our district communications, showcasing their story and their club.

**Deadline:** Get your videos posted and rack up engagement throughout the month. Submit the link by email to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org) by the 28th of the month. We'll tally the results and announce the winner at month's end.

### Why Join the #MyWhy Drive?

This is your chance to highlight the impact Toastmasters has had on your life, connect with others on a similar journey, and contribute directly to your club's success. Let's fill our community with powerful stories and reasons that keep us all coming back for more.

Ready to share your why? Grab your phone, record your story, and let's show the world the power of our Toastmasters community!



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DISTRICT 71 TOASTMASTERS





# CHALLENGES & REWARDS

## Celebrate 100 Years with 100 Words!

As we approach the monumental centennial celebration of District 71, we invite you to be a part of a unique literary tribute: #100 Poems or 100 Stories in 100 Words. Share your creativity, encapsulate your experiences, and see your work published in our special Centennial eBook!

### What We're Looking For:

We need 100 poems or stories, each precisely 100 words long. Whether it's a poem that moves the soul or a story that captures a moment, your words will contribute to a century of speaking, leading, and inspiring.

### How to Participate:

1. Write It: Craft a poem or a story in exactly 100 words.
2. Submit It: Send your entries via email to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org) with the subject line "100 Words Entry."
3. Get Published: The first 100 entries will be featured in our exclusive Centennial eBook, a testament to our district's rich history and vibrant community.

### Why Join?

This is your chance to be part of District 71's legacy. Imagine your work published alongside fellow Toastmasters, creating a mosaic of voices that celebrates a century of growth and achievement.

### Deadline:

Don't miss out! Make sure your submissions are in by **15th October 2024**. Let's make history together with words that echo the spirit of our district!



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DISTRICT 71 TOASTMASTERS





# CHALLENGES & REWARDS

## Shine at the D71 Conference in Solihull on Us!

Calling all aspiring writers and Toastmasters enthusiasts! Here's an exciting opportunity to showcase your talents and potentially enjoy the thrill of our next D71 Conference in Solihull – **absolutely free!**

### How to Enter:

Simply contribute an article, story, or any creative content to our district newsletter. Whether it's sharing insights, club successes, personal achievements in Toastmasters, or thoughtful reflections, your contribution not only enriches our community but also earns you a chance to win!

### Prize Details:

Win a Free Ticket to the D71 Conference in Solihull worth **£300**. Immerse yourself in the vibrant atmosphere of one of the year's most anticipated Toastmasters events.

### Drawing Process:

Every contributor's name will be entered into a draw. At the close of the submission period, one lucky winner will be selected to receive a free ticket to the conference, where you can network, learn, and celebrate your Toastmasters journey.

### Don't Miss Out:

This is your chance to shine and be recognized. The more you contribute, the richer our newsletter becomes, and the closer you get to experiencing the excitement of the D71 Conference on us!

Ready to contribute and win? Submit your entries now to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org) and join us in making the Toastmasters District 71 newsletter a source of pride and information.

**Let your words take you places!**



**40 DISTRICT 71 TOASTMASTERS**





# PR TIPS & TRICKS

## Email Marketing 101: Newsletters That Members Love

A well-crafted email newsletter is a powerful tool to keep members informed, engaged, and inspired. The key to creating newsletters that members love is to balance relevant content with an appealing design.

**Start with a clear purpose:** Decide what you want to achieve—sharing club updates, promoting events, or celebrating achievements. Then, create a structure that's easy to navigate, using headings, bullet points, and concise paragraphs to make the content digestible.

**Personalisation is key:** Address members by name and tailor content to their interests. For example, highlight upcoming workshops for those seeking skill development or showcase testimonials from members.

**Visual appeal matters:** Tools like Canva or Mailchimp offer templates to create professional-looking newsletters. Incorporate your club's branding and use eye-catching visuals to break up the text.

**End with a call-to-action:** Whether it's attending an event or sharing the newsletter, encourage members to take the next step.

