

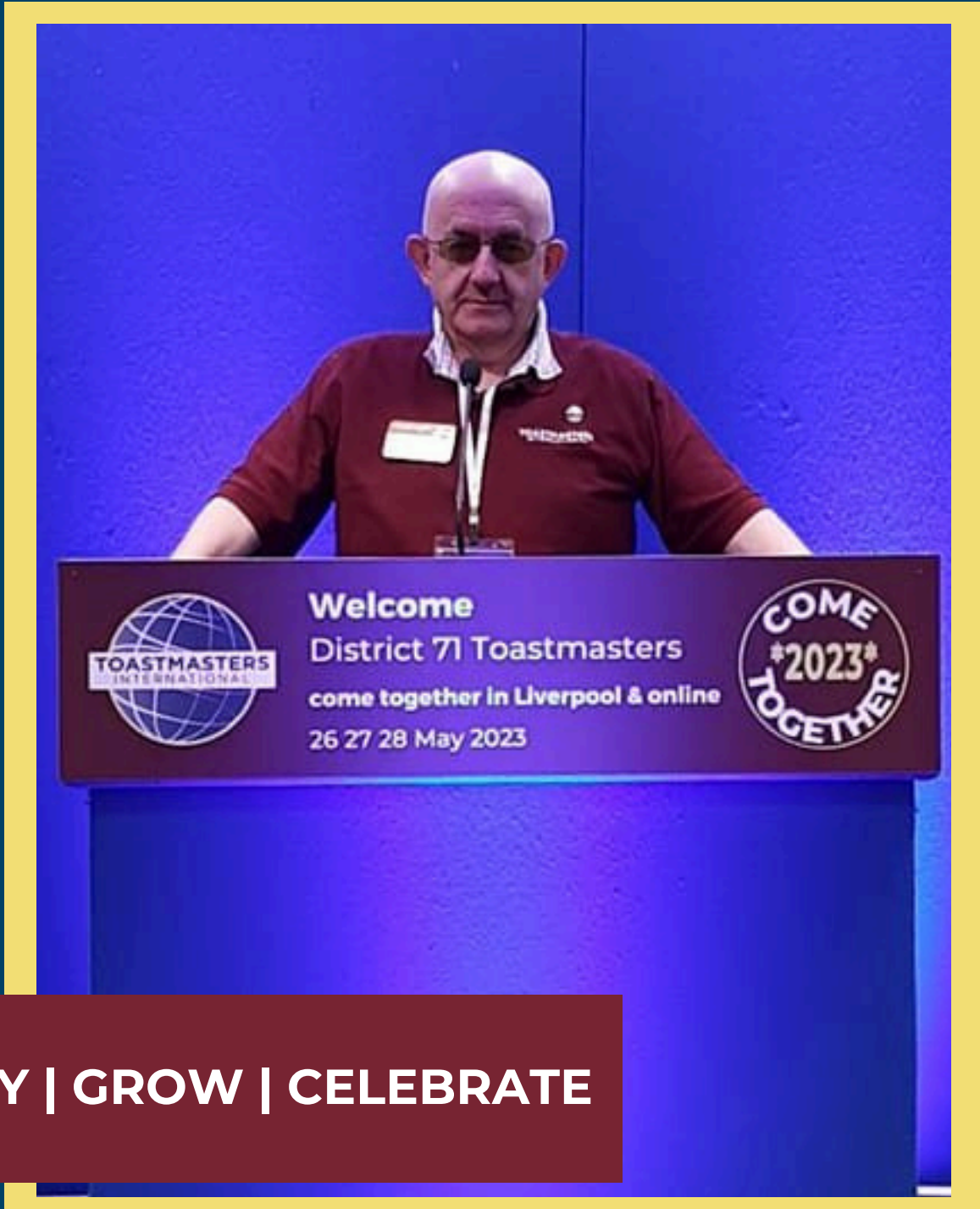
ISSUE 09 March 2025



# DISTRICT 71

NEWSLETTER

D71 BRANDBUILDERS



ENJOY | GROW | CELEBRATE

**MATTY BEHAN**

District 71 Timer 2024 - 2025

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

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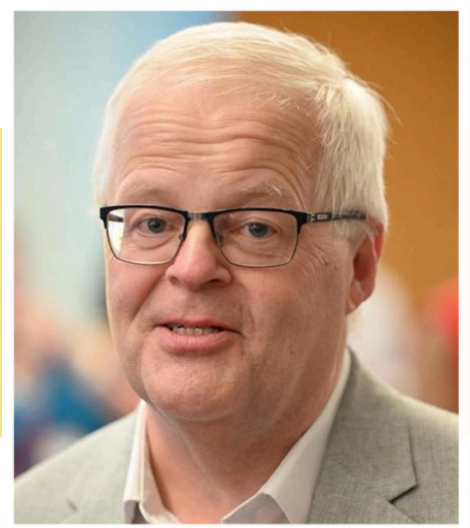
IN  
MEMORIUM

45

FEEDBACK &  
SUGGESTIONS



# FROM THE **DISTRICT DIRECTOR**



## **RENEW TODAY – KEEP YOUR GROWTH GOING!**

March is here, and that means one important thing for Toastmasters members—it's time to renew your membership! The deadline is March 31, and by renewing now, you ensure that your journey of growth, confidence, and leadership continues without interruption.

Think about what Toastmasters has given you—stronger communication skills, the ability to think on your feet, leadership experience, and a network of supportive, like-minded individuals. Every speech you give, every role you take on, and every meeting you attend adds to your development.

