



The Fourcaster



Serving San Francisco, San Mateo, Santa Clara, Santa Cruz, San Benito & Monterey Counties.
WWW.D4TM.ORG for the latest news and to find a club near you.

Volume 70, No. 1

News and Information for District 4 Toastmasters

Fall 2004

International Conference August 2004



One of the many things that happen at the International Conference is the District 4 Caucus. Last August, Brian and Dolores Bergen hosted the caucus in their suite at the Silver Legacy. A big Thank You to both Brian and Dolores who provided evening snacks and drinks, transportation to and from their hotel, and allowed us to invade their suite.

Prior to the caucus a "Candidates Showcase" is held. This is like a very long Table Topic session. Each of the opposed candidates are brought into the room one at a time and asked a series of questions (the same questions, in the same order for each candidate). The unopposed candidates are escorted into the session together and take turns answering the questions.

All of the candidates for International Director and Third Vice President were discussed at the District 4's Caucus. What each person at the caucus saw or heard while meeting with the candidates during the previous days and their opinion of the "Candidates Showcase" were discussed.

Your Officers and Directors of 2004-2005 can be viewed on World Headquarters (WHQ) web site:
<http://www.toastmasters.org/artisan/news.asp?CategoryID=2&SubCategoryID=45&ArticleID=221&SearchText>

Region II is proud to have Phil L. Taylor, DTM second year International Director and Ken R. Garber, DTM first year International Director.

Phil will be visiting District 4 at the Fall Conference and Ken Garber will be visiting us at the Spring Conference.



Linda Kenney

District 4 Governor 2004-2005
"Soar With District 4"

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Educational Advancements by June 30, 2005

-Dolores Bergen, DTM



Do you recall why you joined Toastmasters? The benefits of better speaking skills, better listening skills and facilitation of meetings are just part of what a Toastmaster meeting offers. To get the best out of Toastmasters, **YOU NEED TO HAVE A GOAL!**

At the time you joined you were sent your Basic Communication and Leadership manual and asked to strive for your CTM in one-year. Once completed, the next goal should be ATM-B in one-year, and so on.

Don't forget the leadership track! If you've served as a club officer, were trained in the position, have achieved your CTM, then look at completing the Competent Leader (CL) award.

Do you set a goal each year?

Every year you should advance by one educational level.

It's not too late to get yourself on track.

Educational awards should be submitted on-line at www.toastmasters.org

Foundation for Club Success is being set NOW!

What can a club do to accomplish its purpose of providing the environment for members to learn speaking skills?

Use the Distinguished Club Program (DCP). The DCP is offered as a proven guide and tool to help each club accomplish its purpose. The 10 goals address educational awards, membership growth, leadership, and administration. Now is the time to make sure your club is on track to achieve these goals.

- 1) Two CTMs
- 2) Two more CTMs
- 3) One ATM-B, ATM-S or ATM-G
- 4) One more ATM-B, ATM-S or ATM-G
- 5) One CL, AL, or DTM
- 6) One more CL, AL, or DTM
- 7) Four new members
- 8) Four more new members
- 9) Four or more club officers trained EACH term
- 10) One renewal of membership form (Dues) and one club officer list submitted on time

In addition, your club must meet a minimum membership requirement on June 30th of either 20 members or a net growth of at least 5 members.

To recognize progress, the District 4 DCP Quarterly Award recognizes District 4 clubs on track to be Distinguished or better.

See www.d4tm.org LGET page for more information on this and the VPE recognition award.

Build Your Membership With *Speechcraft*

-Ellyson Barnes, ATM/AL

Speechcraft is a program designed to teach nonmember public speaking skills. Experienced members of your club present the fundamentals of public speaking to prospective members at a regular club meeting.



Speechcraft has several benefits.

Participants become a part of your club meetings, and gain confidence and training in their communication skills. All Clubs should seriously consider doing a Speechcraft every year. And Clubs that complete this program at least once each year have few membership problems. Speechcraft also gives members another opportunity to speak. This enhances programming and allows members to get closer to attaining their CTM.

