

The FOURCASTER

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Happy Holidays Toastmasters – Welcome to *The Fourcaster*, our newsletter with news and information from District 4 Toastmasters. This issue will focus on the past District 4 Fall Conference held November 18th in Milpitas. Over 200 members attended and enjoyed the day’s events. Pictured above is Evaluation Contest Test Speaker Bobby Lee of District 57. The next photo features our District Governor Ken Cawley presenting our Communication and Leadership to Christa Gannon of Fresh Lifelines for Youth. <http://www.flyprogram.org/>.



Randy Preston pictured with our International Director Ann Hastings, won the District 4 Evaluation Contest. Joel Lachter with Ann and our Lieutenant Governor Education and Training (LGET) Rose Renwick, won the Humorous Speech Contest. Randy is with Point of Order in Division H, and Joel is with Jetstream in Division G.

Photos taken by Robert Tang
– Tony DeLeon District 4 PRO 2006-2007

Attending District 4 Toastmasters Conference

Miwa Hayashi ATMB/CL
President, Jetstream Toastmasters

What does "Toastmasters" mean to you? To me, it means the regular weekly meeting with our fellow club members, manual speeches, Table Topics, and evaluations. The image is mostly limited to what we do within our club. Attending the Fall District 4 conference gives me a valuable opportunity to step outside the boundaries of my local club's activities. At the conference, I met new people from other clubs, saw the faces of the current District officers (it's always good to connect faces and names!), and got a broader picture of the Toastmasters organization. Most importantly, by attending the District conference, I was reminded of the very reason why I joined Toastmasters years ago – to improve my public speaking skills and to be a more able person than yesterday.

As usual, at the most recent conference, I enjoyed all the speeches given by the advanced speakers. It was also nice to see many Toastmasters - who have worked so very hard to improve our District receive awards - and to be there to give them the warm round of applause they deserve. This time, our Jetstream Toastmasters club had an additional honor; our fellow club member and our good friend, Joel Lachter, won the District 4 Humorous Speech Contest! For this reason, this conference will be especially memorable to our club members.

If you have never attended a District conference before, I urge you to attend the next one, in May 2007. In addition to the many wonderful speeches and interesting discussions, the positive energy there will compel you to get the most out of your Toastmasters experience. I also would like to give a big thank-you to the planning committee for organizing such a great conference this term.



Pictured above from left to right Jetstream members: Miwa Hayashi, Etta Rosamond, Joel Lachter and Frank Chang. To Frank's left, are Silvana Wasitova (Lieutenant Governor Marketing) and Archana Naik (Division G Governor).



Conference Chairs
Wizard Anne Hu and Merlin Al Lo



Mysterious, Enchanted Forest: Our 2006 Fall Conference

by Harry Holland, DTM,
2006 Fall Conference Bookstore Chair



Here we are, about 6 years into the 21st century, and this fall's hot technology is the Wii (pronounced like "wee"), a Nintendo video game console. With toys like that available to us nowadays, why would anyone have wanted to "Discover the Mysteries of the Enchanted Forest" on Saturday, November 18?

225 people wanted to, and they attended our 2006 Fall Conference, which had that as its theme. Toastmasters had its first club 82 years ago, our District 4 has been here for 69 years, and when humans are using a Wii as often as they use Betamax video tape, they still will be benefiting from the communication and leadership skills that Toastmasters offers. One fourth of the conference's attendees returned the Fall Conference Evaluation form, and 100% gave the conference an overall rating of good/excellent.

Our District, like the other 76 worldwide, has conferences twice a year. We have ours in November and May, and these are two times a year to experience the best of the best—the best of the educational sessions, the best of the speech contestants, and the best of Toastmasters, all in a lively and entertaining event. I greatly appreciate how Toastmasters has helped me at work (good reviews, good raises, a corner cubicle with an extensive view of the parking lot) but Toastmasters is still only part time. A conference offers the best in one building in a short (and sometimes enchanted) time.

Discovering the Conference Theme

This fall's conference was at the Sheraton San Jose Hotel in, of course, Milpitas, and the hotel's landscaping inspired the conference theme. Division G, with Archana Naik the Division Governor, was this fall's host. The conference's Co-Chairs were veteran Toastmasters Anne Hu (Wizard Anne); of Excalibur and of Orbiters, both in Sunnyvale; and Al Lo (Merlin Al), also of Orbiters. Wizard Anne and LGET Rose (soon to appear) both told me that Merlin Al came up with this fall's theme. Al told me that when the conference planners were in the hotel's inner courtyard, with its leafy trees and waterfall, he saw what the theme should be. How refreshing to experience an event both worthwhile and enchanting.