Your membership is more than just attending meetings—it's an investment in yourself. It's about gaining the skills that help you in your career, in your community, and in everyday life. It's about staying part of a club that supports, challenges, and celebrates you. So don't wait—renew today and continue your journey of self-improvement. If you have any questions, your club officers are ready to help. Let's keep growing together!



# FROM THE PRM'S DESK



Fellow Toastmasters,

As we step into the final month of the third quarter, let's take a moment to celebrate our journey so far. From engaging PR campaigns to impactful storytelling, our collective efforts continue to elevate District 71's presence.

March is a time to push forward, refine our strategies, and finish strong. Let's amplify our voices, share our Toastmasters stories, and inspire more people to join our vibrant community.

Keep spreading the word, stay creative, and let's make this a March to remember!

Warm regards,

**Angela Afieghe**  
**PR Manager,**  
**Toastmasters District 71**



# 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



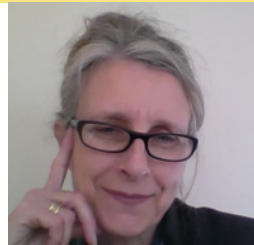
GEORGINA  
HODGKINSON



RANDY EKAKITIE



KEVIN O'REILLY



OLGA BYRNE



FEMI OLULAJA



PAUL MCCARTHY



# DISTRICT 71

## PR AMBASSADORS



**Rob Partridge**  
Division F



**Claire Downie**  
Division S



**Katuta Lumpa**  
Division H



**Aparna  
Sasikumar**  
Division N



**Shantelle  
York**  
Division E



**Sudeepto  
kushary**  
Division M



# Centennial Plus One Pledge



# UPCOMING EVENTS FOR THE MONTH



**District Executive  
Committee Meeting**  
7:00 PM - 9:00 PM

TUE  
**04**



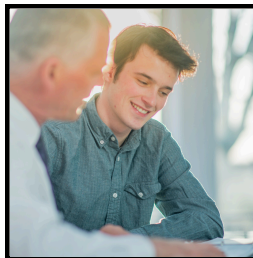
**Corporate Club  
Connect**  
12:30 PM - 1:30 PM

FRI  
**07**



**UNPLUGGED &  
UNSTOPPABLE: WOMEN  
IN TOASTMASTERS**  
11:00 AM

SAT  
**08**



**ABOUT  
MENTORING**  
07:00 PM - 8:30 PM

TUE  
**11**



**PROGRESSING  
WITH PATHWAYS**  
07:00 PM - 8:00 PM

WED  
**12**

# UPCOMING EVENTS FOR THE MONTH



**Q&A Session for Contests**  
Let's exchange ideas about technology in this Q&A session.

**CLUB CONTEST Q&A SESSION**

**WED 19**

**09:00 AM - 11:00 AM**

Bob Ferguson, DTM District 71 Chief Judge (UK)  
Roo, Elizabeth Jones, DTM DLC Chair  
Peter McAulley District 71 Chief Judge (Ireland)

Wednesday, March 19th  
At 9:00 AM - 11:00 AM



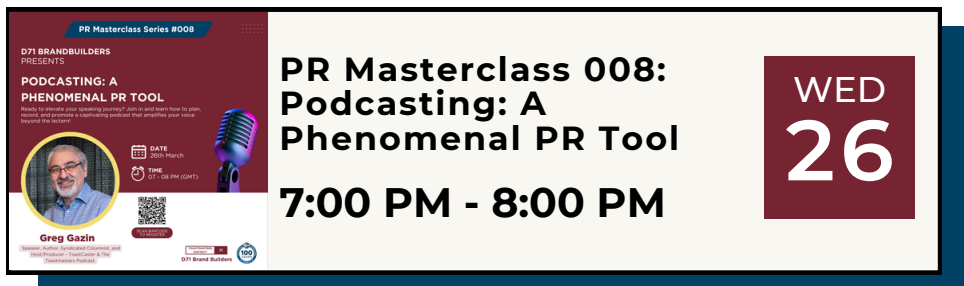
District 71 UK & Ireland

**Town Hall**  
19th March  
7PM-8PM  
2025

**TOWNHALL**

**WED 19**

**07:00 PM - 08:00PM**



PR Masterclass Series #008

D71 BRANDBUILDERS PRESENTS

**PODCASTING: A PHENOMENAL PR TOOL**

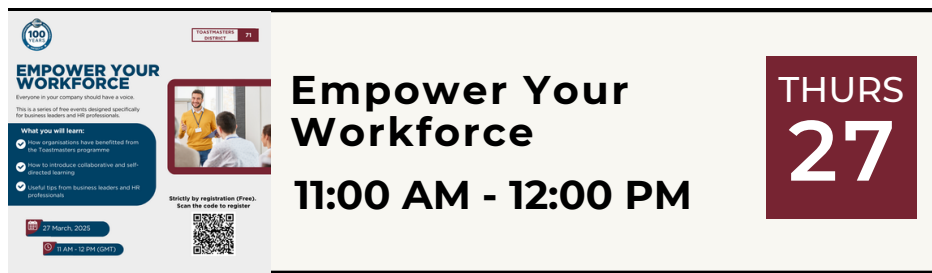
Ready to elevate your speaking journey? Join in and learn how to plan, produce and promote a compelling podcast that generates your voice beyond the sector.

**Greg Gazin**  
Executive Advisor, Toastmasters & The International Brand

**PR Masterclass 008: Podcasting: A Phenomenal PR Tool**

**WED 26**

**7:00 PM - 8:00 PM**



**EMPOWER YOUR WORKFORCE**  
Everyone in your company should have a voice. This is a series of free events designed specifically for business leaders and HR professionals.

