

**TOASTMASTERS**  
INTERNATIONAL

# The Founder

www.foundersdistrict.org

WHERE LEADERS ARE MADE

SEPTEMBER 2014



Founder's District  
**Select  
Distinguished!**

*Elevate Your  
Potential*

*District Messages*

**Go Get It!**

**The Journey**

*Invigorating a  
Toastmaster's Club*

IT'S SPEECH  
CONTEST TIME!

*The Sound  
of Silence*

**...and MORE!**

**Founder's District:  
The Birthplace of Toastmasters**



## Marie Hulett, Editor in Chief of *The Founder*

I can't believe I am starting another year as Editor-in-Chief of *The Founder*! The last Toastmaster Year just flew by and was so much fun! This year however, I wasn't sure I'd be able to take on the role again—life, being life, throws a lot of curve balls. But as I thought about it, I reminded myself of all the occasions in the past when I assumed responsibilities that weren't "officially scheduled" and how the memories of these add-ons (that I thought I had no time for) were almost always more cherished than everything else.

For example, one morning, as I returned home from dropping my youngest daughter off at school, I noticed there were about fifty crows on the roof of my house squawking at, and dive-bombing a cat who appeared to be hunting something. Upon closer examination I noticed a fledgling crow on my front porch, struggling to get away.

I quickly intervened, grabbed up the defenseless bird, and brought him into my home. He was weak and boney, and unable to stand for more than a second or two at a time. I suddenly realized it was because he only had half a beak and was clearly starving to death.

As a baby in a nest, this would not have been an issue because his parents would have been feeding him. But once he fledged, he would have needed to be able to find food and eat. With only half a beak, he was unable to do this and was slowly dying.

Without thinking twice, I grabbed a can of dog food, puréed it, found an eyedropper, and began feeding the emaciated bird, who I named "Quasimoto" (due to his deformed features). I did not expect him to live through the night, but I

gladly took on the responsibility—and the role of *mama-bird*—giving it my best shot.

To the surprise of my whole family, he did survive! With each passing day, he grew stronger and stronger. He bonded to us and enjoyed flying around the house and landing on our heads.

Quasi (as we started calling him later), was extremely intelligent—as all crows are—and learned the rules of living indoors. He became "paper trained" and never made messes anywhere. He was extremely social, loved attention, and engaged in "conversation." Over

time, he even learned how to feed himself using his deformed beak.

One day, while he was playing in his outdoor aviary and I was inside my house, his intelligence and his wild nature lead to him "leaving the nest." He had apparently always watched closely as I locked and unlocked the door to his enclosure and with the encouragement of his ever-present relatives (who always came to visit), he opened the door and flew away with his "real" family.

As soon as I realized what had happened, I began searching the neighborhood for him, calling his name, and hoping that he would fly to me as he always did before when I called his name. But alas, he was ready to live his life as a wild bird and I never saw him again.

Being *mama-bird* was certainly not on my life's agenda and it was definitely time-consuming. But looking back on the experience, I wouldn't have missed it for the world.

We're all presented with opportunities to take on roles that we think may not fit into our busy schedules. At Founder's District, there are many vacancies for rewarding and fun jobs. Don't sit back and wait for someone else to assume these roles. Consider filling one yourself. It may become a cherished memory for you.

And finally, don't forget, our little mischievous pup, "Founder," has escaped again! He is hiding in two locations in this issue! The first two readers who correctly determine where he is will each win a free admission to the District Conference coming up in November. Email me at [mhulett@coastline.edu](mailto:mhulett@coastline.edu) to let me know both his hiding spots! In the last issue, Founder was located on pages 25 in front of a glass trophy, and 26, on the round badge of the podium! He's getting a little craftier in this issue and may be hiding in more challenging locations! Happy Searching!





WHERE LEADERS ARE MADE

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Robert Kelleman, DTM

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Cindy Carpenter

**Founder's District TV**  
Dan Cossack, DTM

**Editor-in-Chief**  
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**Executive Editor**  
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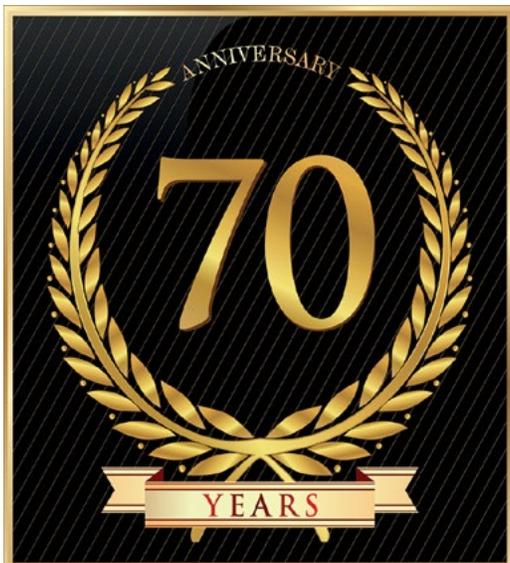
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Founder's District Officers Pan Kao, Linda Ulrich, Harry Yan, and Siri Payakapan pose with TI International CEO Dan Rex at the International Convention in Kuala Lumpur, Malaysia, after receiving Select Distinguished honors.



## Toastmasters International Mission

*We empower individuals to become more effective communicators and leaders*

## Founder's District Mission

*We build new clubs and support all clubs in achieving excellence.*

[www.foundersdistrict.org](http://www.foundersdistrict.org)



Photo Courtesy of Richard Daugherty

**Linda Ulrich, DTM**  
**District Governor**

## ***Elevate Your Potential***

It is so exciting for me to be serving as Founder's District Governor for 2014-2015. It has taken a lot of hard work and persistence to get to this point in my Toastmasters career. And, yes, if you work the program, it does sometimes feel like a second career. Everything I've learned about Toastmasters—the program, the organization, and the people—the more involved I want to become. I'm hoping you feel the same way by the time June 30, 2015 gets here.

