



# THE FOURCASTER

Serving San Francisco, San Mateo, Santa Clara, Santa Cruz, San Benito and Monterey Counties of California

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## 'Distinguished District' Award 2004-2005 at International Convention to District 4!

District 4 Toastmasters members gathered on stage at the International Convention held in Toronto, Canada. During the Hall of Fame, District 4 was recognized for achieving Distinguished District status. Congratulations to all District 4 members for being part of a DISTINGUISHED District this past year, 2004-2005!

YOU and YOUR clubs contributed by continuing to recruit new members and by giving manual speeches thereby achieving educational goals (CTMs and ATMs). Over half of our District 4

clubs reached Distinguished, Select Distinguished and President's Distinguished status by June 30<sup>th</sup>.

Awards on page 2: Distinguished District Patch for District 4's banner, presented to Linda Kenney, DTM, Immediate Past District Governor; Excellence in Education and Training Award, presented to Dolores Bergen, DTM, DG for her term as Lt. Governor of Education and Training and the Excellence in Marketing Award, presented to Ellyson Barnes, ATMG, Immediate Past Lt. Governor of Marketing.

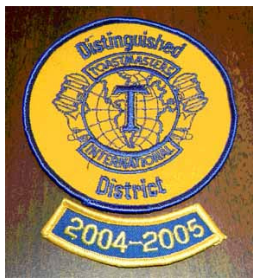
(Continued on page 2)

### Also in this issue...

<i>Distinguished District Award for District 4</i>	1-2
<i>Setting a Solid Foundation</i>	2
<i>"Toastmasters Make It Happen!"</i>	2
<i>Cupertino Toastmasters Distinguished club</i>	.3
<i>Every Club Distinguished</i>	4
<i>First New Club Chartered</i>	4
<i>Membership Seminars</i>	5
<i>Leadership Pledge and Toastmasters Promise</i>	5-6
<i>Getting the Word Out</i>	7
<i>Installation Dinner</i>	8
<i>The New District 4 Leadership Team</i>	9
<i>100% Officers Training Achievement</i>	10
<i>Distinguished Club Goals</i>	11
<i>VP Education Contest</i>	11
<i>District Calendar</i>	12

Toastmasters International honored 'The Fourcaster' as one of the Top Five District Newsletters worldwide for 2004-2005. We recognize and congratulate our Immediate Past Bulletin Editor, Kelly L. Centers, for this great award.

We also extend congratulations to Dan Winterburn, DTM, PDG 1980-81, who was recognized with a Presidential Citation from Jon Greiner, DTM, Immediate Past International President. Dan is a dedicated Toastmaster whose efforts have led to improvements in his district and in his club. His positive attitude inspires his district's members.



## Setting a Solid Foundation for Member and Club Success

-Dolores Bergen, DTM, District Governor



Success usually follows a well-executed plan that includes sharing the vision and goals, a time-schedule and review of the plan periodically. For a club to reach Distinguished Club goals, the club must focus on member success and club success. How?

Plan:

- ⇒ Recognize that the time to set a solid foundation to be successful by June 30<sup>th</sup> is **NOW!**
- ⇒ Take a member survey; know member goals and speech progress. Have a Club Success Plan that utilizes the Distinguished Club Plan (DCP) and due dates for club action items like training, dues collections, and club officer

lists.

Share the Plan:

- ⇒ Make sure members know the plan and the club goals.

Attain your goals:

- ⇒ Schedule regular Club Officer meetings to review progress and report progress to the club members regularly. You can find your DCP progress on-line on Toastmasters International website at

<http://www.toastmasters.org/dpr/dcpselect.asp>

The DCP goals are listed on page 4.

By setting a solid foundation by planning and setting goals focusing on members and using the Distinguished Club Program, members and clubs should attain success. (Continued on page 3)

# “TOASTMASTERS MAKE IT HAPPEN!” – District Governor’s Pin

(Continued from page 2)

On the front page of our District Web-site you have WHAT “IT” is, and on my District Governor’s page, you have HOW “IT” happens.

I also want to recognize members WHO make it happen! Below is how members may earn my District Governor’s pin.