**What you will learn:**

- How organisations have benefited from the Toastmasters programme
- How to introduce collaborative and self-led learning
- Global tips from business leaders and HR professionals

Strictly by registration (Free). Scan the code to register.

**27 March, 2025**  
11 AM - 12 PM (GMT)

**Empower Your Workforce**

**THURS 27**

**11:00 AM - 12:00 PM**



# UPCOMING EVENT

## TOASTMASTERS UNPLUGGED

International Women's Day 2025 Special



### TOASTMASTERS UNPLUGGED



Presents

### Unplugged & Unstoppable: Women in Toastmasters

*Join Siobhán Keenan Fitzgerald as she showcases some of the incredible women of Toastmasters*



**Date**  
8 March



**Time**  
11 AM GMT



# UPCOMING EVENT

## SPRING CONFERENCE 2025



### Toastmasters District 71 Spring Conference

Early Bird  
Tickets  
Available

# Back to School Solihull Conference 2025



*Join us in Solihull, for the D71  
Toastmasters Conference!*

9 - 11 May, 2025

 Voco St John's Hotels Solihull, B91 1AT

 [www.solihull2025.co.uk](http://www.solihull2025.co.uk)

Early birds ticket available at [Solihull2025.co.uk](http://Solihull2025.co.uk)

10 DISTRICT 71 TOASTMASTERS



# CLUB MILESTONE CELEBRATION



## MARCH HONOREES



**Ennis Club**  
1st March - 49 Years



**Bray Club**  
1st March - 44 Years



**Hellfire Club**  
1st March - 62 Years



**Ipswich Electrifiers Speakers**  
1st March - 30 Years



**D.L.S. Communicators**  
1st March - 39 Years



# CLUB MILESTONE CELEBRATION



## MARCH HONOREES



**NAAS Club**  
1st March - 35 Years



**Midleton Club**  
1st March - 30 Years



**Carlow**  
1st March - 28 Years



**IE Templebar**  
1st March - 30 Years



**Galway Club**  
1st March - 32 Years



# CLUB MILESTONE CELEBRATION



## MARCH HONOREES



**Hertfordshire Speakers**  
1st March - 28 Years



**Thurles Club**  
1st March - 37 Years



**Lucan**  
1st March - 42 Years



**Dun Laoghaire**  
1st March - 48 Years



**Kildare Club**  
2nd March - 21 Years



# CLUB MILESTONE CELEBRATION



## MARCH HONOREES



**Bishopstown**  
5th March - 16 Years



**Godiva Speakers**  
7th March - 7 Years



**East Herts Speakers**  
9th March - 13 Years



**Bradford Speakers**  
10th March - 5 Years



**Manchester Orators**  
12th March - 22 Years



# CLUB MILESTONE CELEBRATION



## MARCH HONOREES



**Heart of England**  
**12th March - 22 Years**



**Glasgow Clyde**  
**14th March - 9 Years**



**Glasgow**  
**18th March - 23 Years**



**Huntingdonshire Speakers**  
**19th March - 16 Years**



**Monaghan**  
**19th March - 4 Years**



# CLUB MILESTONE CELEBRATION



## MARCH HONOREES



**Spa Speakers**  
24th March - 21 Years



**Dundalk**  
28th March - 20 Years



**Jaguar Land Rover**  
29th March - 4 Years



**Dublin 15**  
31st March - 6 Years



**The Limerick Lilts**  
31st March - 3 Years



# SPOTLIGHT ON DISTRICT LEADERSHIP COMMITTEE (DLC)

The District Leadership Committee (DLC) plays a crucial role in identifying and nominating candidates for elected positions within Toastmasters districts. Adhering to Protocol 9.0 and proposed timelines is vital for maintaining the integrity and effectiveness of the process.

## **Who appoints the Toastmasters DLC Chair?**

The District Leadership Committee Chair is appointed by the District Director. It is typically a past District leader, usually the Immediate Past District Director (IPDD). This year's DLC chair is Elizabeth Jordan, DTM, IPDD.

## **What specifically is the role of the District Leadership Committee?**

The District Leadership Committee (DLC) is responsible for identifying, evaluating, and nominating the most qualified candidates for the District's elected leadership roles. This process involves a call for candidate applications, conducting interviews, and assessing each candidate's qualifications for the roles.

## **How are Committee members appointed to the DLC?**

The District Leadership Committee (DLC) is responsible for identifying, evaluating, and nominating the most qualified candidates for the District's elected leadership roles. This process involves a call for candidate applications, conducting interviews, and assessing each candidate's qualifications for the roles.



**DLC Chair, Elizabeth Jordan**

# SPOTLIGHT ON DISTRICT LEADERSHIP COMMITTEE (DLC)

## Which roles are nominated for District 71 (UK North and Ireland) by the District Leadership Committee (DLC)?

The District Leadership Committee is tasked with nominating candidates for the following elected positions:

- **District Director** (DD)
- **Program Quality Director** (PQD)
- **Club Growth Director** (CGD)
- **Division Directors** (DivDs)

These roles are essential for the effective management and leadership of the District.

Key dates on the District Leadership Committee calendar

**November 1 2024:** The District Director appoints the DLC Chair.

**December 1 2024:** The DLC Chair appoints committee members with the District Director's approval.

**January 15 2025:** Deadline for candidates to declare intent to run.

**March 29th 2025,** six weeks prior to the District's Annual Business Meeting: DLC submits its report to the District Director.

**12th April 2025,** four weeks prior to the District Council Meeting (10 May 2025): DLC report is distributed to District Council members and posted on the District 71 website.