As we begin the new Toastmasters year, we need to see where we were last year and what we accomplished in the previous 12 months. On June 30, 2014, Founder's District had 224 clubs, 4,387 members, and 109 clubs that achieved at least five Distinguished Club Plan (DCP) goals. Although we lost seven clubs during the year, we rallied and chartered 21 new clubs. We added 2,171 brand new members through new clubs or folks just walking into meetings, which is a staggering number.

Because of various reasons, we also lost just as many members as we brought into our clubs; therefore, we had just about as many members on June 30, 2014 as we did on July 1, 2013. But the biggest thrill for me was that we brought back more than 500 late renewal members.

And because of these outstanding accomplishments, Founder's District members attending the International Convention in Kuala Lumpur, led by our Immediate Past District Governor, Harry Yan, DTM, walked across the stage and were recognized as a Select Distinguished District! We accomplished all of this because of YOU. Our goal for 2014-2015 is to be Number 1 in the world! And we are well on our way to achieving that status – we've already chartered two new clubs and we've had almost 300 new members join our clubs since July 1.

***"Elevate Your Potential"*** is our theme for 2014-2015. I chose it because it is the driving force behind everything I've done in my life. We can't change where we came from, who our families are, or things that have happened in the past, but we can use all of that to motivate, inspire, encourage, and drive ourselves and others to go beyond where we are today. We all have potential, otherwise we wouldn't be members in this great organization.

Potential is something we are born with. It simply means we have the ability, capability, promise, and *"what it takes"* attitude to be better than we have ever been. Each of us is a bundle of possibilities!

This year, as you start looking at your personal goals, as well as your Toastmasters goals, I challenge you to step it up a notch. If you're planning to earn a communication goal (CC, ACB, ACS, ACG), a leadership goal (CL, ALB, ALS, DTM), or complete a High Performance Leadership award, then get one of each and earn a Distinguished Member pin. Earn three and Toastmasters International will recognize you as a Triple Crown recipient. Help start a new club; be a new club sponsor or mentor; mentor a new member (you know more than they do); work with your club to conduct a Youth Leadership Program or put on a Speechcraft; compete in a speech contest; help at a District event; serve as a club officer; invite a friend, relative, or co-worker to a meeting and ask them to join.

Everything and anything you do this year in Toastmasters gets you closer to your goals. See how high you can ***"Elevate Your Potential"***!



Photo Courtesy of Richard Daugherty

## **Pan Kao, DTM** ***Lieutenant Governor,*** ***Education & Training*** ***Membership Dues***

September means that it's time for club officers to take action on the October dues. Membership dues for October 1 through March 31 need to be collected and submitted to Toastmasters International on or before September 30. Let's get the membership dues out of the way so members can focus on Area and Division contests.

It's highly recommended to submit membership dues on the Toastmasters International website. It's easy and less chances for errors. More importantly, clubs can get faster results. To obtain DCP credit for your club, remember to submit eight renewals before the due date.

## ***Fall Contests***

September is the time when area and division contests are in full swing. In order to satisfy the needs for judges, there is a new incentive – the Division with most total trained or re-trained judges and chief judges by March 31, 2015 will receive a \$50 gift certificate from Toastmasters International at the Spring District Conference.

Speaking of fall contests, the Founder's District Fall

Conference and Humorous and Evaluation Contests will be held on November 7 and 8 at the Holiday Inn in La Mirada. Registrations will be open soon. Click [here](#) for further information. We hope to see you there!



Photo Courtesy of Richard Daugherty

## **Siri Payakapan, DTM** ***Lieutenant Governor, Marketing*** ***Marketing Update***

Are you READY for 2014-2015 Founder's District marketing activities? Our Marketing Team, consisting of 25 strong leaders (see <http://www.foundersdistrict.org/contacts/lgm-chairs>), has already chartered one new club—Alliant Orators— Club No. 4040162 (read Harry Yan's article—The Secret of the Toastmasters Program). If you are interested in being a part of our fabulous four New Club Launch Teams, please contact our New Club Co-Chairs Norm Stein, DTM and Frannie Stein, DTM, Ph.D. at [NormanWStein@hotmail.com](mailto:NormanWStein@hotmail.com) and [FrannieStein@gmail.com](mailto:FrannieStein@gmail.com).

Club Mentor/ Club Coach Co-Chairs Ryan Matsunaga, ACB, ALB, and Naga Net, ACB, ALB, are still accepting applications for Club Mentors and Club Coaches for new clubs and existing clubs. Go to the Club Mentor / Coach Registration **form** to register as a potential coach or mentor. (Continued on page 6)

(Continued from page 5) Marketing Workshop Co-Chairs Jason Brady, CC, ALS, and Claudia Heredia, ACB, ALB, have successfully organized a sold-out 2014 Summer Marketing Workshop on July 19 with over 75 attendees (read the article on **Founder's District Website**). Now it's time to promote marketing achievements! Founder's District will honor members, clubs, areas and divisions for working together—as a team—to distinguish themselves as an example of group success in achieving marketing goals. See a **list** of gift awards on page 14. Have fun winning Toastmasters “bonus earnings.” Encourage each other's progress in completing various goals this year. Boost your club's performance and pride by teaming up to achieve the awards. Please contact Ligia Molina, DTM, at [ligiainmolina@gmail.com](mailto:ligiainmolina@gmail.com). Marketing Incentive

Awards will be presented at Fall District Conference – Saturday, November 8th, during lunch, at the Holiday Inn in La Mirada.