- ⇒ Recruit 3 new members to join Toastmasters (the application must have you down as the sponsor of the member)
- ⇒ Be a Sponsor\* or Mentor\* for a new club
- ⇒ Be a Club Coach\* for low membership club
- ⇒ Chair an event for your Area Governor, Division Governor or for another District officer with a written plan and your first action item completed (can use the High Performance Leadership Program).
- ⇒ Have 100% trained officers in your club; each club officer will receive a pin. (See article on page 10)

\*These are appointed positions by the District Governor.

I look forward to presenting the pins. Will you earn yours? Together we attain success, because:

**“TOASTMASTERS MAKE IT HAPPEN!”**



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## Cupertino Toastmasters, Club # 4608 Distinguished Club

-Doris Tse, DTM VPE Cupertino TM

Cupertino Toastmasters (club #4608) has been a President’s Distinguished club five years in a row! Membership has fluctuated from between 20 and 55. It is important to schedule all the members to foster confidence-building for everyone as well as to allow them to achieve their personal goals. It is a challenge for the VPE to maintain a balanced program for the membership and yet keeping the proper progress for the club. It requires some advance planning.

In Cupertino Toastmasters, we mean business. All the members are encouraged to work on manual projects; it is very easy for the club to achieve the 10 DCP goals set by TI. As the VPE, I like to set the club deadline a little earlier than that set by TI. I always aim to achieve all the goals by the beginning of the last month of the term so that we have time to implement our optional plans in case of unexpected issues. Last term, our original and first optional plan didn’t work out.

I thought our 3rd and 4th CTMs would finish in May. It turned out one speaker postponed his 10th speech and another chose to repeat a previous project instead of doing the last speech. Fortunately, I had others in the pipeline and we easily solved the crisis. At the end of the term, we ended up achieving 1 extra CTM, 1 extra ATM and 2 extra CLs.

Now, 3 months into the year, we are already distinguished! We have 3 CTMs, 2 CLs, 1 ATM, 1 DTM and 100% officers trained! We will pay our dues on time. In another month, we will achieve another 4-5 goals. By planning in advance for the entire year, our next VPE will be successful!

The trick for our success is that our executive officers always focus on education using the DCP guidelines. When meetings are good, they will attract more members. Having something in the pipeline will make achieving 10 DCP goals a piece of cake! (See page 11)



## Every Club Distinguished

Ken Cawley, ATM-G, Lt. Governor of Education and Training

This has been one of the annual goals of the District. What exactly do we mean by “every club distinguished?”

It simply means that a club has met at least five of the ten goals in the Distinguished Club Program. If a club has met seven of the goals, it is awarded Select Distinguished and if it has met nine of the goals, it is awarded President’s Distinguished. And you’re probably asking yourself, what does that mean and, more importantly, why should I care?

*First, what does it mean?*

The Distinguished Club Program was created by Toastmasters International to recognize clubs that focus on education, membership and leadership. The educational portion includes goals for members completing their Competent Toastmaster (CTM) and Advanced Toastmaster (ATM-Bronze, Silver and Gold) requirements. Two goals are tied to building a club’s membership in order to share the benefits of Toastmasters and what your club offers to others. The leadership goals include member completion of Competent Leader (CL), Advanced Leader (AL) and Distinguished Toastmaster (DTM) requirements and club officers attending training. There is an additional leadership goal that deals with getting paperwork in on time.

*So why should you care?*

If your club is working towards achieving the goals of the Distinguished Club Program, most likely it has a strong focus on meeting the members’ needs and growing as a club. Most of us joined Toastmasters to overcome fear of public speaking and/or to develop our communications skills. We do this through the educational program and look to our club to provide us the support and motivation to achieve our educational goals. If your club continually strives to bring in new members, in addition to lowering turnover, it brings in a flow of fresh, new ideas and personalities so your meetings don’t become predictable and stale. All this takes strong, capable leadership. You and other members of your club can develop the necessary skills by working through the leadership track.

How can District 4 meet the goal of ‘every club distinguished?’ As long as each club focuses on meeting members’ needs and growing as a club, we can and will achieve the goal. See page 11 for detailed Goals Table.

## First New Club Chartered – Rainbow Toastmasters



Dolores Bergen, DTM, DG and Ken Cawley, ATMG, LGET, present the charter paperwork from Rainbow Toastmasters to Dilip Abayasekara, DTM, International President at the International Convention in Toronto, Canada.