Election of District Officers will take place on **10th May 2025.**

You can find out more by visiting the District 71 website:

**[District Leadership Committee – Toastmasters UK North & Ireland](#)**



# DISTRICT APPOINTED LEADERS FOR 2024 - 2025



**Elizabeth Jordan, DTM, IPDD**  
DLC Chair



**Jillian Haslam, DTM**  
Rotary Alliance Chair



**John Kelly, DTM**  
Audit Chair



**Larry Powers**  
Alignment Chair



**Larry Lyons**  
Parliamentarian



**Matty Behan**  
District Timer



**Liz Welch**  
District Contest Chair



**Peter McAuley**  
Chief Judge (Ireland)



**Bob Ferguson, DTM**  
Chief Judge (UK)



**Patricia Radley**  
Pathways Chair



# TOASTMASTERS AND ROTARY: A POWERFUL ALLIANCE TO CHANGE LIVES



**JILLIAN HASLAM**  
**ROTARY CHAIR FOR TOASTMASTERS**

I joined Toastmasters from a banking background, drawn by their tagline, "Where Leaders Are Made." I wanted to share my story, change lives, and advocate for the suffering. Initially, it seemed impossible to get speaking opportunities, but my mentor advised me to start with local Rotary Clubs. I began at the Letchworth club, progressed to London's flagship club, and eventually spoke at their Bournemouth conference. The opportunities, feedback, and kindness I received transformed my journey.

Both Toastmasters and Rotary have given me something priceless—a sense of purpose and the tools to make a difference. It's this shared mission of empowering and uplifting others that makes this alliance so extraordinary. I am so proud to be designated the Rotary Chair for Toastmasters (District 71) and to help bridge these two incredible organisations

## **1. Shared Commitment to Service:**

Rotary and Toastmasters are united in serving humanity. Rotary focuses on life's essential needs—clean water, education, and disease prevention—while Toastmasters empowers individuals through communication and leadership. Together, they address vital human needs and equip people to lead effectively.

## **2. Incredible Members:**

Members of both organisations strive to make a difference. For example, Rotary eradicated polio globally, and Toastmasters have helped build confident communicators who have driven social change for 100 years! Their shared passion for humanity is awe-inspiring.



### **3. Game-Changing Alliance:**

This partnership can amplify impact. Joint efforts in youth programs, such as Rotary's Youth Movement and Toastmasters' Speechcraft, will inspire the next generation. Members can collaborate on projects, combining communication skills with service for greater global reach.

### **4. Unique Benefits:**

Toastmasters gain real-world speaking opportunities at Rotary clubs, sharpening their skills, while Rotarians benefit from Toastmasters' leadership expertise in hosting educational and charitable events. Together, they foster mutual growth and broaden impact.

### **5. Reviving Communication in the AI Era:**

In a world increasingly dominated by AI, face-to-face communication is at risk. Losing these skills threatens collaboration and empathy. Rotary and Toastmasters provide a platform to cultivate interpersonal connections, ensuring humanity doesn't lose its ability to communicate effectively—a vital skill to protect and nurture.

This partnership inspires hope, growth, and positive change across the globe.

Let's act now to safeguard humanity's ability to communicate, connect and lead.



# FEATURED CLUB EVENT

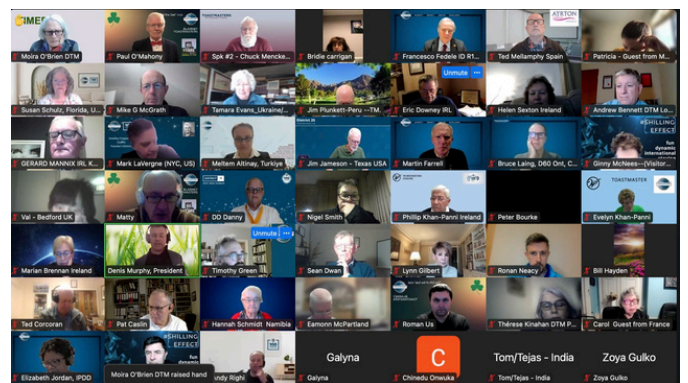
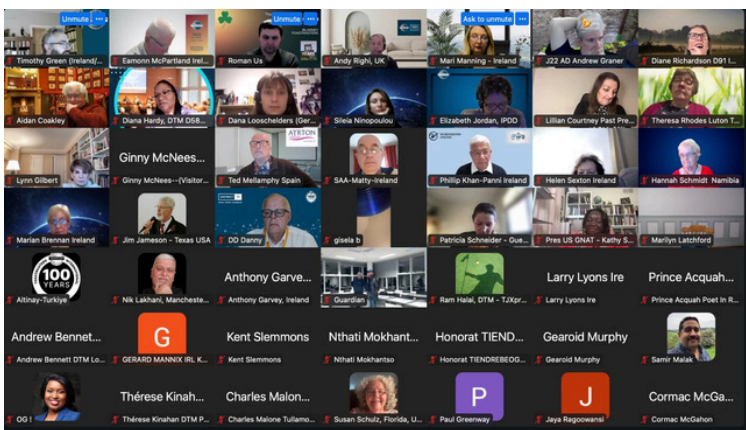
## BLARNEY TOASTMASTERS 50TH ANNIVERSARY ON 28TH JANUARY 2025

Blarney Toastmasters, recently marked its 50th anniversary with a spectacular celebration. The online event was a vibrant blend of formal meeting, lively party, and inspiring speeches. 72 attendees from across the globe enjoyed the gathering.

Blarney Club was founded by members from Cork Toastmasters in January 1975. There was a captivating historical presentation that traced the club's journey from 1975 to 2025. Past International Director, Distinguished Toastmaster (DTM) Mark LeVergne from New York, highlighted key milestones for Toastmasters International, District 71, and Blarney Club.