Planning and Organizing the Conference

Planning and organizing begin months before a conference—negotiating with a hotel, arranging for workshop presenters, asking corporations and people for donations for the opportunity drawing, and working with the conference committee chairs. This fall's committee chairs, along with their committee members, contributed greatly to making our conference a success. The District's "Top 4" officers— District Governor, Lieutenant Governor Education and Training, Lieutenant Governor Marketing, and Public Relations Officer—are also involved in the conferences, with the LGET, currently Rose Renwick, responsible for planning, organizing, and directing the District's conferences. We are all volunteers, and there are enough of us so that with our committees we can help out and still attend and enjoy the conference itself. We all work together, each doing a little, to achieve a whole that is greater than the sum of its parts. The same is true for any Toastmasters activity, even this *Fourcaster* article. I sent it out for review, and people were very generous with

their time, suggesting improvements to the content and wording. Each of the people quoted, for example, gave feedback. Lorraine Myers and especially Al Lo combed the previous draft of this article in great detail. I should admit it—sometimes I can't see the trees for the forest.

I was one of the twelve chairs. The other eleven were Anne Hu, Awards; Guy Ferry, Credentials; Shilpa Vir, Decorations; Harvey Brown, Drawing Prizes; John Wu, Facilities; Al Lo, Finance; Frank Siebold, (the printed) Program; Tony DeLeon, Publicity; Art Maurice, Reception; Fumie Piontkowski, Registration, and Steve Riccardi, Speech Contests. Some chairs have more glamorous products than others, I know, but all are important to the overall success of a conference. For example: If you would like your club to have a vote at the business meeting, then your club's delegate(s) will need to visit the Credentials Desk sometime during the day, before the meeting begins, in order to pick up the club's ballots. Before the day of the conference, the credentials committee will have needed to compile an accurate list of the District's clubs that will be eligible to vote in the business meeting.

This fall, one of my favorite mysteries of the enchanted forest was the glittery, elaborate handmade cardboard castles that we had as table decorations. Coincidence or not, Decorations Chair Shilpa has a two-year-old daughter.

At the Conference

The doors opened on November 18 at 7:00 AM for registration, and we were ready to welcome the attendees amid the many helium-filled balloons and mysterious decor. The Opportunity Drawing and the Bookstore were open for business. For the opening ceremony at breakfast, we had a color guard, a ceremonial escort for the US flag, gladly provided by members from local Boy Scout troop 110. One of the scouts even played his bugle during the march into the banquet room. One of our two Region II Directors (our Region has 8 Toastmasters Districts), Santa Monica's Ann Hastings, gave our inspirational keynote address. After breakfast, we had two educational presentations, each by a candidate for Region II International Director. Linda Kenney, our District 4 Governor in 2004-2005, presented "Club Evolution". Richard Snyder, District 12 Governor in 2000-2001, presented "Developing Your Leadership Skills". Each was very informative. (Region II currently has three candidates willing to succeed Ann Hastings when her two-year term ends in August. Bruce Louie, District 33 Governor in 2002-2003, is the third.)

Evaluation Contest

How well could you evaluate a speaker who was among the top nine in the world four years ago? And, given only five minutes to prepare an effective evaluation, how well could you do? Those were two challenges facing the eight Evaluation contestants, one from each Division A-H, because the Test Speaker was Bobby Lee of District 57 (East Bay), who was a finalist in the 2002 World Championship of Public Speaking at the International Convention in San Antonio, Texas. Several of the contestants told me that they had the most trouble in finding good recommendations (30% of the suggested score) for the speaker. First-time District Evaluation Contest winner Randy Preston, of Redwood City's Point of Order, told me that he uses his own special form to organize a well-received evaluation—the form helping him to cover the important points and also to have an effective opening, body, and conclusion in an upbeat presentation. Oh, and several years of practice, practice, practice help too.

Communication and Leadership Luncheon

District 4, like the other Toastmasters Districts worldwide, presents its C&L award, to a non-Toastmaster or former Toastmaster, for outstanding service to the community through the skills of communication and leadership that Toastmasters promotes. This fall's recipient was Christa Gannon, a young lawyer, who is the founder and Executive Director of Fresh Lifelines for Youth (FLY),

which is reducing juvenile crime and incarceration through legal education, mentoring and leadership training. FLY is very impressive and important. For me, though, even more appealing are the humans involved in such organizations. Christa brought with her a young man, Peter, one of the current FLY juveniles, who got up and hesitantly—and very convincingly—spoke about how FLY is turning his life around. Yes, there are plenty of worthwhile organizations out there besides Toastmasters, where your Toastmasters skills are most welcome.

Hall of Fame

The Hall of Fame recognizes the District 4 Toastmasters and clubs who, in the past 6 months, have achieved notable recognition—including educational awards for members and success for clubs, Areas, Divisions, and the District itself. This fall's program recognized sixteen pages worth of accomplishments of members and clubs, with a few people called up to the front of the room for special recognition. I had one small listing (very special for me and my mentors over the years) on the last page, for achieving Distinguished Toastmaster (DTM), the highest educational award. Some people get a DTM in only a few years, and some have more than one. To earn my first took me eight years and one month, which seemed at times like never-ending plodding. I've been attending District conferences since 1999, envying the DTMs who received their blue-ribboned DTM medallion in the traditional Hug Line. This fall it finally happened for me. Yep. I finally did it! Worth it all.