The Speechcraft program provides participants with a sample of the Toastmasters club experience, making it easier for participants to become members at the conclusion of the program. A majority of each of the four, six or eight meetings is devoted to Speechcraft.

Often in low-membership clubs, there are problems in having high-quality meetings week after week. Speechcraft solves this! The members provide the educational talks and Speechcraft provides the rest.

The Speechcraft starting kit (Catalog No. 205) is available from World Headquarters and contains materials for up to five participants. I recommend having up to 10.

Advertise your Speechcraft as a "Communication Workshop". In this workshop the participants will learn:

- Presentation Skills
- Leadership
- Effective Communications
- Listening Skills
- Thinking Skills

These are the skills that every Toastmaster learns with regular attendance at their Toastmaster's Club Meeting.

Coordinating a Speechcraft can also be applied to achieving your ATM-G.

Please contact Ellyson Barnes (LGM) for additional questions on conducting a Speechcraft program.

The Spotted Toastmaster

-Rose Renwick, DTM



For the purposes of rapid identification of District 4 Toastmasters on the road, a new banding-program has begun. Automobile window decals that display the TI logo and reads:

A TOASTMASTER BRINGS IT!
LEADERSHIP AND PUBLIC
SPEAKING EXCELLENCE
WWW.D4TM.ORG

The window decals will be available for purchase in October at a cost of \$1.00 each. The Spotted Toastmaster Campaign will run from October 1, 2004 through June 30, 2005.



A TOASTMASTER BRINGS IT!
Leadership & Public Speaking Excellence
www.d4tm.org

Breeding and Banding

Due to the success of the breeding program, the Spotted Toastmaster population has increased to over 4,500 members in District 4. The new banding program is intended to augment the breeding program by increasing public awareness, peer recognition and make rapid identification of a Toastmaster on the road, a vehicle to greater success.

Migration and Habitat

The Spotted Toastmaster migrates primarily along the highways and byways of Central California. Its habitat includes, but is not limited to, cities from San Francisco to Monterey! This wonderful wanderer regularly meets with others in its flock to preen and vocalize. It can also be seen at popular feeding spots and watering holes. During the fall and spring it ventures beyond its known territory to congregate with large numbers of its species to rear its young and frolic.

Voice and Behavior

Intelligent and friendly, the Spotted Toastmaster reacts positively to visual contact with members of its flock by displaying nodding and waving behaviors. Both its call and reply are often marked by excited honking patterns.

Comment

How many potential new members may flock to District 4 because you joined the Spotted Toastmaster Campaign and displayed your decal? Soar with District 4 and find out! Get your decal from Public Relations Officer Rose Renwick today at (650) 592-0487 — Why not order for your club?

Persuade Your Way Into Leadership

-Kitty Mason, DTM, PID

Little did you know that when you finished Speech #9, Persuade with Power, you just became a leader! Leadership is asking other people to do something. President Dwight Eisenhower said, "Leadership is the art of getting someone to do something that you want done because he wants to do it".



Just think about all of the leaders you know – club president, district officers, presidents, generals, your CEO, etc. What is their job? Their job is to get us to do what they want us to do! To direct us, to give us responsibility, to inspire us to get the job done, to believe in what we are doing and to get out of our way!

Let's look at the objectives for Speech #9. They are:

- "To present a talk that persuades the audience to accept your proposal or viewpoint.
- To achieve this persuasive effect by appealing to the audience's self-interest, building a logical foundation for agreement and arousing emotional commitment to your cause."

Isn't that the most succinct description of leadership that you can understand? A persuasive speech that gets results comes from being prepared. An effective leader is prepared, even when the request is in the form of table topics and is off the cuff. The speech objectives are clear. Find out what will appeal to the people you need to ask because you need their goals to align with yours. Yes, you need to consider what's in it for them. Then you need to have a reasonable, logical approach to get agreement and commitment. Sometimes it takes a soft sell rather than a hard one, but different approaches work with different people. You know that.

True, this is a simplistic way to look at leadership. Other factors are important, but the bottom line is getting others to do things you want them to do ...and like doing it.