**Congratulations to Rainbow TM, Club # 822664.**

Rainbow Toastmasters meets at 1800 Market Street in San Francisco. Sponsors for Rainbow were Ken Stram, President of the club, and Ellyson Barnes, ATMG, Club Extension Chair. Mentors are Matthew Gavlak, Division E Governor, and Celine Mui, Area E1 Governor.

# Members Take Advantage of Marketing and Membership Seminars

-Rose Renwick, DTM, Lt. Governor of Marketing



Four Advanced Training Seminars in Marketing and Membership are being offered to Members this fall. Each is an intensive, two and a half hour presentation by Past District Governors and District Leaders. Concentrations in

- (1) **Club Building**  
(How to start a club from A to Z)
- (2) **Club Rebuilding**  
(How to strengthen & sustain membership)
- (3) **Coaching**  
(How to help a club return to charter strength)
- (4) **Mentoring**  
(How to help a club use the Toastmasters Program, develop proper techniques, and hone skills).

Each session is offered twice—once in the North Bay, once in the South Bay - during the months of August, September and October. Seating is limited to 30 people. Registration is on a “first come, first served” basis.

See [www.d4tm.org](http://www.d4tm.org) (LGM) Lt. Governor of Marketing’s Page for details. Contact LGM Rose Renwick at 650-592-0487 to register. Fill your head.

**Dues Questions?** Expect Chair Eve-Lyn Ragland to contact your club. Your LGM’s tip: Start collecting member payments on September

1<sup>st</sup>. Proactive clubs will pay online by September 20<sup>th</sup> ensuring that

Headquarters receives, processes, and credits their payment as “on time.”

Note: In my opinion, due to the extremely high volume of payments being processed exactly on October 1<sup>st</sup>, your chances of having your payment “on time” if you wait to SEND it October 1<sup>st</sup> is likely to be “next to nil!”

Think about it: headquarters is separating out and processing your particular payment with millions of others being received from around the world, all at the same time. Don’t wait for straggler payments. Drop those members and add them back in when they eventually pay their dues. Do be “on time” with club dues.

Check your LGM’s Page regularly for information on this year’s membership building contests, links to useful club info, programs, and for online recognition of Outstanding Toastmasters, their Clubs, Sponsors and/or Supporters who help District 4 excel in achieving its Marketing and Membership goals.

Stay tuned!

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## The District Team Leadership Pledge

Service Leadership - a term you may hear with several organizations. It denotes service to the members. The District Top Team of Officers has been meeting since May to prepare the foundation of our current Toastmasters Year. The team parallels club officers with Dolores Bergen, DTM District Governor; Ken Cawley, ATMG/CL Lt. Governor of Education and Training; Rose Renwick, DTM Lt. Governor of Marketing; Linda Berzin, ATMS/CL Public Relations Officer; Diana Hagerty, CTM Treasurer; Carolyn Taylor, ATMS/CL Secretary; and Brian Bergen, ATMB/CL Sergeant at Arms making up your District Top Team.

The leadership team issued a mission statement/pledge that will be displayed at each of their meetings. Read the pledge on the next page (page 6).

## **The Leadership Team Mission Statement/Pledge**

As the District Leadership Team, we will provide the necessary tools and guidance that enable division and area governors to assist members of District 4 to be successful.

Through all our interactions we will model integrity and professionalism and show respect for each member. We will hone our listening skills and be accountable to the members we serve.

By serving you in this manner, District 4 will be a Distinguished District. This will set the foundation for the continual growth and success of District 4.

With this pledge it is the hopes of your District Top Team members to focus on member service through the District Officers of Division and Area Governors, as well as to provide additional training sessions for members wanting to help struggling clubs – Club Coach Training, members starting new clubs – Sponsor and Mentor Training – and members interested in helping their club grow successfully both in members – Low Membership and Club Building and with Mentoring.

It will be through your Area Governors that we hear of your issues, update our membership list contact information and get the feedback necessary for us to serve you best. Your Area Governor should visit your club between July and September. Allow them time to speak to you during your club meeting, and know they are there to help your club be successful.

Your service to your club, your dedication, and your promise can be renewed by pledging to follow the *Toastmasters' Promise* which reads:

As a member of Toastmasters International and my club, I promise....