Business Meeting

This is where club members can find out how the District proposes to spend our money, which comes from the dues of the members. We needed, and got, a quorum at our meeting—for a District's business meeting, a quorum is at least one third of the District's club Presidents and Vice Presidents Education (or their proxies) at the meeting. The club representatives also approved the District's appointed officers. The money and the District's officers are very important in helping us to get the most possible, and most efficiently, from the Toastmasters program.

Humorous Speech Contest

We heard eight very funny speeches, the day's last event in the forest, following another inspirational speech from Ann Hastings. The eight contestants were the District's top eight of its 4000+ members, after the clubs, Areas, and Divisions had each chosen their winners. I spoke with only third place finisher Ted Lee, of San Jose's Xilinx Xpressionists, who told me that he appreciated that the District finals provide an excellent opportunity to learn from the best in how to organize and deliver a speech. And what makes for a winning speech? This year's winning speaker, Joel Lachter of Moffett Field's Jetstream club in Area G1, convinced the judges that members of another G1 club, Sunnyvale's TGIF Management, had already won too often. Why? Because "They *practice* their speeches!"

If You are Not Yet Convinced...

Each six months, a different Division hosts a District conference. So eventually a conference could be in your own neighborhood. But, if not, then you could find out (perhaps from your Area Governor) who else from your part of the world is going to the conference, so that you can conveniently carpool. Or, if your club meets on Saturdays, then you can go instead to the conference and have your own table. That's what Saratoga Toastmasters did, with nine attendees (one guest and eight members) at the conference, taking advantage of the discount vouchers (for \$5 off admission, or \$10 worth of opportunity drawing tickets) that District 4 had awarded during the four quarters of 2005-2006 to the clubs that had achieved certain goals of the Distinguished Club Program. Saratoga member Lorraine Jackson proudly mentioned that four of their attendees were first-timers, who enjoyed the opportunity "to see how the rest of the Toastmasters world works", including why we present a C&L award to a non Toastmaster.

Continued on page 7

What's Your New Year's Resolution?

Ken Cawley, DTM,
District Governor



New Year's has always been a time for looking back to the past, and more importantly, forward to the coming year. It's a time to reflect on the changes we want (or need) to make and resolve to follow through on those changes. Resolutions, if carried out successfully, not only act as short-term goals to success but also help in improving life and overcoming those habits, which we ourselves do not like. New Year's is also a great time to reflect on our Toastmaster goals and resolve to achieve them.

The unfortunate reality about New Year's Resolutions, of course, is that for many of us the year goes by with little or no change. We do our jobs, attend our club meetings and live our lives, but our goals aren't met. Some things do change, but life doesn't seem all that different. Not really. Not like we hoped.

While the New Year is a good time to make resolutions, what is the point of if we can't keep them? I'd like to share with you some tips I found online to help keep this year's goals.

Review Last Year's Resolutions - Have you succeeded, if not, why did you fail? Examine the goal and, if necessary, keep the same resolution this year too.

Set Your Goals - Maintain a core focus. Be clear about what you really want the change.

Don't Let the Cup Spill Over - Do not create too many resolutions at a time. They may distract you.

Plan for a Year not a Day - New Year's is the time to plan for the entire year. Let the resolution not be something for which you need just couple of days.

Acknowledge the Price and Decide to Pay It - Any worthwhile achievement requires sacrifice, risk, effort and perseverance.

Reminders - Sometimes it's easy to forget a resolution after the New Year euphoria passes. Plan to remind yourself of your resolutions throughout the year. Make a mention in a journal or calendar and inform people close to you who can remind you.

Reward Yourself - Keep a gift for yourself wrapped beautifully and give it to yourself when you accomplish your goal.

So, what's Your Toastmasters New Year's Resolution? Have you resolved to become a better speaker? To eliminate the ums and ahs? To develop as a leader? I'd like to suggest that, as you set down and ponder your New Year's Resolutions, you use the Distinguished Club Program as your guide.

The Distinguished Club Program includes goals for your development as both a communicator and a leader. It also includes goals for building your club's membership in order to share the benefits of Toastmasters and what your club offers to others. If you and your club are working towards achieving the goals of the Distinguished Club Program, most likely your club has a strong focus on meeting yours and the other members' needs and growing as a club. You have a strong focus on *servicing one another*.

So as we enter the New Year and the second half of the Toastmaster Year which began July 1st, I encourage you and your fellow members to resolve to be a *Distinguished Club*. To review your current distinguished status and to work towards completing the remaining goals.