DTM Chuck Mencke from Fort Worth, Texas, spoke about the history of online Toastmasters clubs and the research that led to the development of Pathways.

The online celebration showcased Blarney's enduring commitment to fostering communication and leadership skills. It now has an international membership. 50 Impromptu speeches, by Toastmasters from Scotland, England, France, Belgium, Greece, Germany, Italy, Turkey, Israel, Lebanon, United Arab Emirates, Canada, USA, Dominica, Curacao, Peru, Namibia, Senegal, South Africa, India, Ukraine, and Ireland spoke. The topic was "What does Blarney mean to you?" It was a fabulous treasure trove of unique perspectives.



# FEATURED CLUB EVENT

All celebrated the club's global impact. The anniversary celebration was a powerful testament by friends of Blarney to past & current members. It spoke of the enduring legacy of Blarney Toastmasters. It marked its continuing contribution to empowering members & guests to become more effective communicators & leaders.

## **Club President Denis Murphy spoke:**

“Let this 50th anniversary remind us of our purpose—not just to become eloquent speakers or skilled leaders, but to ignite the potential in others, inspire change, and give back to our communities. It is in the ripple effect of each speech and leadership lesson that our true legacy will endure. Welcome to a place where goals are met, fears are conquered, and relationships are forged and enjoyed. Let us take tonight as a chance not just to celebrate but to dream of the next 50 years. Together, we have the power to keep this legacy alive and thriving for generations to come.”

## **Current International Director Distinguished Toastmaster (DTM) Francesco Fedele spoke:**

“I am here as a representative of the Board of Toastmasters to congratulate you on this golden anniversary. Great job. Keep on doing that for the next not only 50 years - 500 years.”

## **Past International Director DTM Ted Corcoran spoke:**

“I want to congratulate Blarney on the 50th but I also want to congratulate that club because with Cork in 1967, Fermoy in 1970, and Clonakilty in these four clubs provided the basis for the growth of clubs in the south of Ireland.”

## **Immediate Past District 71 Director DTM Elizabeth Jordan spoke:**

*“It's an absolute pleasure to meet with you as you celebrate your golden anniversary. It's wonderful to see familiar faces from past and present. Tonight, the pride comes from not only being a member of the District Office - of which I'm immensely proud - it's because clubs like Blarney help to make the District, you know, Distinguished and proud.”*

## **Immediate Past District 91 Director DTM Diane Richardson spoke:**

*“ Many, many congratulations on 50 years. That's quite an achievement and shows a determination and resilience that very few clubs seem to have. Well done.”*



# FEATURED DISTRICT EVENT

**CEO of Toastmasters International at the District Sunday Leadership Webinar, 23rd February 2025**



**SAVE THE DATE**  
**District 71 Leadership Series**

**Sunday 23 February 2025**  
**18:00-19:00 GMT**



**Daniel Rex**  
**CEO Toastmasters International**  
*"Why we do What we do"*



The CEO of Toastmasters International, Daniel Rex, was the guest speaker at the Sunday Leadership Webinar on 23rd February, 2025.

You can watch the recording of his presentation on the District Youtube channel:

<https://youtu.be/joEr0ALdy8o?si=XD7D5QxNAI7K6ZFh>



# FEATURED EVENT

**Bob Ferguson, DTM, Denis Yatta and Elizabeth Jordan, DTM, IPDD, at the North Hertfordshire College Second Student Rep Council of the Year, on the 7th of February, 2025**



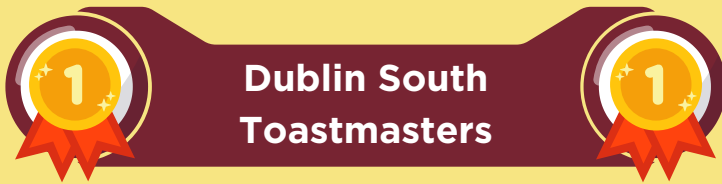
# CELEBRATING SUCCESS

## QUARTERLY AWARD WINNERS

### D71 PR AWARDS

D71 BRAND BUILDERS CENTENARY  
CELEBRATION EVENT AWARD

D71 BRAND BUILDERS BEST PR  
TEAM EFFORT AWARD



D71 BRAND BUILDERS "THE  
POWER BEHIND THE MIC" AWARD

D71 BRAND BUILDERS  
NEWSLETTER EXCELLENCE AWARD



## PROGRAM QUALITY DIRECTOR'S EXTRA MILE AWARD



# CELEBRATING SUCCESS QUARTERLY AWARD WINNERS

## D71 CLUB GROWTH AWARDS

### New Toastmasters Clubs in District 71

| Club Name                     | Category | Names                                   |
|-------------------------------|----------|---|
| Guidewire Dublin Toastmasters | SPONSORS | Yvonne Kearney<br>Sorcha Walsh          |
|                               | MENTORS  | Yvonne Kearney<br>Mairead Dillon        |
| The Amplifiers                | SPONSOR  | Daniel Johnson                          |
|                               | MENTORS  | Elizabeth Jordan<br>Patricia Gray       |
| Bolton Communicators          | SPONSORS | Howard Balkind<br>Colin Birnie-Campbell |
|                               | MENTORS  | Howard Balkind<br>Jim Gregory           |
| USS Emerald Isle Toastmasters | SPONSORS | Charles Malone<br>Derek Walsh           |
|                               | MENTORS  | Charles Malone<br>Gearoid Murphy        |