Our Low Member Co-Chairs Collette Gardner, DTM and Cindy Liebeck, ACS, ALB are looking at clubs that need invigorating and have a message for you – see Cindy's article, Invigorating a Toastmasters Club. To further assist clubs that need invigoration, the District will conduct a retention workshop, organized by Retention Co-Chairs Jenny Dang, ACS, ALB, and Jack Schmidt, DTM on November 1, 2014 for Divisions A, C, D and E. Tentative sessions are scheduled for March 21, 2015 for Divisions B & H also on April 18, 2015 for Divisions F & G (read Jenny Dang's article, Go Get It!) This is an invitation only event, targeting leaders who will train others.



## Robert Kellerman, DTM Public Relations Officer

Greetings Toastmasters, it's a great honor that Founder's District Governor Linda Ulrich invited me to join her team as your District Public Relations Officer. This will be an extremely successful year and I look forward to serving you. As your District Public Relations Officer, my role is to help promote Founder's District and Toastmasters within the community.

The Founder's District Public Relations Team is responsible for the following:

- **The Founder**, our district newsletter we publish four times per year.
- **FoundersDistrict.org** web site – your source for news and information.
- **Founder's District Social Media** sites such as Facebook, Meetup, LinkedIn, and YouTube.

- **Photography and Videography** at district events including speech contests, conferences, and LACE.
- **Founder's District TV.**
- **District email and bulk mail** communication to members.
- **Speaker's Bureau** – preparing Toastmasters to obtain paid speaking engagements.
- **Judge's Bureau** – providing judges to local organizations during their speech contests.
- **Community Outreach and Publicity.**
- **Advising** individual clubs, areas and divisions on how to promote themselves and attract new members.

It's exciting for me to serve as your District Public Relations Officer for several reasons. Professionally I'm a Brand Marketing Strategy Manager at Caterpillar, Inc. (the construction equipment company) and look forward to using my marketing and public relations experience to help promote Founder's District. On a personal level I've been in Toastmasters for over five years, most recently serving as Division E Governor, and look forward to “giving back” to an organization that has had such a tremendous positive impact on my life.

This year the Founder's District Public Relations team will be building off our successes from the previous years.

Here's what you can expect to see:

1. Greater emphasis on using social media tools such as Facebook, Meetup and LinkedIn to recruit new members.
2. Working with individual clubs to create or improve their club web sites to attract new members.
3. Establishing January 2015 as "Founder's District Open House Month" to encourage more club open house events.
4. Expansion of the Founder's District Public Relations Awards to recognize more member and club achievements.
5. Additional hands-on assistance to individual clubs to help promote Toastmasters within the community and to increase membership.

To achieve all of these objectives we've established one of the largest District Public Relations teams in recent memory – nineteen dedicated Toastmasters and counting – all with a wide range of public relations skills and experience. We look forward to helping you and your clubs. Please contact me or one of my team members if you would like assistance. And remember - **Elevate your**



**Potential!**

**The Secret of The  
Toastmaster's  
Program  
By Harry Yan,  
DTM  
Immediate Past  
District  
Governor**

The Marketing New Clubs team started the year with fireworks in July by chartering our first new club with 41 members! This club is now near 50 members and may split into two clubs.

Alliant Orators, Club 4040162, was chartered within a few days after the launch meeting on July 15, 2014. The meeting at Alliant Insurance in Newport Beach was a model launch meeting. It was well publicized in advance by club sponsor, Nancy Chavez, and the conference room was packed with prospective members. Norm Stein selected the launch meeting team members well in advance and all members came prepared to perform their roles. The charter application fee was paid for in advance. There were flyers, membership applications and extra new member kits at the meeting. And, there was free pizza after the meeting!



The room was filled with excitement after Norm moderated a quick demo of a typical Toastmasters meeting. Cindy Carpenter gave a prepared speech entitled, "Why Join." Lori Shapiro evaluated Cindy's speech. Frannie Stein led a brief Table Topics session where everyone participated with a partner. After that, a few were invited to get up and speak. After the closing speech by the General Evaluator, the audience was asked, "How many of you are interested in being a club member?" The room appeared to be a field of raised hands; they were so excited! They got up immediately after the meeting to seize this golden opportunity to invest in themselves. They formed a long line with their applications and payments in hand. They each waited patiently to hand their application to Frannie and pick up their new member kit from Lori.

What was the source of this excitement? I believe they were truly convinced of the value of investing in themselves and of the long-term dividends that cannot be lost. They understood that when they invest in themselves, they are also investing in something that will outlast their lives--they are empowering themselves to enrich the lives of others and make a difference in the world.

What was the key to the success of chartering this club? First and foremost, the sponsors of the club and the management team were convinced of the great potential for the success of people with effective communication and leadership skills. They understood how the Toastmasters program provides members with first rate resources and with unlimited opportunities to enhance these skills in a safe and encouraging environment. They understood that the only way to effectively enhance these skills is through experiential learning--continuously practicing the things we learn with a live audience. We must **know what to do AND do what we know**. Repetition and practice is the mother of skills.

Finally, they understood a Toastmasters club is also a place to have fun and nurture our relationships with fellow members. Club meetings are conducive to sharing, mentoring, encouraging and connecting with one another. When the secret of the Toastmasters program is out, new clubs will sprout and bloom like flowers after a spring shower.

## Division Governor's Corner



### **Lori Shapiro, ACS, ALS Division A**

Home Club: OC Project Masters, Club #1498166, Club Treasurer. I also am involved with Ingram Microphones, Club #2592; Irvine Project Masters, Club #3672902, Club Mentor; Experian, Club #5410. As the Division A Governor, my focus is on the

individual member and promoting their success in their prospective club. When members are successful, the clubs are successful and then the Areas and our Division are successful

I joined Toastmasters in 2010 as a Charter member of the OC Project Masters club. I have been an officer of that club for the past four years, and as a club leader I'm proud to say that our club has earned Presidents Distinguished every year since chartering. I am a Project Manager by trade and recently joined Experian Consumer Services as a Sr. Program Manager. I'm also a certified whale watching naturalist and love going out on the ocean in search of whales and other marine mammals.

