



The FOURcaster

The Beacon of Excellence

Volume 76, Issue 2, FALL 2010

Inside This Issue

District 4 Features

- 1 - Making Meetings Fun!
- 5 - Spotlight on Membership
- 6 - Specialty Club Profile

District 4 Fun&Fotos

- 4 - Page FOUR
- 6 - Halloween Comes to Bay to Bay

District Conference

- 2 - Conference Flyer
- 3 - Fall Conference Inspirations
- 7 - Proxy Form

Announcements

- 8 - PSAs
- 8 - Evaluations via Facebook
- 8 - Contacts
- 8 - Quick Links

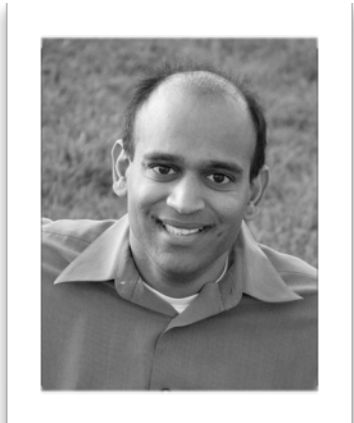
The Three Secret S's to Making Your Meetings Fun!

by Pankaj Amin, CC, CL

Are you looking for ways to energize your Toastmasters meetings? Look no further than the three secret S's that are designed to make each meeting one that every member will anticipate each week. They are:

🍷 **Sexy People** - Each of us is a sexy person! Bringing that appeal to our meeting every week is what makes guests want to join our clubs, endeared to the collective energy that comes with a group of people that are excited to be engaged and involved in a good meeting. How do we amp up our pheromones? Do things that will allow members to come to the meetings with flair, including events outside of the weekly meeting, group activities, and Spicy Formats...

🍷 **Spicy Formats** - The same old agenda week in and week out can be a yawn. No one wants to go to another meeting that they have seen many times before. Therefore, I recommend incorporating a new and interesting meeting format once



every 6-8 weeks. Looking for ideas? Some clubs have tried debate night, Interview night, dramatic readings, and talk show night. In fact, each of these ideas comes from the Toastmasters Advanced Manuals, which are an excellent source of new ideas that will also support achieving advanced certifications and DCP program goals. It's a win-win!

🍷 **Sweet Surprises** - We all love recognition for a job well done. Don't wait until the annual holiday party to dole out a good serving of kudos to club members. A sweet surprise such as certificates for attaining the Smedley Award, flowers for organizing the contest, or cupcakes for the Treasurer's birthday keep things light, fun, and - you got it! - sexy.

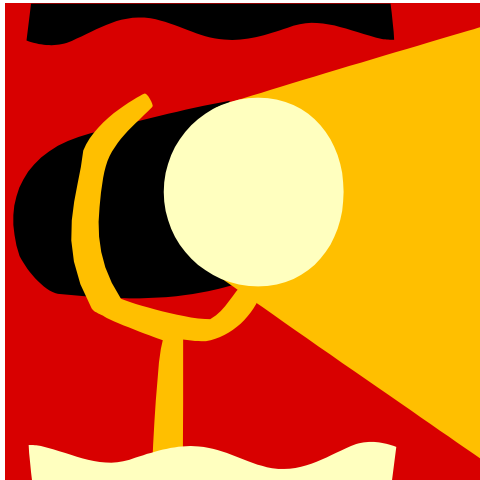
The three S's are all connected - and a vibrant, successful club is easy to enjoy.

DISTRICT 4 TOASTMASTERS





2010 Fall Conference - November 20



SPOTLIGHT ON SUCCESS

Register Now! district4tm.wufoo.com/forms/fall-conference-2010

November 20, 2010, 7:00 am - 5:30 pm
at the Biltmore Hotel in Santa Clara
Hosted by Division B

- \$60 Full Conference including meals (\$80 after November 5)
- \$30 One Speech Contest only (\$40 after November 5)

DISTRICT 4 TOASTMASTERS



Agenda

Join us for an action-packed day!

- 7:00 am: Sign-In, Breakfast
- 8:00 am: Opening Ceremonies
- 8:30 am: Evaluation Contest
- 10:00 am: Keynote: "Take the Stairs"
- 11:00 am: Hall of Fame Recognition Luncheon
- 12:30 pm: Educational: "Bringing your Presentation ALIVE"
- 1:45 pm: District Business Meeting
- 3:15 pm: Humorous Speech Contest
- 5:30 pm: Adjourn

Keynote Speaker Rory Vaden

- Motivational Speaker, Author and Consultant
- First Runner-Up, 2007 World Championship of Public Speaking
- Read more about Rory at: <http://roryvaden.com>



An Invitation to Inspire and Be Inspiring

by Janice Hom, DTM and Anne Hu, DTM, Conference

When Autumn makes her appearance, you know Halloween, Thanksgiving and of course, the District 4 Fall Conference can't be too far behind.