- To attend Club meetings regularly
- To prepare all of my speeches to the best of my ability, basing them on projects in the Communication and Leadership Program manual or the Advanced Communication and Leadership Program manuals
- To prepare for and fulfill meeting assignments
- To provide fellow members with helpful, constructive evaluations
- To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- To serve my Club as an officer when called upon to do so
- To treat my fellow Club members and our guests with respect and courtesy;
- To bring guests to Club meetings so they can see the benefits Toastmasters Membership offers
- To adhere to the guidelines and rules for all Toastmasters educational and recognition programs
- To maintain honest and highly ethical standards during the conduct of all Toastmasters activities.



## Getting The Word Out

-Linda Berzin, ATMS/CL Public Relations Officer

The purpose of the Public Relations Office for the District is to work with other District Officers in fulfilling the district mission. The Public Relations Officer (PRO) enhances the performance and extends the network of clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters' educational program.

As your PRO, I promote the organization via publicity and community relations, and also actively keep individual Toastmasters informed about Toastmasters' activities and contests. I get

the word about Toastmasters out and represent the organization and you.

I work with the Fourcaster Editor, the Webmaster, Speakers Bureau and Directory Chairman to ensure that all Toastmasters are able to be involved in District Activities.

Currently, I am looking for a Showcase Chairman. We have many opportunities to showcase our District Talent. The chairman would be responsible for putting together a committee to showcase our District Leaders and Past District Leaders outside of the club venues. For more info please e-mail me at [pro@d4tm.org](mailto:pro@d4tm.org).

- **District Leadership Directory**
  - We had some late updates for our club officers list so we hope to get the District Leadership Directory out to you by October.
- **Clubs With Upcoming Events**
  - If your club is celebrating an anniversary, holding an officer installation or hosting an open house, please let us know so we can publicize it to others in the District or perhaps get some media attention.
- **Golden Quill, Silver Scribe and Platinum Page Contests**
  - These are ongoing contests are ongoing for the best Club Newsletter, best Area or Division Newsletter and best club website. The rules are on the [www.d4tm.org](http://www.d4tm.org) website. Check out the PRO Page for contest information. (Note: Silver Scribe contest in the Spring only)
- **Leadership Opportunities Beyond the Club**
  - I am looking for Chairs for several PRO Committees. I would like recommendations from all of you as to who would be available to chair a committee.
  - Don't be shy to recommend yourself.
- **Public Relations Advisory Council**
  - Would it be beneficial to start a Public Relations Advisory Council? Meet once a month or once a quarter for a night of sharing success stories and helping one another out with media leads.

## Installation Dinner and Roast Held July 16, 2005

The District Officer Installation Dinner was held at the Four Points Sheraton in Sunnyvale, July 16, 2005. Dee Talley, DTM, Past District Governor (PDG) chaired the event with Joe Madley, DTM PDG hosting the Roast of Immediate Past District Governor, Linda Kenney, DTM



Linda Kenney, DTM, IPDG, is escorted by Ellyson Barnes, ATMG, to the head table. (left)

After a wonderful dinner, Phil Taylor, DTM, Now Immediate Past International Director, installed the current District officers.

Area Governors and Division Governors ready to be installed. District 4 currently has 8 Divisions and 41 Areas. (right)



Area Governors and Division Governors meet 6 times a year at the District Executive Committee meetings. These meetings are open to club officers. Club Officers receive an invitation prior to each meeting by the District Governor.



Division Governors pose with their certificates. Division Governors from left to right, Eric Brown, ATMG Division H, Dave Empey, ATMS/CL Division A, James Lei, CTM/CL Division F, Tony DeLeon, ATMB/CL Division D, Carmen Schwagerl, ATMS/AL Division B, Matthew Gavlak, ATMB/CL Division E and Silvana Wasitova, ATMS/AL Division G. (left)

After giving her outgoing speech, Linda Kenney, DTM IPDG, presents Dolores Bergen, DTM, DG with her District Governor's pin. (right)



## Your New District Team gets to work.....



**Left to right:**

**Ken Cawley**

**Linda Berzin**

**Rose Renwick**

**Diana Hagerty**

**Carolyn Taylor**

**Dolores Bergen**

**Brian Bergen**

***'Focus on Member Service'***

## **“Toastmasters Make It Happen!” Clubs Achieve 100% Officers Trained**

Twenty-seven clubs have achieved 100% Club officers trained for the first term of office!