Finally, I want to wish you and yours the happiest and most successful of New Years.
Ken

Distinguished Club Program Goals

1. Achieve two CC (Competent Communicator) awards
2. Achieve two more CC awards
3. Achieve one ACB (Advanced Communicator Bronze), ACS (Silver), or ACG (Gold) award
4. Achieve one more ACB, ACS, or ACG award
5. Achieve one CL (Competent Leader), ALB (Advanced Leader Bronze), ALS (Advanced Leader Silver), or DTM (Distinguished Toastmaster) award
6. Achieve one more CL, AL, or DTM award
7. Add four new members
8. Add four more new members
9. Have a minimum of four officers trained during each of the two Club Officer Training periods
10. Submit one Semi-Annual Report and one Club Officer List to Toastmasters International before the deadline
 - Distinguished Club - Complete Five Goals¹
 - Select Distinguished Club – Complete Seven Goals¹
 - Presidents Distinguished Club – Complete Seven Goals¹

¹Plus membership requirement of 20 or more members or net growth of at least five.

Mysterious, Enchanted Forest: Our 2006 Fall Conference (cont. from page 5)

If you were a contestant, then you appreciated having your club members, family, and friends attending and cheering you on for your contest. Many of this fall's attendees, including 2005-2006 Area Governor of the Year Lorraine Myers, mentioned attending for the opportunity to see fellow Toastmasters that they don't see during the other times of the year. "I like the camaraderie," Lorraine emphasized. The 2005-2006 Division Governor of the Year, Matthew Gavlak, added, "I also like the spectacular speakers in the contests." And Alliee DeArmond of Aptos Toastmasters provided me with an apt summary: "While I've been to some great educational workshops—and it's always fun to see the winners of the speech contests—what I like best about District conferences is the opportunity to reconnect with folk throughout the District. Of course, the more that you've served in leadership, the more people that you've had a chance to get to know. And, therefore, District conferences become more and more fun: the curmudgeons, ditzy blonds, suited scullions, soulful supporters, righteous rhetoricians...wonderful folk one and all."

Yes—all that, and more, is in your Toastmasters District 4. I look forward to seeing lots of attendees at our next conference, May 18-19, 2007, hosted by Division H in the mid San Francisco peninsula.

Why We Go to Training

Rose Renwick, DTM,
Lt. Governor Education
and Training



Training is a review of the standards of the club office being held. It is unrealistic to expect all new material will be presented at training. The role and standards remain basically the same, so why go? Consider the variables. The group as a whole, your trainer, the other trainees, and the location may all be different than before. You will be exposed to different perspectives on the role. You will have the opportunity to see friends, make new acquaintances and brainstorm on some shared problems. You will return to your club with new ideas on how to do things differently, and better! Aside from District events such as contests and conferences, training is one of the few opportunities where a larger number of members have a chance to see each other. For newer Toastmasters, it's a networking bonanza! Bring your Toastmasters business cards to training. There is a free downloadable template for creating business cards at <http://www.toastmasters.org>. Training is energizing, inspiring, and fun. Be a real leader in your club, attend training! Keep up with training schedules district's web site <http://www.d4tm.org> and check the training link for updates and locations.

As a club officer, you satisfy a commitment to yourself as you learn the job and help your club when you attend training. As part of the Distinguished Club Program, goal #9 is to have at least four of your club's officers trained during each of the two training periods during 2006-2007. Even if you're serving the same role, you should attend training again.

By attending training, your Club gets credit; and your Area, your Division, your District, and Region all get credit too! Training generally only takes up a few hours of time.

Who knew we could accomplish so much and do so much good in such a short period of time? Training is tremendous! See you there!

Oh! You know the material backwards and forwards already? Then step up to become a trainer! Share your wisdom as an officer based on your experience. The District can help you get started. Attend the "**Train the Trainer**" training scheduled **January 6, 2007**. See details at <http://www.d4tm.org> home page.

Do You Feel the Need to Lead?

Toastmasters! Now is an excellent time for you to do some planning. Which leadership roles interest you? Elections for next term's District Officers will be held in May during the Business Meeting at the Spring Conference on May 19, 2007. Our next Toastmasters term begins July 1 2007. Please refer to the flyer on page 14 for ideas of the positions available.

**Greetings of the Season – and
of the Toastmasters mid-year!**

Silvana Wasitova DTM,
Lt. Governor Marketing



As 2006 draws to a close, and 2007 is beginning to emerge - with its very own set of promises, surprises and delights, it is also a good time to pause and reflect: why did you join Toastmasters, whenever that was, and did you get what you were hoping for? Is the club and organization still serving your needs, even if your needs and aspirations have evolved since then? I know for myself, the answer has, surprisingly, continued to be “Yes”. Though my current needs and challenges are vastly different from what they were five years ago when I joined a TM club that met at my workplace, my commitment has only strengthened since then, and my appreciation deepened. What is it like for you? And perchance, for your club’s other members?