**Consistency is essential:** Set a regular schedule—monthly or quarterly—and stick to it.

With these tips, your newsletters will not only inform but also inspire members to stay active and engaged in your club.

WRITTEN BY  
**FOLASANMI GEORGE,**  
**KILDARE TOASTMASTERS CLUB**



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DISTRICT 71 TOASTMASTERS





# POETIC PALETTE

## ***YOU GIVE ME LIFE***

Your rhythm gives me life,  
Every second you make me feel alright,  
Every step is the perfect stride,  
At the perfect rate and time,

I appreciate you more than words can say,  
And I often don't show you with my actions from day to day,

But you keep me going without any complaining,  
In the sun or even when it's raining,  
You never stop even when I am waining,  
Although my habits keep you stressing and straining,  
You always show up and that is so amazing,

You give me life...

And you do it for nothing in return,  
Well as far as I can discern,  
And this is my concern,

Will you one day decide to give up on me?  
Will you see that I take you for granted?  
Even when your tired and warning me,  
Sometimes I still do whatever I wanted,

But your unconditional love is teaching me to love myself,  
And as I focus on you, I am learning to trust myself,  
And in your music in the sound of the Universe,  
God is within you and so is also within myself,

You give me life...

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DISTRICT 71 TOASTMASTERS





# POETIC PALETTE

Intricately woven in the pattern of time,  
From my start to my end you are always by my side,  
And sometimes I forget you for a while,  
And get drafted into the warfare of life,

But like a lover with faith up in heaven,  
You wait patiently till I return again,  
And you remind with gentle tune,  
Why I am blessed to have you,

And after my wounds have closed,  
And after my scars are formed,  
And after life breaks and remoulds me,  
You show me the same love you have always shown me,

You give me life...

The most authentic beat,  
The most authentic drum,  
The most authentic sound,  
The most authentic song,

You give me life...



**PRINCE ACQUAH**  
**DISTRICT 71 POET-IN-RESIDENCE**





# POETIC PALETTE

## The Magic of Christmas

Merry Christmas everyone!  
'Tis the season to have some fun,  
So don your Santa hat, taste that mulled wine,  
It's time to celebrate and have a good time.

Watch the revellers be merry and the carollers sing.  
Sense the magic in the air as the church bells ring.  
Feel the warmth of the hearth, throw some logs on the fire.  
Let the Christmas lights sparkle as the excitement spirals higher.

See the kids eyes widen as Rudolph gallops through the air.  
Hear them whoop with joy when they fly down the stairs.  
Enjoy the stories and the high jinks, the drink and the food,  
It's just the tonic, a dose of Christmas mood!



**AINE O'NEILL**  
**DISTRICT 71 POET-IN-RESIDENCE 21/22**





# POETIC PALETTE

## The Well-Kept Secret

I met a man upon the street  
Who said, "I wish you'd hear me.  
For when I'm standing up to speak  
You never seem to see me."

The problem is, the man declared,  
He had some things to utter.  
His eyes were blazing, nostrils flared,  
His heart was all a-flutter.

It seems that when he tries to speak  
In meetings with companions,  
They think of him as rather meek,  
Ignoring his opinions.

He gnashed his teeth, he slapped his thigh,  
He grunted in frustration,  
But all he managed was a sigh  
On every such occasion.

I'm usually OK, he said,  
When chatting day or night,  
But something seizes up my head  
When standing in the spotlight

He said, I'd never make a speech,  
That makes me feel I'm weak,  
So do you know someone who'll teach  
Me how to stand and speak?



# POETIC PALETTE

I smiled and said, I think I know  
Of some place called Toastmasters  
It is the very place to go  
To gain the skills much faster.

It was, I said, a secret place  
Where anyone can speak  
And no one risks a loss of face  
Or feels that they're a freak.

And so it was he joined the clan  
At his local Toasties club,  
He said it was much better than  
Going to the pub.