"Spotlight on Success" is the theme of our November 20th conference at the Biltmore Hotel in Santa Clara. Division B is the host, led by Division Governor, Lisa Stapleton.

Not only are we featuring two time world champion of public speaking finalist Rory Vaden as our keynote and educational speaker, we will be holding the evaluation and humorous speech contests on the same day. To round out the day, we will be honoring our members for their

educational and leadership achievements at the Hall of Fame Recognition Luncheon.

In addition, Rory Vaden will conduct a Not to be Missed "Live Speech Coaching Elite Retreat" over breakfast at the hotel on Sunday morning November 21st.

The full Saturday conference package will be \$60 before November 5 and \$80 after that date. The Sunday retreat is only \$25.

Whether this is a first conference for you or not, don't miss this opportunity to meet fellow

For additional information about the conference, please visit:

<http://www.d4tm.org>

To register for the conference, click here:

<https://district4tm.wufoo.com/forms/fall-conference-2010/>

To register for Rory's Elite Retreat, click here:

<https://district4tm.wufoo.com/forms/elite-retreat/>

toastmasters and network with them. Come to be inspired and be inspiring to others!

Still undecided? Read the following accounts of our Top FOUR's first conference experiences!

Mike Barsul, DTM, DG: *I went to my first Toastmaster Conference when I was an Area Governor. Why did I wait so long??!!! The impact for me was seeing that there was an entire world of Toastmaster possibility beyond my Club, and even my Area. I tell Toastmasters all the time, with no room for negotiation, "you have to get out of your Club." Toastmasters offers so many avenues to personal achievement, from basic speaking, to competing in Contests, to numerous leadership opportunities. It seems like whatever you want or need, Toastmasters has it. So "get out of your Club", and be a part of a very exciting and action packed day with your fellow Toastmasters.*

Jennifer Stephenson, DTM, LGET: *The first time I attended a District 4 Conference, I just went to the Business Meeting (for free) to cast my Club votes as President. I was so surprised when I saw 200+ people there - more Toastmasters than I had ever seen in a room together! That alone made me want to attend the full conference next time. What a chance to meet and network with local Toastmasters! I met people who had been in Toastmasters for 20+ years, and I met a bunch of other "first-timers" and folks like me who hadn't quite finished that CC yet. And we all felt welcome because of that Toastmasters connection! I hope you'll join us this year to make some of your own connections!*

Sherrie Osborne, ACB, ALB, LGM: *My entree into the District 4 Conference was a bit unorthodox. You see, before I even knew what a District Conference was, I was conscripted on to the conference team as the decorations chair (I'd been decorations chair for an area contest; the rest is history). It was the District's 80th birthday and turned out to be both a magical and life altering experience for me (in only the best of ways). I had no idea that I'd go on to serve as a District 4's Lt. Governor of Marketing just 2 years later. Participating in the events of this organization has accelerated achievement of both my professional and personal goals, especially as they relate to communication and leadership. I attribute the acceleration factor to my willingness to say "yes" (to volunteer opportunities) at just the right moment. I hope YOU will too!*

Birgit Starmanns, DTM, PRO: *"Would you come support me?" asked a friend from my home club, who was competing in the District 4 Evaluation contest. Sure! To my surprise, at the Hall of Fame after the contest, I also received the Golden Quill Award for best club newsletter - which led Tony DeLeon to ask me to participate in District 4's PR activities, and I have been involved in District 4's PR ever since (be careful what you wish for!). Throughout that first conference, what struck me most was the camaraderie with other Toastmasters. That, plus the opportunity to hear from visiting speakers who usually charge hundreds of dollars to attend their presentations, really showed me that there's a wide world of opportunities within Toastmasters!*

Page FOUR



Tony shows off his BBQ skills for a recent OPS meeting!

One of the aspects of being Toastmasters is the fellowship - and fun! - that members share, be it at conferences, club celebrations, or simply honoring each other's accomplishments. If you have stories or photos to submit, please write to pro@d4tm.org.



Sherrie, Joe and Art enjoy Tony's BBQ skills!



Sherrie, Mike, Jennifer and Birgit enjoy a "boat ride" between meetings at the TI convention.