As the New Year arrives at our doorstep, it is also time to plan ahead, and plan for success. What does success mean to you? What does it take to make success happen? How about your club members? For your club, what can be done to make the meetings even more effective than they have been this past year? How can you help your fellow club members on their own paths of self-evolution? What does your club, and its members, need?

One of the success criteria for a TM club is holding vibrant, purposeful meetings, with high content-to-noise ratio. Another success criteria is having enough members, so no one is burdened with having to do “too much”, however each member defines that term. Is your club in a comfortable position of having great meetings, and plenty of active members? If there is any question, or slight room for improvement, consider holding a “Moments of Truth” reflective session in the month of January, or conducting a survey of your club members in how your club can better meet their needs. (Yes, you can contact me for ideas and suggestions on how to do these).

If your club can benefit from having more members, and particularly, active and energetic members, consider holding an Open House in February or March, possibly in conjunction with your Club’s speech contests, or to showcase them. Energetic Open Houses are more likely to attract members of like mind, and will contribute to rejuvenation of the clubs’ meetings. If you’re not in position to organize these events, offer to help or mentor someone else to do it. Many hands makes work light. Of course, if your club signs-up 5 or more members in February and March, it will be recognized with the “Talk Up Toastmasters” award from Toastmasters International Headquarters.

The time to envision success is today. The time to plan for success is today. The time to put I place the first steps, the draft plans, the initial invitations, is now.

May 2007 bring much joy to you and yours, and to your club.

The Gift of Toastmasters
Tony DeLeon ATMS/CL,
Public Relations Officer



Fellow Toastmasters, the holidays are here, a chance to take time out of our busy schedule to spend time with those special friends and family. As a Toastmaster, try out some of your skills – tell a joke, tell a story, lead a prayer or make a toast.

At PRO training my instructor, Kay Presto, DTM Past District 12 Public Relations Officer, called the Toastmaster program a gift. Promoting Toastmasters is easy since we are promoting a program that can change a life.

So this holiday season – Give the gift of Toastmasters!

Help get the word out that Toastmasters is the place for communication and leadership. Help this organization by telling your friends, telling your family, telling your coworkers, telling everyone you meet about Toastmasters.

When someone says what's new... what's up? Answer them by talking up Toastmasters... sneak it into the conversation. Tell them what you are doing those few hours a week! Tell them about your next speech, your club meetings, the Fall Conference, something you learned at club officer training or a great speech you heard.

Remember Toastmasters is the gift that can change a life. And as in a good speech – give a call to action and invite them to your next club meeting – got a closed club – refer them to the www.d4tm.org website to find a neighboring club, Out of town – www.toastmasters.org will help them find a club near where they live.

By doing this you will help Toastmasters stay strong and continue to serve one another as we hone in on our communication and leadership skills.



Public Relations Awards

Presented to outstanding newsletter for the period of May through the end of October

Silver Scribe Award – for outstanding Area or Division level newsletter went to immediate Past Area B3 Governor – Lorraine Myers

Golden Quill Award – for outstanding club level newsletter went to Chief Editor Brendan Epps of Naval Postgraduate School Toastmaster Club – accepting the award is Arnie Buss.

A Toastmaster Club Coaching Experience by Becky Divinski

Scenario

I joined as club coach in April 2005. The Club didn't make Distinguished by June 30, 2005, so I decided to remain club coach for another year.

Club Challenges

1. Met at noon – lunchtime was not long enough for some of the members to attend
2. Only one member was an employee with the organization that owned the building. Unfortunately, this member wasn't located at this location.
3. Most of the existing members had been members of Toastmasters less than one year
4. One of the veteran members had a negative attitude
5. Averaged 4-5 members at meetings

Club Positives

1. Besides the one "negative" member, the other members were friendly and positive
2. The "positive" veteran member of the group was a source of support
3. Had a good meeting location

Strategy

1. Become familiar with club culture first and then work with members to implement change
2. Get all club officers to use the Distinguished Club Program to strengthen and grow the club
3. Help hold professional quality meetings, whether 4 or 10 members at a meeting
4. Work with the "negative" member to become more positive, so potential and existing members wouldn't leave the club

What Worked

1. Remained a guest (about 1 month) and then became a member
2. Attended every club officer meeting and would ask for updates on the Distinguished Club Program

3. Mantra for myself – role model, role model, role model (Prepare for meeting roles, give effective evaluations, so the less experienced members could learn from me)
4. Maintained a positive and enthusiastic attitude at meetings
5. Did not become an officer – I wanted the club to do the work and while I remain a coach
6. Became a committee member on the membership committee
7. Greeted guests and introduced them to other club members – especially officers
8. Held Open Houses – advertised on District 4's web page and on company intranet

What Did Not Work

1. Waiting too long to hold Open Houses (held in March and June)
2. Not training all members on new member applications before Open Houses

What I Would Do Next Time

1. Readjust my strategy sooner for growing membership when it wasn't working
2. Help club conduct "How to be a Distinguished Club" from the Success/Club series
3. Help club conduct "Moments of Truth" module
4. Do training speeches, asking one member each time to co-train with me. This would allow a member to receive the Toastmaster credit and experience

Benefits I Received from Experience:

1. An incredible learning experience in leadership
2. New Toastmaster friends
3. Additional opportunities to deliver speeches and practice other communication skills
4. Credit towards my Advance Leader Award.