My Short Term Toastmaster Goal is to complete my Advanced Communicator Gold Award, and complete my Club Mentor responsibility for Irvine Project Masters, and help them become President's Distinguished their first year. My Long Term Toastmaster Goal is to become a Distinguished Toastmaster in July 2015, and encourage fellow members in attaining their own personal goals. My Vision for Division A is for all six of our Areas to become Distinguished. And to do that, we must focus on the success of our members working through the Toastmasters education program. I would like every member to have their sights on earning one education and one leadership award this year, making them Distinguished Members.

Favorite Quote:

***"No matter what people tell you, words and ideas can change the world." Robin Williams***



### **Jill Briscoe, DTM Division B**

I am a member of San Gabriel Valley Wine & Dine Club #3215028, San Gabriel Valley Club #200, and ACTS Club #416 and have been with Toastmasters for 4 years. I am a Dental Assistant at La Cañada Dental Group and a youth umpire for t-ball and girls softball.

I love sports whether it's the San Diego Chargers, Los Angeles Lakers, Los Angeles Dodgers, USC Trojan football, and Los Angeles Kings. I enjoy going to Disneyland and I've been an annual pass holder for the last 5 years. If it hadn't been for Toastmasters I wouldn't have met so many amazing friends, improved my interviewing skills, and learn to become a better leader and communicator. I will be working with all the Area Governors to help them reach out to the clubs to give them the resources they need to be successful. I'm looking forward to the year ahead and all the enjoyable Toastmaster experiences, meeting new people, and helping members to achieve their goals. Our theme this year is "Release Your Inner Greatness!"



### **Della Mahone, ACB, ALB Division C**

I am a member of OC Project Masters which meets Mondays at 7PM In Huntington Beach. I joined Toastmasters on April 1, 2013. I am a Project Manager and Consultant who specializes in governance

and internal controls, workflow enhancements, and change management. I enjoy traveling, learning phrases in new languages, watching football games, and mentoring. Toastmasters has greatly impacted the way I manage my time and approach everyday tasks. Also, I have enjoyed learning about

the cultures of others and experiencing the various dynamics of leadership in a volunteer capacity. Our Division C Motto is: "We Are Committed!" This year will be one to remember for all as I envision each member completing at least one Communication or Leadership goal. So, I look forward to supporting and celebrating with each member as they obtain their personal educational goals.



**Donald Hererra,  
ACS, ALS  
Division D**

I have been a member of BrewMeisters (we put the "Toast" in Toastmasters) for five years. I work for the Orange County Transportation Authority as a Contract

Administrator. Responsibilities include create Request for Proposals and Invitation for Bids, revise scope of works, evaluate proposals, negotiate contracts, conduct price analysis, and vendor debriefings just to name a few. I enjoy Toastmasters, drinking craft beer, jogging, lifting weights, playing board games, and watching movies.

Being in Toastmasters, I have met a lot of interesting people, and become a better speaker and leader as have most of the other division governors. Toastmasters has also created an opportunity for multiple promotions, extensive vision/foresight and critical thinking skills, and a created the path to be accepted into grad school at the University of La Verne. I will complete the program in March 2015.

Last year, I learned more about my leadership style than ever before. This year, I look forward to: continuing to build the leadership in the division, being a resource for the leaders of today/tomorrow, and encouraging others to risk more than they think is safe. Anyone who wants to be a leader and wants to learn more about Toastmasters, critical thinking, life skills, and themselves, need only apply. As long as I'm in office there will always be growth.



**Marshall Northcott,  
ACG, ALB  
Division G**

I joined Toastmasters five years ago and belong to South Orange County Toastmasters. I am self-employed - corporate sales, communication and leadership training.

I enjoy traveling, fishing, and writing. Toastmasters has enhanced my life with better presentation skills, higher consciousness, friendships, social opportunities and connections, opportunities to volunteer and give back to others. I am looking forward to working with the team to support, develop, grow skills (theirs and mine), earn respect, strengthen existing club base, and charter a minimum of five new clubs.



**Karen Marie  
Baumgartner, ACB,  
ALB  
Division H**

I am a Charter Member of Caltech Toastmasters, a 2014 President's Distinguished Club. I have been with Toastmasters for seven years.

I am Chief Operating Officer of Ashlar Industries in Los Angeles, California. We are a third generation business specializing in precision manufacturing. I am a reputed polymath, psammophile, genealogist and clarinetist. I am a Master Mason in Co-Masonry, a "White Suiter" in the Tournament of Roses, and a volunteer for the Theater Arts at Caltech. I am a trained EMT, a PADI Rescue Diver, and am certified through the National Ski Patrol in Advanced Mountaineering. I am a fencer, wrestler, boxer, and Aikidoist currently practicing American Kenpo with my kids. I adore traveling and culinary exploration. Toastmasters is the function of perpetual improvement; I am always discovering something new! I look forward to the next evolution.

## Judges Bureau Complete Speech Contest Season

*by Avis French, CTM, CL  
Chair, Founder's District Judges  
Bureau*



The Founder's District Judges Bureau has completed another successful speech contest season. During the 2013-2014 community speech contest season, 28 judges completed 181 hours of community service for 19 events.

The Lions clubs speech contests for high school students hosted six events, while the Rotary clubs hosted four speech contests for high school students. The Academic Decathlon hosted four contests – Orange County, California, National, and a Junior Varsity event. A contest for high school students was hosted by the National Management Association – the chapter event at Boeing in Huntington Beach. Other clients that requested the services of the Judges Bureau for another year included Distributive Education Clubs of America (DECA), Concordia Homeschooled Challenge, and Future Business Leaders of America (FBLA).