### Top 10 clubs for net membership growth

| Club Name   | Division / Area | % Growth |
|---|-----------------|----------|
| Milton Keynes Confident Speakers                          | H 44            | 91.67    |
| UCD Michael Smurfit Graduate Business School Toastmasters | M 54            | 76.19    |
| Unmute Yourself Toastmasters                              | S 30            | 72.73    |
| Spa Speakers Club   | E 42            | 68.18    |
| Pegasus Speakers Advanced                                 | H 44            | 58.33    |
| East Galway Speakers                                      | F 12            | 53.33    |
| Waverley Toastmasters                                     | S 30            | 44.44    |
| Cambridge Confident Communicators                         | H 1             | 41.67    |
| Cork Toastmasters Club                                    | A 23            | 40       |
| Mid-Ulster Toastmasters Club                              | F 4             | 40       |

### Club Coach Appointments

| Club Name                | Coach            |
|--------------------------|------------------|
| Stevenage Speakers       | Elizabeth Jordan |
| North Highland Speakers  | Linda Crofton    |
| Dunfermline Toastmasters | Maura Meaney     |

**COACHING**



# CELEBRATING SUCCESS QUARTERLY AWARD WINNERS

## D71 EDUCATION AWARDS

### Clubs reaching 5 or more DCP Goals during the 2<sup>nd</sup> Quarter.



| DCP Goals Met | Club Name                            | Division / Area |
|---------------|--------------------------------------|-----------------|
| 7             | Clondalkin Talkin'                   | M 26            |
|               | Glasgow Toastmasters                 | S 60            |
|               | West Herts Speakers Club             | H 32            |
| 6             | East Galway Speakers                 | F 12            |
|               | Leicester City Speakers Club         | E 6             |
|               | Manchester Orators Toastmasters Club | N 48            |
|               | Stamford Speakers                    | H 14            |



### Clubs reaching 5 or more DCP Goals during the 2<sup>nd</sup> Quarter.



| DCP Goals Met | Club Name                           | Division / Area |
|---------------|-------------------------------------|-----------------|
| 5             | Clonmel Toastmasters                | D 8             |
|               | Fingal Toastmasters Club            | C 10            |
|               | Galway Club                         | F 12            |
|               | Godiva Speakers                     | E 42            |
|               | Hertfordshire Speakers Club         | H 20            |
|               | Ipswich Electricians Speakers' Club | H 25            |
|               | Liverpool City Toastmasters         | N 31            |
|               | Milton Keynes Confident Speakers    | H 44            |
|               | No Excuses Online Toastmasters Club | E 6             |
|               | Tallaght Toastmasters               | M 26            |
|               | Toastmasters in Travel              | H 14            |



### Members achieving Level 5's this Quarter



| Member                   | Award |
|--------------------------|-------|
| Adrian Podmore, DL1      | EH5   |
| Bailey Ng, MS5           | MS5   |
| Daniel Banks, DTM        | VC5   |
| Deborah McManus, EH5     | EH5   |
| Donie Dee, PM5           | PM5   |
| Fin O'Sullivan, PM5      | PM5   |
| Gail Rosenthal, DTM      | SR5   |
| George Moroiu, PI5       | PI5   |
| Georgina Hodgkinson, DL5 | DL5   |
| Guler Cortis, VC5        | VC5   |
| Harjit Lakhani, LD5      | LD5   |
| John Cox, DTM            | DL5   |
| Judy Mallinson, PM5      | PM5   |
| JUSTIN Barry, EH5        | EH5   |



### Clubs achieving 4 Level 1's this Quarter



| Level 1s | Club Name                | Division / Area |
|----------|--------------------------|-----------------|
| 6        | Toastmasters in Travel   | H 14            |
| 5        | Glasgow Toastmasters     | S 60            |
| 4        | Godiva Speakers          | E 42            |
|          | West Herts Speakers Club | H 32            |



### Achieved Triple Crown – Quarter 2



| Member                | Member                          |
|-----------------------|---------------------------------|
| Ann Fallow            | Lisa Kelleher, DL3              |
| Bernard Traynor       | Martin Miley                    |
| Donal P. Cahill, LD2  | Mary Conlon, VC5                |
| Elizabeth Jordan, DTM | Matthew Bonnaud                 |
| Harjit Lakhani, LD5   | Mike Maunsell, DL5              |
| Iulia Birleanu, MS3   | Ronnie A. Smith, EH3            |
| James McGinty, DTM    | Stallone-Obaraemi Samuel, MS5   |
| Krystyna Ambroch, DL5 | Therese Dharmakan-Pistilli, EC5 |
| Larry Lyons, VC5      | Tichaonezvi J. Ruredzo, PI3     |
| Linda Crofton, VC4    | Yannick Daclinat                |



### Completed Pathways Mentor Program



| Member                          | Name                               |
|---------------------------------|------------------------------------|
| Therese Dharmakan-Pistilli, EC5 | Innovative Leaders Toastmasters    |
| Mario Hundertajlo, DTM          | Salford Speakers Toastmasters Club |



# FACE OF DISTRICT 71



## Celebrating Matty Behan. (District 71 Timer 2024 - 2025)

### Blarney Toastmasters, Area 23, Division A



#### A True Servant Leader

Matty Behan is one the most well-known Toastmasters in District 71. During his 15 years as a Toastmaster, he has served as President and VPE at Tinahely Toastmasters and VPE at OUCH Toastmasters club in New Zealand. Today Matty is an active member of Gorey Speakers where he has served as SAA and PRO. He is SAA at Blarney Toastmasters. Beyond District 71, Matty is a member of Shilling Speakers in District 91.

Beyond the club, I Matty has also served as Area 40 Director for 2 years and for Area 50 Director for 1 year.