Atul and Miriam are already recruiting future members of Division G!

For photos of our last several events and conferences for District 4, check out our photo albums, courtesy of Robert Tang: <http://picasaweb.google.com/District4PRO>

Spotlight on Membership by Sherrie Osborne, ACB, ALB, Lt. Governor Marketing

District 4's marketing goal for 2010-2011 includes having 75% of our clubs at 20 members or more by April 14, 2011.

Wondering why 75%? The reason is simple. It takes 20 members to charter a new club, and we think that having 75% of our clubs at 20 or more members will make for wildly successful club meetings that satisfy member needs on a consistent and sustainable basis.

Wondering why by April 14? That reason is simple too (no, it has nothing to do with taxes). Typically, in our district, it's a race to the finish on June 30, with membership and new clubs often being the last requirement that must be fulfilled for the district to be distinguished. Often, it takes heroics to achieve the goal. And, sometimes, despite the mad dash to the finish, we don't quite make it. Our hope is that, by setting the date earlier in the year, we can declare victory well ahead of year end. In truth, we picked that day because it's the birthday of Mike Barsul, our District Governor!

The Good News: The Goal IS Achievable

The good news is that this goal is achievable (it is in addition to achieving the normal requirements to be distinguished).

NOTE: All clubs and members should be motivated to act quickly to get their final dues payments in so they do not lose their status. This is especially important during contest session, when each participant must be a member in good standing of a club in good standing. Don't let delinquent club or member dues trigger disqualification of a contestant.

The Challenge Is: We CAN Do It, If We Try!

In case you're wondering, we do have our work cut out for us. As of Sunday, October 16, 2010:

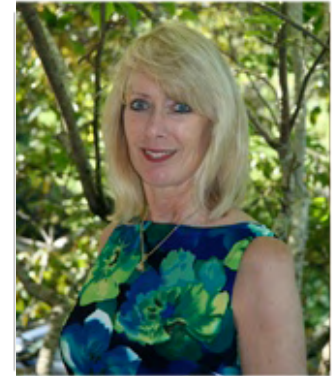
- 👤 24 clubs of 226 clubs have not paid the TI minimum of 6 members.
- 👤 Currently, only 70 clubs have 20+ members; this means that only 70 of 226 clubs in District 4 could charter today (i.e., if they were forming a new club).
- 👤 Currently, 156 clubs have fewer than 20 members and, of that group, 99 are considered "troubled" clubs because they have 12 or fewer members.

Now, of course, we know that dues renewals will continue to trickle in for weeks to come. However, there is a call to action NOW!

How YOU Can Contribute to Achievement of the D4 Membership Goal

- 👤 Make certain your club officers submit any dues collected NOW to Toastmasters International (online payment preferred). Not certain how many members you have after this dues renewal cycle? Check out the TI Historical DCP report for details: <http://reports2.toastmasters.org/> (select District 4, DCP report, then scroll through the Historical DCP report until you find your Division--Area--Club)
NOTE: This report also provides year over year trend data and information which you'll find useful. Encourage your fellow members to pay their fall 2010 dues renewals NOW if they've not already done so.
- 👤 Check your own dues renewal status by logging into www.toastmasters.org and checking your profile to ensure it is correct.
NOTE: This is important because we do know of some Treasurers that did not timely submit payments collected because they were waiting for checks from those last few members who always pay late.

- 👤 Help plan and conduct a membership campaign in October/November with a goal of getting to 20 members (or more);



remember to promote, promote, promote! Request open house assistance if needed (e.g., to help with planning and execution).

- 👤 For clubs with 12 members or fewer, request a club coach.
- 👤 Ask for help.

Who You Gonna Call?

My team and I want to hear from you. If you have questions or need support, please contact the team as follows:

- 👤 [Sherrie Osborne](#) (, Lt. Governor of Marketing - general questions about the marketing program and available resources.
- 👤 [Svetlana Danilova](#), District Membership Chair - questions related to dues renewals and membership
- 👤 [Yvonne Kumi](#), District Club Coaches Chair - questions related to assignment of club coaches (clubs with 12 members or fewer are given top priority)
- 👤 [Atul Nayak](#), District Club Extension Chair - new clubs from demo meeting to charter
- 👤 [Joe Madley](#), District Marketing Advisor - new club lead qualification, marketing team training (core, extended, other volunteers)

Club Profile: SVJET Hiroshi Matsumiya, ACB, President, SVJET

Fluent in Japanese but have don't any public speaking experience in Japanese? Is English your second language and you would like to brush up on presentation skills? Then SV-JET (Silicon Valley Japanese English Toastmasters) is the club for you!