Events outside of the Founder's District area also requested assistance from the Judges Bureau. The FBLA State Conference in Elk Grove, CA, request was transferred to Toastmasters International District 39. Toastmasters in District 5 volunteered to judge the Home School National Invitational Tournament of Champions in San Marcos, CA. We are grateful to our fellow Toastmasters for assisting the Judges Bureau.

Some of the events in which members of the Judges Bureau participated were two to three-hour events, while others took place over an entire weekend. Some judges participated in many events, while others judged only one or two events.

The Orange County Academic Decathlon coordinator says "We are looking to grow our volunteer workforce, especially speech judges, and would love to further collaborate and add more TI judges." They have already presented the Judges Bureau with their 2014/2015 contest schedule. The Lions clubs have already announced the 2014-2015 Student Speaker Contest topic: "Water Conservation -- What can we do to conserve, recycle and reclaim?"

The Founder's District Judges Bureau provides a community goodwill and outreach function for Founder's District. The purpose of the Bureau is to provide community service organizations with well-trained, impartial, and professional quality judges for their youth speech contests. They can depend on the Bureau to fulfill their requests for judges promptly. The judges sent by the Bureau have been well trained in the organization's contest rules and judging criteria and give fair and unbiased scores based on those rules.

(Continued from previous page.) When the results of the contest are read, the contestants, contest organizers, and audience are certain that the winners were well-deserved and best represent their organization. Community service organizations are so pleased by the service they get from the Judges Bureau that they use the Bureau's services again and again.

The Bureau's success reflects well on Founder's District and Toastmasters International.

Editors Note: If you are interested in judging for Founder's District, please contact Avis French at [community@foundersdistrict.org](mailto:community@foundersdistrict.org) or 949 667-0682.

**Avis French, CTM, CL**, has been a Toastmaster for over 30 years. In that time, she has devoted most of her time to mentoring TI members and clubs, and ensuring that speech contests produce qualified winners. She is in demand as a speech contest judge, judge trainer, and contest trainer. As the chair of the Founder's District Judges Bureau for almost 15 years, she has led a team of Toastmasters to judge a wide variety of speech and academic competitions sponsored by local service organizations and educational institutions. In 2009, Avis was a recipient of the Founder's District Gene Beckwith Memorial Award for displaying humor, wisdom, and leadership.

## Go Get It!



*by Jenny Dang, ACS, ALB*

If you want something, go get it! These few simple words stunned me, when I finally understood what they meant.

The secret of success is that simple: If you want something, go get it, and I simply didn't get

it!

I confided to a friend that I missed an opportunity by not taking action. "Why didn't you do it?" my friend asked.

"Why didn't you do it?" This simple question was like a spark that lit the fire within me. It answers all of my life questions. Success requires "fire in the belly!" If you

want something, go get it! Just do it!

I don't know what my destiny will be, but one thing I now know: I am happy because I have the inner spark to guide me to seek the great possibilities in front of me. All I need is to grab the wheel with both hands and keep steering myself in the right direction. Success is all around me. I am already further along than yesterday, moving forward by just doing it.

What is your spark? If you think joining Toastmasters will advance your communication and leadership skills, then do it! By doing it, I mean do the whole nine yards! Get into the program, do the speeches, be a leader, volunteer, show compassion and the willingness to help others.

There are many avenues in Toastmasters that will move you to the next level. All you need to do is show up, open up and be ready to make a difference. That's the only way to stretch yourself. It is hard work, but your life will become richer and happier because you are in control. You are able to give to others, to create an environment for success with your fellow team mates.

Would you like to join this workshop and be part of the Founders District's Membership Retention Movement, igniting the fire within us?

Would you like to show up and share your Toastmasters challenges and successes? We are gathering together on Saturday, November 1 at the Phoenix Club in Anaheim to engage in a series of Collaboration Workshop for Divisions A,C, D, and E. Tentative sessions are scheduled for March 21, 2015 for Division B & H, also on April 18, 2015 for Divisions F & G. We will be brainstorming and sharing innovative ideas to address the most common retention issues in Toastmasters. We will create excellence together! Please come join us.

Date: Saturday November 1, 2014

Time: 9:00 a.m. to 12:00 p.m.

Place: The Phoenix Club, Loreley Dining Room  
1340 S. Sanderson Avenue, Anaheim CA

For questions, please contact Jack Schmidt at [jack\\_schmidt@verizon.net](mailto:jack_schmidt@verizon.net) or Jenny Dang at [tmjennydang@gmail.com](mailto:tmjennydang@gmail.com).

## The Journey

By Scott J. Friedman



While driving up the mountain, my tires lost traction on the icy road; my car began a rapid, uncontrollable, diagonal slide; and my eyes began seeing images I knew could not exist.

Suddenly, everything went dark as my eyes abruptly transitioned from seeing strange images to seeing nothing. A few seconds later, my car slammed into something that ended the uncontrollable descent. I was scared, worried, and blind.

When my eyesight “returned” a few minutes later, I confirmed my car hit a curb and I continued the trip from California to Minnesota where I was living at the time. My two roommates noticed something was wrong – my eyes could not focus on objects, my hands could not find direct paths to things I wanted to touch, and my legs carried me forward in erratic patterns. Upon their suggestion, I met with a doctor.

During the appointment, the doctor suggested and scheduled a next-day MRI. The morning after my MRI, the doctor asked me to come to her office that day with a family member. My parents and brother were approximately 1,500 miles away, so one of my roommates accompanied me to the office visit.