His commitment to the role of Timer saw him recognised as District 71 Timer by IPDD Elizabeth Jordan when she was DD. Matty was recognised again recently at the quarterly District Awards with the 'Above & Beyond' award by the current DD Danny Banks.



# MEMBER SPOTLIGHT



## VPPR OF THE MONTH (February 2025)



**KATUTA  
LUMPA**

**DIVISION H PR AMBASSADOR  
STEVENAGE SPEAKERS CLUB**



# MEMBER SPOTLIGHT



**PR AMBASSADOR OF THE MONTH  
(February 2025)**



**SHANTELE YORK**

**DIVISION E PR AMBASSADOR**



# EDUCATIONAL CORNER

## MARKET LIKE A PRO! HOW TO USE SPEECHCRAFT TO BOOST YOUR MEMBERSHIP

*Looking for ideas to attract visitors to your Club?  
Gain new members and re-energize your meetings?  
Have an idea to launch a new club?*

This 60-minute energising workshop provides proven strategies that work! Called a “double Masterclass” by attendees... addressing both marketing design AND membership-building strategies.

### **In this PR Masterclass, you will discover:**

- What Speechcraft is, and how hosting a series will benefit your club and members – including fund raising!
- How to launch and market an effective Speechcraft series.
- Graphic design tips to attract visitors, and how to convert them into members.

PLUS: Hear insights from THREE Speechcraft Coordinators in District 71, currently hosting Series.

### **Presenter:** Sheryl Roush, DTM, Accredited Speaker

The key to the success of any event is marketing, and our guest presenter shares over 45 years of experience! She’s even written five books on the topic, including the Solid Gold Newsletter Design book, created for Toastmasters, which then became a marketing course book at the University of Ottawa, Canada. An internationally top-rated trainer in the field of marketing design, Sheryl has presented on-site full-day workshops in Belfast, Cambridge, Oxford, Northampton and Milton Keynes.

### **VIDEO RECORDING: District 71 Youtube Channel**

A4 size HANDOUT (PDF download):

**(A4) D71-Handout-Speechcraft Masterclass-Sheryl Roush-02-19-2025**

# EDUCATIONAL CORNER

## TESTIMONIALS FROM ATTENDEES:

Your expertise and insights were incredibly valuable, and the positive feedback we've received so far from the participants has been great. Thank you once again for your outstanding presentation. We are truly grateful for your efforts to support our members.

– **Angela Afieghe, MBA, District 71 Public Relations Manager**

The energy, enthusiasm and expertise shared by Sheryl has provided fuel for us to finish strong. We are all now buzzing with ideas after your brilliant presentation. Thanks Sheryl!

– **Elizabeth Jordan, DTM, Immediate Past District 71 Director**

Thank you for a wonderful presentation last evening. It was one of the best that I have attended over the years. Why? You knew your subject, excellent voice and body language, audience engagement magic, detail of presentation including "How to Use Speechcraft to Boost Your Membership" download document and your inclusiveness of those of us in D71. Your enthusiasm for your subject shone through. You showcased all the skills that we all can acquire as members of Toastmasters.

– **Larry Lyons**

Wow! A masterclass from the master! Sheryl packed SO much information into a short space of time, and yet it was presented in a digestible way. For anyone who had to step away for a few minutes (and hence missed heaps of good stuff), Sheryl shared a useful document at the start of the masterclass. Thank you Sheryl.

– **Clare Crowther, DTM, Accredited Speaker**

## Article source:

<https://sherylroush.com/district-71-toastmasters-uk-and-ireland-using-speechcraft-to-boost-membership/>

**PR Masterclass Series #007**

*Looking for ideas to attract guests to your Club?*  
*Attend this energising workshop and discover proven strategies that work!*

**MARKET LIKE A PRO!**  
*How to use Speechcraft to boost your membership*

**DATE**  
Wednesday, 19 February

**TIME**  
19:00 - 20:00 GMT

**Sheryl Roush, DTM**  
ACCREDITED SPEAKER

**Special Offer:**  
Free 30-minute consultation for 1 lucky attendee!!!

SCAN BARCODE TO REGISTER

TOASTMASTERS DISTRICT 71  
D71 Brand Builders

100 YEARS  
INTERNATIONAL  
DISTRICT 71

# QUIZ CORNER

## INSTRUCTIONS:

Complete the following questions and submit your answers via email to [prmanager@d71toastmasters.org](mailto:prmanager@d71toastmasters.org) (Subject of the email should be "Quiz Corner").

The winner will be randomly selected from the entries with the highest scores and will receive a special Toastmasters prize!

**1. What is the Toastmasters tagline as of 2024?**

- (A) Where Leaders Are Made
- (B) Empowering Individuals Through Excellence
- (C) Communicate With Confidence
- (D) Leadership and Communication

**2. What is the minimum number of members a new Toastmasters club needs to charter?**

- (A) 15
- (B) 20
- (C) 25
- (D) 30

**3. Which famous public figure and former Toastmaster was known for his role in introducing the iPhone?**

- (A) Bill Gates
- (B) Steve Jobs
- (C) Tim Cook
- (D) Jeff Bezos

**4. In what year did District 71 officially form, separate from its original district?**

- (A) 2010
- (B) 2012
- (C) 2014
- (D) 2016

**5. What is the term used for a Toastmaster who completes all requirements and achieves the highest recognition in the Pathways program?**

- (A) Distinguished Toastmaster (DTM)
- (B) Competent Communicator (CC)
- (C) Advanced Leader Silver (ALS)
- (D) Master Orator

**6. Which item is an essential component of every Toastmasters meeting?**

- (A) An impromptu dance session
- (B) A humorous speech
- (C) An educational session
- (D) Table Topics

# 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)



# 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**



# CHALLENGES & REWARDS

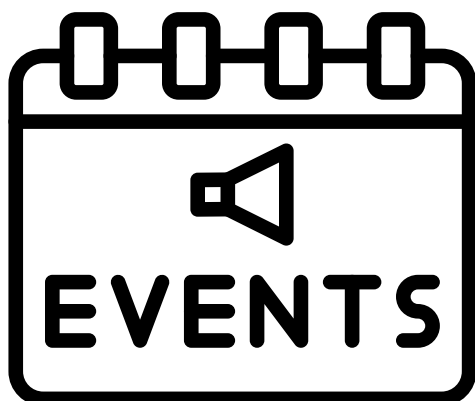
## Open Night Incentive

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) on or before 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!