SV-JET is a bilingual Toastmasters club located in the heart of Silicon Valley. We meet every 1st and 3rd Thursday of every month from 7 to 9 pm. The

1st hour is in English and the second hour is in Japanese.

Our meetings feature interesting speeches, good jokes, and table topics Q&A sessions that challenges people to answer on the spot. We're a friendly, diverse club, with members ranging from young professionals to the newly retired.

Come make new connections with people from all over the Bay Area, who

We are continuing to profile specialty clubs. Last year, we featured profiles of several advanced clubs in the District - read about them in the course of last year's Fall and Winter issues [here](#).

are improving their communication and leadership skills. For more information please visit our website at: <https://sites.google.com/site/svjetseng/>

Halloween Comes to Bay to Bay

Halloween saw our first themed show of our cable access show, Bay to Bay! Check out the photos - and see the [episode](#)!

Want to see prior episodes? Check them out on our D4TM Bay to Bay page, or directly on [Blip.tv](#)!

Interested in appearing? E-mail [the Public Relations Officer](#)!



Tony "the Toastmaster" DeLeon as - what else? - the Toastmaster of the episode!



Halloween episode participants Mali Dahl, Birgit Starmanns, Linda Shively, Jack Gilbert, Tony DeLeon, Lisa Stapleton and Jennifer Chan.

Voting Procedures / Proxy Instructions
by Cheryl Watkins, DTM, PDG and Kitty Mason, DTM, PDG,

At the upcoming District Conference, District Council members will vote on District Business. District Council members include the Presidents and Vice Presidents of Education from each District 4 Toastmasters club in good standing at the time of the District Council meeting and current District 4 Executive Committee members (includes District Governor; Lt. Governor Education & Training; Lt. Governor 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, Vice President of Education, or District Officer, 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 club member 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.

***Make your club's voice
be heard at the District
Business Meeting!***

Toastmasters International - District 4
Fall Conference November 20, 2010
District Council Meeting Proxy

Club Name: _____

Club Number: _____

I hereby appoint _____ to vote as my proxy during the District Council Meeting.

Signed: _____

Office: Club President [] VP Education [] (check one)

Date: _____



The FOURcaster

Editor: Birgit Starmanns, DTM

Volume 76, Issue 2, FALL 2010

Public Service Announcements

Updating your E-mail

If you have recently changed your e-mail address, please update it on the [Toastmasters International website](http://www.toastmasters.org). In District 4, we receive member lists from TI on a regular basis, but we do not keep our own database. You can also find a short tutorial [here](#).

Evaluations via Facebook

Vish Pattanashetty, ACG ALB

What is the most important and valuable aspect of Toastmasters? It is evaluation and feedback. It is through the feedback mechanism that we grow. But what

happens when all you do is give speeches at your clubs? You get the same evaluations over and over again.

It may not be practical to go to other clubs to give speeches all the time. With the advances in technology, we do not have to do that; there is now a Facebook group dedicated especially for this purpose. You can upload your speech and get feedback from anyone on the planet - and you can give feedback to others as well. Join this group here: [http://www.facebook.com/?ref=home#!/group.php?](http://www.facebook.com/?ref=home#!/group.php?group_id=100000000000000)

DISTRICT 4 TOASTMASTERS



Toastmasters International

<http://www.toastmasters.org>

DISTRICT 4 Contacts

Division Governor
dg@d4tm.org

Lt. Governor Education and Training
lget@d4tm.org

Lt. Governor Marketing
lgm@d4tm.org

Public Relations Officer
pro@d4tm.org

Division Governor Contact Page
<http://www.d4tm.org/Toastmasters/districtOfficers.php>

DISTRICT 4 QUICK LINKS

District 4 Website
<http://www.d4tm.org>

District 4 Facebook
<http://www.facebook.com/District4Toastmasters>

District 4 LinkedIn
<http://www.linkedin.com/groups?gid=91834>

District 4 Twitter
<http://twitter.com/D4TM>

District 4 Picasa Album
<http://picasaweb.google.com/District4PRO>

Bay to Bay Cable Show
<http://tbtb.blip.tv>

DISTRICT 4 MISSION

The mission of the District is to enhance the performance and extend the network of Clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program, by:

- Focusing on the critical success factors as specified by the District educational and membership goals.
- Ensuring that each Club effectively fulfills its responsibilities to its individual members.
- Providing effective training and leadership development opportunities for Club and District Officers.