The only words I remember hearing during the visit were “brain tumor,” “cancer,” and “brain surgery.” Discovery of the tumor sent me on a journey through brain surgeries, chemotherapy, radiation therapy, spinal taps, blood draws, injections, CAT scans, X-rays, MRI scans, loss of appetite, significant weight gain, fatigue, muscle atrophy, dizziness, vomiting, insurance paperwork, government forms, and ineffective medicine. Immediately after surgery, I had difficulty eating, drinking, standing, walking, thinking, talking, and understanding. I forgot the names of people, places, and things. Speech, visual, physical, cognitive, and occupational therapies were essential.

Several years have passed since my surgeries, but I still experience memory loss, balance issues, and fatigue. In spite of the lengthy and ongoing recovery process, I feel the benefits of cancer and brain injury greatly outweigh the detriments. I spend most of my waking hours exercising, challenging my brain, volunteering, blogging, as well as speaking with groups and individuals about recovery from adversity.

When I first visited Toastmasters club 3425 in Yorba Linda, I was not certain I had the balance, voice, memory, or endurance to participate in club activities. Thankfully, members from several Toastmasters clubs have been helpful and encouraging. I now feel comfortable being around people who have not experienced cancer, brain injury, balance issues, visual impairment, hearing loss, or any of my other medical challenges. Participating in the bi-monthly meetings and other Toastmasters events has taught me the skills to be a better leader, contributor, speaker, writer, and communicator. Most importantly, I feel I joined a family rather than a specific Toastmasters club.

*Prior to his battle with brain cancer, Scott Friedman earned a B.A. with a focus on Political Science and Economics; worked as a purchasing manager; volunteered on a rescue squad; earned an M.B.A. with concentrations in Finance, Accounting, and Operations; managed projects for one of the world's largest management consulting firms; and built a consulting firm with clients in seven states. After his brain surgeries, chemo, and radiation treatments, Scott continues to work as a consultant and volunteers with several not-for-profit organizations. He also earned four professional certifications, and began speaking with individuals and groups about overcoming adversity. Speaking led Scott to start a blog ([www.beyondinjury.com](http://www.beyondinjury.com)) where people can share stories about overcoming their challenges. After blogging for several months, he joined Toastmasters so he could learn to communicate more effectively and provide inspiration to others who face significant hardships. Scott plans to write and publish a book by June 2015.*

## Marketing Incentives 2014 - 2015

To apply for an award, send an email, indicating **SUBJECT: Marketing Incentives, to Awards Chair, Ligia Molina, DTM at [ligiamolina@gmail.com](mailto:ligiamolina@gmail.com)**

Time Frame	Activity	Award	Process
July 1 – September 30, 2014	<b>New Members</b>	Club will receive \$25 TI Store Gift Certificate for a minimum of 4 new members. \$50 TI Store Gift Certificate for a minimum of 8 new members. The club with most new members will receive a free ticket to the District Fall Conference. Also, Area and Division Governors with the most new members will receive a free ticket to the District Fall Conference.	Notify Ligia by October 7, 2014
July 1 – September 30, 2014	Conduct an <b>Open House, SpeechCraft or Youth Leadership program</b>	Club will receive \$10 TI Store Gift Certificate. Also, the first 3 clubs to respond to this offer will receive a free ticket to the District Fall Conference	Submit a copy of club's flyer, a photo of the event, and guest sign-up sheet by October 7, 2014
July 1 – September 30, 2014	<b>New Club:</b> Charter a club	New club will receive either a portable lectern, a customized banner, or \$100 TI Store Gift Certificate AND a Customized Meeting Sign (18" x 24")	Notify Ligia by October 7, 2014
October 1, 2014 – March 31, 2015	<b>New Club:</b> Charter a club	New club will receive either a portable lectern, a customized banner, or \$100 TI Store Gift Certificate	Notify Ligia within 1 week after chartering by April 7, 2015
April 1 – June 30, 2015	<b>New Club:</b> Charter a club	New club will receive either a portable lectern, a customized banner, or \$100 TI Store Gift Certificate AND a Customized Meeting Sign (18" x 24")	Notify Ligia within 1 week after chartering AND by July 7, 2015
November 1, 2014 - March 31, 2015	Conduct an <b>Open House, SpeechCraft or Youth Leadership program</b>	\$10 Gift Certificate from TI WHQ. Also, the first 3 clubs to respond to this offer will receive a free ticket to the District Spring Conference	Submit a copy of club's flyer, a photo of the event, and guest sign-up sheet by April 7, 2015
November 1, 2014 - March 31, 2015	<b>New Club:</b> Charter a club	New clubs will be entered into a drawing. The club president of 3 selected clubs will receive a free ticket to the District Spring Conference	Notify Ligia by April 7, 2015
July 1, 2014 - March 31, 2015	<b>New Club Launch Meeting Functionary Award</b>	Top three functionaries or roles (i.e., speaker, timer, except New Club Team leaders) of the selected Launch Meeting team will receive a free ticket to the District Conference	New Club Launch Team Leaders submit Launch Meeting Agenda to Ligia by April 7, 2015
January 1- March 31, 2015	<b>New Members</b>	\$25 TI Store Gift Certificate for a minimum of 4 new members. \$50 TI Store Gift Certificate for a minimum of 8 new members. The club with most new members will receive a free ticket to the District Fall Conference. Also, Area and Division Governors with the most new members will receive a free ticket to the District Spring Conference.	Notify Ligia by April 7, 2015
March 1, 2015 – May 31, 2015	<b>Low Member Club:</b> Clubs with less than 8 members have 8 or more members after May 31, 2015	\$20 TI Store Gift Certificate	Notify Ligia by June 7, 2015
July 1, 2014 – May 31, 2015	<b>Club Retention:</b> Clubs with a base membership of 14 or less has a net gain of 5 members after May 31, 2015.	\$50 TI Store Gift Certificate	Notify Ligia by June 7, 2015
July 1, 2014 – May 31, 2015	<b>Club Retention:</b> clubs that increase members from a base of less than 12 to 20 or more members after May 31, 2015	\$50 TI Store Gift Certificate	Notify Ligia by June 7, 2015
July 1, 2014 - June 30, 2015	<b>New Club Launch Meeting Functionary Award</b>	Top 3 functionaries or roles (i.e., speaker, timer, except New Club Team leaders) of the selected Launch Meeting team will receive a \$ 50 TI Store Gift Certificate	New Club Launch Team Leaders submit Launch Meeting Agenda to Ligia by July 7, 2015.
April 1 - June 30, 2015	Conduct an <b>Open House, SpeechCraft or Youth Leadership program</b>	\$10 TI Store Gift Certificate. Also, the first 3 clubs to respond to this offer will receive a customized meeting sign (18" x 24")	Submit a copy of club's flyer, a photo of the event, and guest sign-up sheet to Ligia by July 7, 2015
July 1, 2014 – June 30, 2015	<b>Most New Members</b> in an Area and Division Awards: Area Governor and Division Governor with the most new members on June 30, 2015	The winning Area Governor and Division Governor will receive a \$100 TI Store Gift Certificate.	
July 1, 2014 – June 30, 2015	<b>Coach a club</b> with less than 12 members; take it to charter strength; and distinguished status by June 30, 2015	The club coach will receive \$50 TI Store Gift Certificate AND a medallion with TI logo at the DEC Award night in August 2015	Notify Ligia by July 7, 2015