**PHILLIP KHAN-PANNI**  
**DISTRICT 71 POET-IN-RESIDENCE 22/23**





# POETIC PALETTE

## The Snowball

Give us another of those speeches  
An eager listening crowd beseeches  
With cool connecteign clarity  
You reached the very heart of me  
Uncovering uniqueness under  
Waking to witness wonder

Hard to bring to an end  
A great year overflowing  
What ended as rich reaping  
Began as many sowing  
Some facing down their fears  
While others shot to stardom  
And at gatherings you felt  
A buzzing collective freedom

All of 100 years a growing  
It started with one snowball ..knowing  
That if it rolled it would grow in time  
Through spoken word silent mime

Past and the present now cross swords  
This is the evening for awards  
So Take a bow your time is now  
Your name has been exalted  
You've done your best  
Through work and zest  
Blocked but could not be halted

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DISTRICT 71 TOASTMASTERS





# POETIC PALETTE

The guardian of a treasure,  
The keeper of the flame  
We honour you here tonight,  
call you each by name  
Leaders mentors models,  
a constant chain of command  
As the torch is passed by you  
to another outstretched hand

Toastmasters influence by what they do  
They inspire by who they're being  
No one has to tell you  
You feel it in your own well being

He gets up and makes his points  
He knows how to deliver  
Often takes the scenic route  
He's flowing like a river  
She wins the crowd in seconds  
Her natural spirit taught her  
Just like the snowball on the hill  
She feels it in her water

You see The pen is mightier than the sword  
But the tongue is mightier than the pen  
But if you take another step back  
To see whats mightier again  
Because When all speeches have been spoken  
And stacked upon the shelf  
What stays everfresh is you  
The spoken word itself

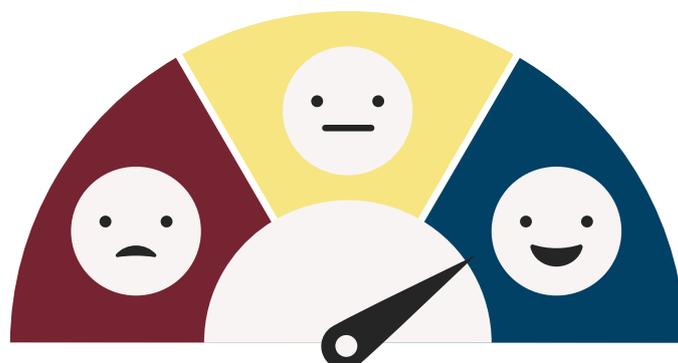


**MIKE KEENAN**  
**DISTRICT 71 POET-IN-RESIDENCE 23/24**





# FEEDBACK & SUGGESTIONS



## WE VALUE YOUR INPUT!

### HELP US IMPROVE YOUR NEWSLETTER

We're always striving to make our newsletter more engaging and valuable for you. Your feedback and suggestions play a crucial role in shaping the content and ensuring it meets your needs and interests. Here's how you can contribute:

#### **Share Your Thoughts:**

What did you enjoy in this issue? What would you like to see more of? Your insights help us tailor the newsletter to better serve our community.

#### **Suggest Future Content:**

Have ideas for articles, features, or topics? Would like to suggest clubs or individuals that are outstanding and deserve to be recognised? Let us know! Your suggestions can help us create content that resonates with you.

#### **How to Provide Feedback:**

Email your feedback and suggestions to [prmanager@D71toastmasters.org](mailto:prmanager@D71toastmasters.org) or send us a message on our social media platforms. We're always listening!

#### **Photo of the Month:**

Submit your favourite moments captured during club meetings or events. The best photo will be featured in next month's newsletter!

#### **Join the Conversation:**

Engage with fellow members by discussing your favourite articles and sharing your thoughts on our [Facebook Group](#). Let's build a vibrant and interactive community!



# THANKS TO OUR EDITORS!



**Angela Afieghe**

**Folasanmi Ajayi**

**Olga Byrne**

Share with other members and non-member friends/colleagues that you know.

# THANKS FOR READING! MERRY CHRISTMAS!