Interview with a MBA Student on Membership Building 101
by Lorraine Myers, Area B3 Governor 2005 - 2006 and Silver Scribe Winner
and Faye Yang, Xilinx Xpressionists - Vice President Membership 2005 - 2006

The following interview occurred February 8, 2006 at an Area Council meeting where Xilinx's membership contest was discussed.

Lorraine: Faye, how has this course – *Membership Building 101* helped you and your club?

Faye: *Membership Building 101* is an elective course that I highly recommend for all VPs of Membership as well as other club officers.

How this course has helped me personally is my leadership skills have grown immensely as well as my organizational skills.

As far as how this course has helped my club, we recruited 9 new members as of February 2006.

Lorraine: How did you get these new members?

Faye: Part 1 of this course is to *Implement a Membership Building Program*. One of the assignments is to Conduct a Membership Drive.

There were two types of optional drives – individual or team based. I opted to do an individual recognition contest.

Lorraine: Can you explain how this Membership Drive works?

Faye: I started the Membership Drive on October 2, 2005 and it ended on March 31, 2006 so I gave my club a specific range. Our members will receive the following points:

- 2 Pts. New Guest
- 1 Pt. Returning Guest (max one time return)
- 5 Pts. New Member

Members received a maximum of 8 pts per guest if they visited the club twice and then joined. No additional points will be awarded if the guest visits more than two times.

Lorraine: How do you track this?

Faye: Members must have their guests sign into the guest book each time he/she attends in order to receive the points.

Lorraine: This sounds like a great membership drive because you get the entire club involved. What is their incentive to participate?

Faye: Prizes are awarded to members with the highest number of points at the end of the drive.

Lorraine: Are you doing anything else in Part 1 of this course?

Faye: Yes, I am incorporating TI -Toastmasters International - *Talk Up Toastmasters Award* into this drive.

Lorraine: What's that?

Faye: It is one of several membership building contests that TI conducts. The *Talk Up Toastmasters Award* is presented to clubs that add at least five new members between February 1 and March 31. The club will receive a ribbon to put on our banner and a free educational module from TI.

Lorraine: I have seen *Talk Up Toastmasters* on www.d4tm.org. How close are you to achieving this award?

Faye: We had 4 guests sign up as new members in February. Two of the guests signed up after our Backwards Meeting.

As usual, we are going to advertise our Spring Club Contests and invite all employees to attend in the hopes of attracting more members.

I am confident that we will be able to sign up a fifth member by March 31.

(Note that Xilinx did achieve the Talk Up Toastmasters Award for 2006 – Lorraine)

Lorraine: Sounds like the Backwards Meeting was a success for Membership Building.

Faye: We like to change the pace of our meetings around and one way is doing a meeting backwards.

The guests saw that our club is a lot of fun which enticed them even more to become members. They can see that we can enjoy ourselves while improving and developing our skills.

Lorraine: You mention Part 1 of *Membership Building 101*. Are there other parts?

Faye: Yes, there are 5 parts to this course.

Lorraine: Can you tell me what assignments you plan to do in these other parts?

Faye: For *Part 2, Establish a Guest Follow Up Program* and *Part 3, Formalize New Member Orientation*, I will be putting together a welcome packet. It will have a Welcome Letter, Contact List of Officers, Description of Meeting Roles, Brochures about Toastmasters and a Toastmaster Magazine.

For *Part 4, Increase Member Retention*, I hope to conduct a Membership Interest and Evaluation Survey.

For *Part 5, Start Achieving Now*, I am confident that our club will succeed in our membership building and retention goals.

Lorraine: That's great. How does one enroll in *Membership Building 101*?

Faye: You can contact TI and order a free Membership Building Kit or go to this website: <http://www.toastmasters.org> and use the "Information for Members" menu look for "Membership Building Resources" and then click on "Conduct a Membership Drive" There are more Membership Building Resources at http://www.d4tm.org/District_4/lgm.htm

Lorraine: What does MBA stand for?

Faye: Membership Building Administrator. I plan to graduate on June 30.

Lorraine: I'm sure that will be with honors. Thank you very much for this interview and sharing your success and achievements from *Membership Building 101*.

Follow up to above article: Xilinx recruited 14 members from 7/1/05 – 6/30/06 and remains one of the strongest clubs in District 4 with a current membership of 50 as of 11/17/06.

Clubs are encouraged to follow Xilinx's lead by enrolling in *Membership Building 101* and holding their own membership building contest determining their timeframe, point system and prizes awarded.