## ISD Toastmasters Youth Leadership Program Graduates First Class!

*By: Jennifer Elam, DTM*



ISD Toastmasters is committed to building communication and leadership skills. This summer ISD Toastmasters extended this training to the future leaders of tomorrow – our youth.

All ISD County employees were welcomed to register their children for the 4 session program this summer. In order to participate, the parent(s) and/or guardian(s) responsible for the child(ren) registered had to be present with their child(ren), during each of the 4 sessions held. The program was conducted once a week on Tuesdays for the weeks of July 22 through August 12, 2014, from noon to about 1:15pm. It was a very rewarding experience for all.

Through the ISD Toastmasters Youth Leadership Program, children can grow and acquire the skills needed to meet the challenges of adulthood and leadership successfully. The Youth Leadership Program helps young people build their communication and leadership skills so they may become tomorrow's leaders in business, industry, and the community.

ISD Toastmasters meetings are held every Tuesday from Noon-1:00 pm., in Downey Conference Rooms 5 & 6. Guests are always welcome.

For more information about ISD Toastmasters, please call Jennifer Elam at (562) 940-2959 or [jelam@isd.lacounty.gov](mailto:jelam@isd.lacounty.gov)

For more information on the Youth Leadership Program, check the Toastmasters International website: <http://www.toastmasters.org/Members/MemberExperience/SatellitePrograms/YouthLeadership.aspx>

Class of 2014 share their experience:

"I love Toastmasters, and I like being a leader!"  
~Hannah Larsen, 11 years old, YLP Graduate 2014

"It was a lot of fun! I enjoyed learning more about my friends, [through their speeches]." ~Christine Lee, 12 years old, YLP Graduate 2014

"I really learned a lot and had a lot of fun and how can I work here?" ~Samuel Jang, 10 years old, YLP Graduate 2014

"I liked [playing the game Hot Potato] Table Topics!"  
~Anna Park, 12 years old, YLP Graduate 2014

"Thank you soo much!" ~ Rebekah Han, 11 years old, YLP Graduate 2014

"The speeches were fun!" ~Yannick Kabamba, 14 years old, YLP Graduate 2014

"I liked the class!" ~Leah Larsen, 10 years old, YLP Graduate 2014

"I rate the fun as excellent!" ~Lauren Jaffke, 14 years old, YLP Graduate 2014

"I was surprised I won a Best Speaker ribbon!"  
~Andrea Park, 11 years old, YLP Graduate 2014

"I was excited to come. Can I keep coming?" ~Daniel Park, 6 years old, YLP Attendee 2014

## We Need YOU!

*By Naga Net, ACB, ALB*

*With contributions from*

*Ryan Matsunaga, ACB, ALB*



District Club Mentor/  
Club Coach Co-Chairs,  
Naga Net, ACB, ALB, and  
Ryan Matsunaga, ACB,  
ALB, are in the process of  
gathering details about  
potential club mentors  
and club coaches for new  
clubs and existing clubs  
respectively.

### Why is it important?

As a club mentor, you will share your expertise with the newly formed club. You are not part of their day to day operations, such as running their meetings. Instead, you provide guidance to achieve their goals. As a club coach, you assist existing clubs whose membership is 12 or less within the district to become Distinguished. You will offer your knowledge and provide a fresh perspective. How does it benefit you?

By serving as a club mentor or club coach, you fine tune your leadership abilities through enhanced listening, critical thinking, motivation, and team building skill. Furthermore, you will earn a credit towards the Advance Leader Silver (ALS) award and eventually Distinguished Toastmaster (DTM). Who is eligible?

We are looking for service oriented individuals who are familiar with the Toastmasters International program, have served in club / area / division / district leadership roles, and have the dedication and commitment to help fellow members to grow.

### What do you need to do (aka Next Steps)?

Go to the Club Mentor / Coach Registration **form** to register as a potential coach or mentor. Please provide as much detail as possible to help us find a convenient club for your service. The list of prospective club mentors and coaches will be maintained within the office of Lieutenant Governor Marketing, Siri Payakapan, DTM.

## Speechcraft

*By Mary Berg, DTM*

The Speechcraft program allows experienced Toastmasters to present the fundamentals of public speaking to non-members in an atmosphere of a Toastmasters club meeting. A participant in a Speechcraft program can benefit from a quick-fix communication skill in a workshop environment.