# 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!



# PR TIPS & TRICKS

## Amplify Your Club's Presence with Engaging Content

Public relations is all about storytelling, and in today's digital landscape, engaging content is the key to capturing attention. As a Toastmasters club, sharing valuable, compelling content can help attract new members and keep your current audience engaged. Here are three simple yet effective PR strategies to boost your club's presence.

### 1 Showcase Member Stories

Every Toastmaster has a journey. Share testimonials, success stories, and transformation experiences on your social media pages, website, or newsletter. Personal stories resonate more than generic promotions and highlight the impact of Toastmasters.

### 2 Leverage Video Content

Videos are one of the most powerful PR tools. Whether it's a quick "Word of the Day" clip, behind-the-scenes footage from meetings, or member interviews, video content drives engagement and makes your club more relatable.

### 3 Utilize Local Media & Community Platforms

Get your club featured in local newspapers, community websites, or radio shows. A press release about your club's achievements, speech contests, or special events can draw interest from potential members. Additionally, posting in local Facebook groups and business networks expands your reach.

By consistently applying these PR techniques, your Toastmasters club can enhance visibility, attract new members, and strengthen its brand. Start implementing these strategies today and watch your club's influence grow!

**FOLASANMI GEORGE**  
KILDARE TOASTMASTERS  
DIVISION D PR AMBASSADOR



# POETIC PALETTE

## ***FEBRUARY'S FIRE***

February's short but bold and bright,  
A fleeting spark, a guiding light.  
The year is young, yet moving fast,  
The days slip by, they never last.

But though this month is swift and small,  
It holds the power to shape us all.  
A time for love, for friends so dear,  
For words that lift, for hearts sincere.

Contests call—step up, stand tall,  
Face the fear, embrace it all.  
A speech, a thought, a voice set free,  
A chance to carve your legacy.

The shortest month, yet filled with chance,  
A fleeting step, a forward dance.  
Hints of summer start to glow,  
A golden sun, a world in flow.

And soon, in May, we'll stand as one,  
Our District's stage, a rising sun.  
A space to learn, to cheer, to grow,  
To meet again, to steal the show.

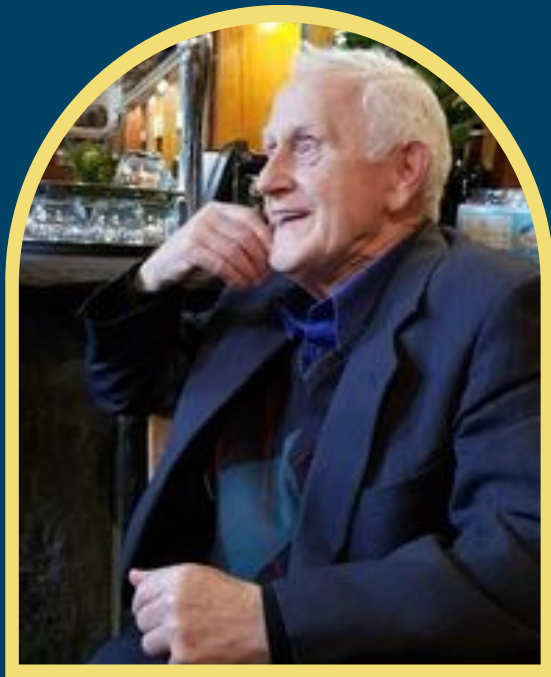
So February fades, but not its spark,  
Its flame still burns within the heart.  
A month so brief, yet bold and true,  
A fire lit—in me, in you.



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



# IN MEMORIUM



**LIAM MORIARTY**

Father of PQD Mairead Dillon



**IAN WINTON**

Mid-Ulster Toastmasters



**IRENE TUNNEY**

Glasnevin Toastmasters



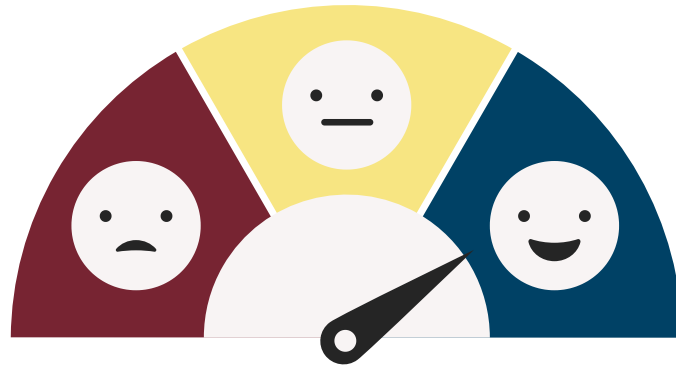
**HENRY KING**

Dublin Toastmasters



**SAMUEL DAVID ASHBY**

# 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!

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**Angela Afieghe**  
**Elizabeth Jordan**  
**Folasanmi Ajayi**

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

# THANKS FOR READING!

# HAPPY NEW YEAR!