Every speaking opportunity improves with a good evaluation and lots of practice. Persuasive speeches cover the gamut from taking out the garbage to voting for President. How the request is phrased can make a big difference. And the evaluation you get may not be to your liking, but use the information to improve the next leadership request you make. You'll win some and lose some. However, having an effective and persuasive speech can increase the odds for getting the help you need to get the job done.

By the way, did you recognize this as a persuasive speech?

The 10 Basics Of Leadership

-Phil Taylor, DTM, International Director

Pay a visit to your local Borders or Barnes and Noble bookstore (or your public library) and you are certain to find a section entitled "Leadership", with acres of shelf space devoted to books on the subject, many (though not all) very useful. The quantity and variety of material available on the subject of leadership is truly mind-boggling. However, an analysis of the best of that literature reveals just a few core essentials of leadership that must be appreciated by anyone who hopes to lead others. (A good analogy is to the many hundreds of books available on diet and weight loss. The message in each comes down finally to "take in fewer calories and exercise more".) The best writers on leadership (many of them accomplished leaders themselves) are in general agreement on the following basics of leadership, customized of course here for Toastmasters!

1. You need to have a strong and clear vision.

A vision is not something mystical or "in the clouds". It is simply a clear view of the way things ought to be within the area you seek to influence. For example, in Toastmasters at the club level, an excellent vision would be that of your club thriving, meeting all its members' needs and achieving all its Distinguished Club Program goals. At the District level a worthy vision is that of the entire membership of the District pulling together (under the inspired leadership of your top District officers, of course) to see the District achieve its goals for Distinguished District status by the following June 30 (the end of the Toastmasters year).

2. Understand the distinction between "Leading" and "Managing".

Leaders keep the "big picture" in view, establish a viable and empowering vision, and look to the future of the organization. Managers are more concerned with working within established procedures and timetables, and employing well-defined tools and techniques. Note: this is not to suggest that leadership is "good" and management is "bad", but just to make the distinction. The best managers can and do embody the essentials of good leadership.

3. You need to have clear, well-defined goals.

Goals are really the specifics that give "teeth" to your vision of the way things should be. For example, at the club level, you could set a goal of enrolling ten new members over the next year. At the District level, goals should be set high enough to ensure they *exceed* the criteria set by Toastmasters International for a Distinguished District. Example: the goal the District sets for new clubs in the District should exceed the 3% growth requirement of Toastmasters International. (Why exceed? Because, alas, the District may also lose some clubs.)

4. You need to have an action plan to accomplish your goals.

This is your "game plan" to achieve your goals. To achieve a Distinguished club or Distinguished District, your action plan will include, for example: (1) Train officers, giving

them the tools to achieve success; (2) See that the club(s) activities are structured to meet member needs; (3) Effectively budget resources: time, money, materials, and most importantly, people; and (4) Conduct successful conferences or club meetings, and speech contests.

5. You need to enlist, enroll, persuade, and empower others to share your goals and vision.

John C. Maxwell states, "If you think you are leading, but no one is following, you are really only taking a walk." Especially in our organization, we need many people involved at all levels in doing the work of recruiting new members, encouraging existing members, building new clubs, saving existing clubs, promoting our educational programs, training members and officers, and spreading the word about Toastmasters. A key point about enrolling others: Emphasize the benefit to them.

6. Delegation is essential.

Your best results will be achieved through coordinating the work of your team, not by trying to do it all yourself. Keep in mind that *follow-up* is vital!

7. Listen to others.

Stay in touch constantly with your team, so that each member is aware of and committed to your goals. Based on their feedback, you may also need to adjust your strategy toward achieving those goals.

8. Promote leadership in others.

One of the best measurements of leadership is the extent to which it fosters leadership in *others*. Recognize and reward achievement. This will encourage others to want to do more. At the District level in Toastmasters, encourage each Division, Area, and Club to develop its own management plans which complement District goals, and watch as those Division and Area Governors, and Club Presidents, blossom into leaders!