Xilinx Xpressionists

19 members of the club stayed late after a Wednesday noontime meeting to pose for a photo.
Back Row (from left): Kumar Deepak, Vivek Popli, Krishnan Subramanian, Reto Stamm, Michael Gordon, Aravind Ginjupalli, Elaine Lung, Maninder Sibia, and Nick Lo
Middle Row (from left): Yenni Totong, Michie Shiroma, Paulo Dutra
Front Row (from left): Kaoru Miller, **Faye Yang**, Vincent Jorgensen, Olivier Despaux, Paul Pratt, Chris Neely, Charles Doland



Feeling the need to serve?

Feeling the need to lead?

Maybe it's Time to Consider a Leadership Role Beyond Your Club

District 4 Needs Leaders

- Area and Division Governors for 2007-2008
- District Committee Chairs for 2007-2008
- Spring and Fall 2007 Area and Division Contest Chairs
- Spring and Fall 2007 District Conference Chairs and Committee Members
- Club Coaches, Mentors and Sponsors

Plan ahead to let us know if you are interested in serving in 2007-2008

Appointed Offices

Area Governor
District Treasurer
District Secretary
District Parliamentarian
District Sergeant-at-Arms

District Governor Chairs

Audit Committee
Credentials
Distinguished Area
Distinguished Division
District Historian
Officer Nominating Committee

Lt. Governor Education Chairs

Educationals
Club Officer Training Statistician
Fall 2007 and Spring 2008 Conference
Leader Excellence

Lt. Governor Marketing Chairs

Club Coach
Club Extension
Club Leads
Dues Chair
Drop List
Realignment
Recognition
Speechcraft
Youth Leadership

Public Relations Officer Chairs

Fourcaster Editor
Club Officers List
District Directory
Hotline
Speakers Bureau
District Website Team

Contact District Governor, Ken Cawley dg@d4tm.org if you're interested in serving as a District Officer or Committee Chair/Member.

Recap of the Fall 2006 Conference

Evaluation Contest

1st Place: Randy Preston, Division H

2nd Place: Neil Shapiro, Division C

3rd Place: Joe Thatcher, Division E

Humorous Speech Contest:

1st Place: Joel Lachter, Division G

2nd Place: Gopi Kallayil, Division C

3rd Place: Ted Lee, Division B

Communication and Leadership (C&L) Award

Christa Gannon of Fresh Lifelines for Youth (FLY)

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

Club Vice President Education, January-June 2006

Melba Del Rosario, Daly City TM Club

Golden Quill Award, for the best Club newsletter:

Brendan Epps, Naval Postgraduate School (NPS)

Silver Scribe Award, May-October 2006

Lorraine Myers, Area B3; member of Adlibmasters





District Governor's Award

Each Toastmaster year, the District Governor has the option to choose the criteria and award a District Governor pin to members within the district. District 4 members meeting any of the following goals will receive the District Governor's Award:

- ❑ Sponsor five or more new members by June 30, 2007
- ❑ Sponsor or Mentor a new club (contact District Governor for assignment)
- ❑ Coach a low membership club (contact District Governor for assignment)
- ❑ President of clubs that meet five DCP goals by December 31, 2006
- ❑ VP Education of clubs that meet two DCP educational goals by December 31, 2006
- ❑ VP Membership of clubs with 10 or more new members by December 31, 2006
- ❑ Officers of clubs that have all seven officers trained during summer or winter sessions (additional recognition for clubs that meet goal both sessions)
- ❑ Area governors who complete their club visits and submit reports by February 28, 2007 (second round)
- ❑ Treasurers of clubs that submit their membership list or dues to Toastmasters International by March 15, 2007
- ❑ Secretaries of clubs that submit their officer lists to Toastmasters International by December 1, 2006 (semi-annual clubs) or June 1, 2007



December 2007 District Governors Awards

Awards will be presented to the officers of these clubs at their spring Division Contest

Club President

Met Five DCP Goals by 12/31

| Goals | Club |
|-------|---------------------------|
| 6 | Adlibmasters |
| 7 | Cupertino Toastmasters |
| 5 | Early Risers |
| 5 | Golden Gate |
| 6 | Naval Postgraduate School |
| 5 | Next Step Toastmasters |
| 7 | Red Cross Rhinoceros |
| 6 | Saratoga Toastmasters |
| 7 | Sierra Speakers |
| 5 | Silicon Valley JETS |
| 7 | Switch-On |
| 6 | Toasters R Us |