Although the Distinguished Club Program requires at least 4 trained officers, officers of the clubs below recognize the importance of understanding their role as an officer and doing things the Toastmasters’ Way. These club officers are the first to receive the District Governor’s pin. Here they are.

***Congratulations!***

*Asian Express*

*Bushwackers*

*Cadence*

*Chamber Speakers Circle*

*Cupertino*

*Excaliber*

*Fair Oaks*

*Golden Gate*

*High Spirits*

*ICC ArtICCuLators*

*Loudspeakers*

*Next Step*

*Redwood City Orators*

*San Mateo*

*San Pedro Squares*

*Saratoga*

*Silicon Valley*

*Silver Tongued Cats*

*Switch-On*

*Techmasters*

*The Toast of ALZA*

*T.T.T.*

*TGIF Management*

*Toast Launchers*

*Toasters R Us*

*UC Oracles*

*Xilinx Xpressionists*

<b>Distinguished Club Plan Goals</b>	
1	Achieve two CTMs
2	Achieve two additional CTMs
3	Achieve one ATM-B, ATM-S or ATM-G
4	Achieve one additional ATM-B, ATM-S or ATM-G
5	Achieve one CL, AL or DTM
6	Achieve one additional CL, AL or DTM
7	Add four new members
8	Add four additional new members
9	Have a minimum of four officers trained during each Club Officer Training period
10	Submit one Semi-Annual Report and one Club Officer List before the deadline
<b>Distinguished Club Plan Awards</b>	
5 Goals: Distinguished Club 7 Goals: Select Distinguished Club 9 Goals: President's Distinguished Club	
<b>Membership Requirement</b>	
20 Members or Net Growth of At Least 5 Members	

## VP Education Contest

Each year at the Fall and Spring Conferences, District 4 recognizes the Club Vice President of Education (VPE) of each Division who best served their clubs in the area of education. VPEs are encouraged to participate by starting now to work with members to achieve their educational goals and schedule educational modules into the Club's speaking calendar. The current contest runs from July 1<sup>st</sup> through December 31<sup>st</sup>. Please send submissions to Ken Cawley, ATMG/CL LGET.

<b>Item</b>	<b>Weighting</b>
Attend the VP Education Officer Training ( <b>Mandatory</b> )	10 points
Present the Successful Club Series module <i>Toastmasters Educational Program</i> or <i>Mentoring</i> (any club member may present)	5 points per module
Present any other Successful Club Series or Better Speaker Series module (any club member may present)	2 points per module
Maintain a Club schedule for the speakers and Club meetings	5 points
Assist the Club in completing Goal 1 or Goal 2 (2 CTMs) in the Distinguished Club Program (DCP) (any club member may receive)	5 points per CTM
Assist the Club in completing Goal 3 or Goal 4 (1 ATM) in the DCP (any club member may receive)	5 points per ATM
Assist the Club in completing Goal 5 or Goal 6 (1 CL, AL or DTM) in the DCP (any club member may receive)	5 points per award
Attend Area Council meetings (please list the dates that you attended)	2 points per meeting
Attend the Business Meeting at District Conference or send another member to vote your proxy ( <b>Mandatory</b> )	10 points self 5 points proxy
Ensure that your club's officer list is submitted to Toastmasters International prior to December 31st ( <b>Mandatory</b> )	5 points

## DISTRICT 4 TOASTMASTERS



Linda Berzin, ATMB/CL  
Public Relations Officer  
725 St. Lawrence Court  
Pacifica, CA 94044

<b>DISTRICT 4 CALENDAR OCTOBER – NOVEMBER</b>	
October 1	Semiannual dues are due at WHQ
October 1-31	Division Evaluation & Humorous Speech contests
October 31	Area Governor visit forms due to WHQ
October 31	Deadline for Golden Quill and Platinum Page
November 1-30	Club officer elections (if needed)
November 12	District Executive Committee Meeting (DEC)
November 18-19	Fall Conference
November 19	District Council Business meeting at Fall Conference