9. Persist in accomplishing your action plan.

All the above won't do you much good unless you stay focused on achieving the plan right to the end. Don't let yourself get sidetracked or become discouraged if things don't look too rosy in mid-course. You can always adjust your strategy. In Toastmasters, there are numerous instances of clubs and Districts that finished the year as Distinguished, when only a month or two earlier things looked very unpromising. Also keep in mind: the only one who ever received credit for unfinished work was the composer Franz Schubert! ("The Unfinished Symphony")

10. As much as possible, keep it simple.

The late, great Head Coach of the Green Bay Packers, Vince Lombardi, was once asked how he was able to win so many games and NFL championships with such a relatively small number of game plays. He replied "*It's hard to be aggressive when you're confused*". Fortunately for us Toastmasters, our Distinguished club and District programs have very clearly defined goals for us to pursue in the areas of members, clubs, and educational achievements. I think Vince Lombardi would approve!

We are Proud to Introduce...
Division and Area Governors for 2004-2005

**Division A****Andrew Kennedy, ATMG/CL**

- A1 Stephanie Bacheller, CTM
- A2 Scott Seggerman, CTM/CL
- A3 Ed Borowiec, ATMB/CL
- A4 Dave Empey, ATMB/CL

**Division E****May Huang, DTM**

- E1 Peter Monie, CTM
- E2 Art Chung, CTM
- E3 Sam Abou-Ata, CTM
- E4 Matthew Gavlak, CTM
- E5 Lisa Beard, CTM/CL

**Division B****Louise Wolfe, DTM**

- B1 Ed Balocating, ATMB/CL
- B2 Larry Hileman, ATMG/CL
- B3 Brian Bergen, ATMG/CL
- B4 Jim Reese, ATMS/CL

**Division F****Neil Prasad, ATMB/AL**

- F1 Hari Candadai, CTM
- F2 Kallol Bera, ATMB/CL
- F3 Soledad Manaay, ATM-S
- F4 James Lei, CTM

**Division C****Carmel Weiler, DTM**

- C1 Jill Greenhorn, ATMB/CL
- C2 Peter A Jarvis, ATMB
- C3 Rupert Hart, ATMG
- C4 Nichole Edraos, CTM
- C5 Carmen Schwagerl, ATMB/CL
- C6 Prasanta Dash(PK), ATMS/CL

**Division G****Dan Dresser, ATMS**

- G1 Kamesh Kothuri, CTM
- G2 Sam Mukherjee, ATMB/CL
- G3 William Pien, CTM
- G4 Silvana Wasitova, CTM
- G5 Moazzam Chaudry, CTM

**Division D****Linda Berzin, ATMB/CL**

- D1 Bernard DelosSantos, ATMG/CL
- D2 MarieChristine Yue, ATMB/CL
- D3 Kamau Canton, CTM/CL
- D4 Eric Brown, ATMS/CL
- D5 Tony DeLeon, CTM/CL
- D6 Mani Sundaram, CTM

District 4 Fall Conference

Passport to New Heights...



**Friday and Saturday
November 19 and 20, 2004**

CROWNE PLAZA
San Francisco International Airport
1177 Airport Blvd. Burlingame

Registration			
Print your Name and Postal Address:		Club #	Phone/Email:
If attending Saturday, indicate meal choice: STUFFED CHICKEN or PENNE PASTA			
EVENT	INCLUDES	EARLY BIRD*	AFTER NOVEMBER 8th
FULL CONFERENCE Need luncheon meal choice	Friday light dinner refreshments and Humorous contest, Saturday "Meet and Greet" continental breakfast, Educational Sessions, C & L sit down luncheon, Hall of Fame and Evaluation Contest	\$85	\$95
FRIDAY NIGHT ONLY	Light dinner refreshments and Humorous Contest	\$25	\$30
SATURDAY ONLY Need luncheon meal choice	"Meet and Greet" continental breakfast, Educational sessions, C & L sit down luncheon, Hall of Fame and Evaluation Contest	\$75	\$85
SATURDAY EVALUATION CONTEST ONLY		\$10	\$15
<p>*Best Price, Early bird registration includes pre-registration that may be paid by cash or check at the door (No-shows will be billed). Mailed registration with check must be postmarked no later than November 8, 2004. NON PayPal REGISTRATIONS AFTER NOVEMBER 8TH MUST PAY AT THE DOOR (Check or Cash only)</p> <p>** HOTEL ROOMS AVAILABLE FOR \$79.00 PER NIGHT - TM rate: call (650) 342-9200 ** PARKING \$5.00 PER DAY - STAY OVERNIGHT AND IT'S FREE!</p>			<p>CIRCLE EVENTS ABOVE FOR TOTAL ENCLOSED</p> <p>\$ _____</p>