VP Membership

Added 10 or More New Members 12/31

| New | Club |
|-----|---------------------------|
| 23 | Altera Innovators |
| 15 | Cisco Speaks |
| 16 | Fair Oaks |
| 20 | Golden Gate |
| 11 | I'm Feeling Chatty |
| 11 | Juniper Jabbers |
| 20 | Lee Emerson Bassett |
| 17 | Marsh Mellow Toasters |
| 20 | Naval Postgraduate School |
| 11 | Rollertoasters |
| 12 | Red Cross Rhinoceros |
| 12 | San Francisco Club |
| 10 | Saratoga Toastmasters |
| 11 | Seagate RMO |
| 20 | Sierra Speakers |
| 10 | Talking Heads |
| 10 | Tall Tree Toastmasters |
| 15 | Toast Twisters |
| 10 | Toasters R Us |
| 11 | Vanguard |
| 16 | Word Wizards |

Club VP Education

Met Two DCP Educational Goals by 12/31

| Goals | Club |
|-------|---------------------------|
| 2 | B.L.T. |
| 3 | Cupertino Toastmasters |
| 2 | Golden Gate |
| 3 | Naval Postgraduate School |
| 2 | Oracle Speakers |
| 3 | Planet Ord |
| 2 | Puc(k)sters |
| 2 | Red Cross Rhinoceros |
| 2 | Sierra Speakers |
| 2 | SRI Organon |
| 2 | Switch-On |
| 2 | Toasters R Us |
| 2 | Wry Toastmasters |

Club Secretary

Submitted Officer List by 12/1

| Date | Club |
|-------|----------------------------------|
| 7/1 | BAE Systems |
| 11/21 | Cadence AHgorithms |
| 11/13 | City Shakers |
| 11/29 | Cupertino Toastmasters |
| 11/28 | Donald L Bogie Club |
| 11/17 | Early Risers |
| 11/28 | Evening Toastmasters |
| 12/1 | ICC ArtICCuLators |
| 11/30 | Menlo Park Toastmasters |
| 11/26 | Monterey Peninsula |
| 11/20 | Naval Postgraduate School |
| 11/29 | Ordnance Orators |
| 9/1 | People with Communication Skills |
| 11/29 | The Toast of ALZA |
| 11/30 | Toast Launchers |
| 6/23 | Toast Twisters |
| 11/29 | UC Oracles |
| 11/30 | Vanguard Toastmaster |

| December 2006 | |
|----------------------|--|
| December 31 | Clubs that elect officers semiannually: Deadline to submit Club Officer Lists to World Headquarters (Process Online). Note: The list can be submitted online or it can be paper-mailed. If paper-mailed, then the postmark must be by Sunday, December 31, and World Headquarters must receive the mail by Sunday, January 7, 2007. See the November/December 2006 issue of "Tips," accessible from TI's newsletters page as a 539k PDF. |
| January 2007 | |
| January 1-31 | Club Officer training continues (Training Schedule). Note that training is for both semiannually and annually elected officers |
| January 1 | Area Governors: Begin second round of club visits |
| January 1-31 | Area Governors: Install Club Officers (clubs that elect semiannually) |
| January 1-31 | District: Nominating Committee begins meeting District: Alignment Committee begins meeting |
| January 10 | District: Financial Report for July-Nov due to World Headquarters |
| January 13 | District Executive Committee meeting Mid-Year Review (should be at 50% of Goals) Mid-Year Training for Division and Area Governors |
| January 20 | District: "Top 3" Officers Mid-Year Training |
| February 2007 | |
| February 1-28 | Club Officer training continues (Training Schedule). All club officers attend twice a year, whether elected for 6 months or 1 year. |
| February 1 | Talk-Up Toastmasters program begins |
| February 1-28 | Club Contests - Table Topics & International Speech (Contest Materials) |
| February 10 | District: Midyear Audit Report to World Headquarters |
| February 15 | All Clubs: Begin collecting dues (Submit Deadline: April 1) |
| February 17 | District Operating Committee meeting Division Governors recommend realignment to District Executive Committee |
| February 28 | End of Club Officer Training (Training Stats) |
| March 2007 | |
| March 1-31 | All Clubs: Finish collecting dues (Submit Deadline: April 1) |
| March 1-31 | Area Contests - Table Topics & International Speech (Contest Schedule) |
| March 10 | District: Financial Report for July-Jan due to World Headquarters |
| March 17 | District Executive Committee meeting District: Approval of recommendations for the alignment of clubs Area Governors: Bring completed Club Visit Forms (59k PDF) |
| March | Spring Fourcaster deadline -- Realignment is published in Fourcaster -- Spring Conference and District Credential/Proxy |
| March 31 | District: Officer Training Reports due to World Headquarters |
| March 31 | Talk-Up Toastmasters program ends |



Tony DeLeon, ATMS/CL
Public Relations Officer
830 Victoria Street
San Francisco, CA 94127

District 4 Contact Information

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

Find a Club using the District 4 Hotline 866-251-7363

District Governor - Ken Cawley dg@d4tm.org
Lieutenant Governor Education - Training Rose Renwick lget@d4tm.org
Lieutenant Governor Marketing - Silvana Watsitova lgm@d4tm.org
Public Relations Officer – Tony DeLeon pro@d4tm.org