QUICK AND EASY - Go to www.d4tm.org to register on-line and use PayPal.
PAY-PAL will accept on-line credit card payment through November 16 or
Mail registration form with check, payable to "District 4 Toastmasters." Send to

ANNE HU, DTM
c/o E & E COMPANY
45875 NORTHPORT LOOP EAST, FREMONT, CA 94538



...Take Off with Toastmasters!

For further information regarding this event, Toastmasters and District events, check our web-site.

WWW.D4TM.ORG

Voting Procedures/Proxy Instructions

by Cheryl Watkins, DTM, PDG; and Kitty Mason, DTM, PID
Excerpted from "The Fourcaster", Spring Issue 2002

District Council members will vote on District Business.

District Council members include the Presidents and Vice Presidents of Education from each District Four Toastmasters club in good standing at the time of the District Council meeting and current District Four Executive Committee members (includes District Governor; Lt. Governor of Education & Training; Lt. Governor of Marketing; Public Relations Officer; Immediate Past District Governor; Division Governors; Area Governors; District Secretary and District Treasurer).

Each President and Vice President of Education in attendance is entitled to one vote, or may designate in writing any active individual member of the club as a proxy. If one of these officers is not in attendance and has not designated another club member as a proxy, the officer or proxy in attendance shall be deemed to hold the proxy of the other and may, therefore, cast two votes. Proxy forms may be signed by either the President or Vice President of Education of the club and may not be assigned to Toastmasters who are not members of that club. No Toastmaster may cast more than two club votes, regardless of the number of clubs of which the Toastmaster is a member. You may use the proxy form printed below or prepare a similar one of your own.

Each District officer is entitled to one vote, which must be cast in person. Proxies are not accepted for District Officers. A District Officer may also carry up to two club votes. The maximum votes that can be carried by a District Officer are three.

If you are a club President or Vice President of Education, check in at the Credentials Desk and sign for your ballots. If you are the proxy for the President and/or Vice President of Education, present your signed proxy form to the Credentials Desk.

All Toastmasters who are planning to attend the Conference: If neither the President nor Vice President of Education is attending, have them complete the proxy form for another member of the club who will be attending.

Inattention to this matter will result in your club's not being able to cast its votes. We encourage you to pick up your ballots as early as possible from the Credentials Desk.

PROXY FORM for TOASTMASTERS INTERNATIONAL DISTRICT 4

Fall Conference District Council Business Meeting; Saturday, November 20, 2004

Club Name: _____ Club Number: _____

I hereby appoint _____
to vote as my proxy at the Conference stated above.

Signed: _____

Title: Club President or Vice President Education (please circle one)

Date Signed: _____, 2004

November is Club Officer Elections



Club Officers are elected at the First Club Meeting in the month of November. To process your Club Officer List please go to Toastmasters website:

<http://www.toastmasters.org/>

On the left side click CLUB BUSINESS. Read the information on the next web page and “Click here to enter the Club Business section of Toastmasters International’s secure site.”

You will need your club number and password. Don’t have the password? E-mail or phone Toastmasters International’s World Headquarters (WHQ) and if you are a Club Officer they will give you your Club password.

How to get a District Governor’s Pin?



- ATM received in 2004-2005
- Club Sponsor, Mentor or Club Coach
- Club Presidents with 5 DCP Goals by December 31st
- VP Education with CTM and/or ATM Goals met by December 31st
- VP Membership with 8 or more new members by December 31st
- Area Governors that have ½ of their Educational; 100% Oct. Club Dues; and 100% 1st Round Club Visit Goals met by December 31st



THE FOURCASTER

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