Each Speechcraft meeting has three main segments: Table Topics, prepared speeches and evaluations. Every participant gives five speeches:

an introduction of oneself to the group for three minutes, and prepared speeches focused on organization, gestures, vocal variety and using the "right" words.

A typical Speechcraft program is 8 meetings of 90 minutes each. The Speechcrafters learn more as introducers, evaluators, and impromptu responders. Many graduates of the program end up joining a Toastmasters club.

The best part of learning how to communicate and lead is to remember that a teacher is a student and a student is a teacher. Club members learn to teach giving back what was learned. Club members serve as functionaries as (1) coordinator, (2) Topicsmaster, (3) general evaluator, (4) educational presenter, (5) evaluator, and (6) timer. Each Speechcraft usually has one or two advisors to facilitate the program.

The starter kit (Item 205) is \$22.00 which provides for five participants. You may order more workbooks and certificates for the additional attendees. The coordinator may use the Speechcraft program to (Continued on next page.)

## (Continued from previous page.)

qualify for the Advanced Communicator Gold award. The club Vice President of Education signature verifies the program is completed.

As a personal story, I can confirm how valuable this process is for the business world. Years ago, the American Cancer Society leader had 80 medical professionals who gave presentations. It was about awareness in cancer concerns. The leader decided that none of the 80 speakers were to give any more presentations until after graduating from a Speechcraft session. I led all the sessions for months. I hope I will always remember how much the staff and their speaker bureau members expressed gratefulness and how well they improved their presentation skills.

Speechcraft is a great way to promote membership in your club and to publicize the benefits of Toastmasters to the local community.

**Mary Berg, DTM** – *In June 1980, the club she joined used the point system to become one of the “best” clubs in the world. She wrote their newsletter for 2 ½ years and won a best educational newsletter award at the District level. She has been an Area Governor five times and a Division Governor three times. She doesn’t like to give speeches so she chooses to do anything else, such as volunteering at speech contests. To quote some Toastmasters: “If Mary Berg knows who you are – she will get you involved, so introduce yourself!”*

For additional information on the Speechcraft program, see the Toastmasters website:

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

## Invigorating a Toastmasters Club

By Cindy Liebeck, ACS, ALB



What three things are needed to invigorate a Toastmasters club?

1. Honest evaluation of the club’s strengths and weaknesses

2. Creation of a plan, a direction for club improvement

3. Teamwork to see the plan through completion

Zippy Toastmasters is working to restore the club’s vibrancy. Zippy leaders were already familiar with how a strong, dynamic club feels. USPS organizational changes weakened the club’s membership roster but not the spirit of their core team.

What was the plan? Zippy’s leaders decided to jumpstart club growth by holding an open house followed by a SpeechCraft. The leadership team worked within USPS to gain management support and attract new members to their closed company club by leveraging the success of their SpeechCraft.

What was the result? Zippy has doubled their membership, and they are on the way to a stellar 2014-2015 Toastmasters year!

Experian Toastmasters’ strengths include terrific meeting participation and the ability to attract new members to this open company club. Membership retention and individual educational progress were areas that the Experian leadership team decided to tackle to strengthen the club.

What was the plan? The executive committee is introducing tips and tricks they learned at LACE. A “Beat the Clock” membership drive pushed the club to charter strength. Member educational achievements were the most important emphasis for 2013-2014.

What was the result? Experian achieved Distinguished status for the 2013-2014 year, and they are making exciting progress towards even greater recognition this year!

Speak, Lead, Succeed Toastmasters are consistent participants in district leadership and events outside of their club. Club leaders are well-trained and experienced. Individual member achievement is strong. Attracting guests and growing the membership for this open community club was the focus of the club’s dedicated executive committee.

What was the plan? Speak, Lead, Succeed

(Continued from previous page) embraced meetup.com to increase guest traffic and introduced a mentoring program. The club held two open houses that were well-publicized and well-attended.

What was the result? Speak, Lead, Succeed achieved Select Distinguished status for 2013-2014, and guests are commonplace. Four guests attended the last meeting, and two of the guests decided to join! The club's mentoring program is flourishing and has become a key selling point for attracting new members.

In the examples above, each club's leadership team identified unique solutions that specifically addressed what their club needed.

But, we see three common threads:

1. Honest evaluation of the club's strengths and weaknesses
2. Creation of a plan, a direction for club improvement
3. Teamwork to see the plan through completion

## What Makes a Successful Contest?

*by Gloria Miller, CC*

I believe what makes a successful contest is all clubs "participation" within their District to engage in the speech contest. Presenting your speech is what the contests are all about in portraying your talents through your speaking



abilities. Whether you are a new Toastmaster or a tenured Toastmaster who knows the specifics of entering the contest, the exhilarating fascination about the speeches is the anticipation to see who will win the trophies. Nevertheless, everyone who participates in the contest is a winner. Participating in the Speech Contest shows you have perseverance, courage, fearlessness, and the ability to take on challenges regardless of the circumstances. However, not only do you get to participate in the Speech Contest, but also, you are expressing the unique talent in constructing your speech to meet the guidelines of the speech category, such as humorous, tall tales, evaluation, etc. Furthermore, all of us attending will be commingling amongst other Toastmasters and invitees, collaborating, sharing ideas, learning from the speeches, and enjoying the festivities. The Toastmasters' leaders never disappoint in putting together a great contest, which includes the space we use for the contest, decorations, volunteers, food and beverages, and other necessities that go into making the programs run smoothly. So, when you hear of a contest being planned, volunteer to be a participant or for another role to help contribute to the success of your District contest. So, "come on down" and assist in making your District's contest successful! One more expression: Once you have entered a contest, regardless of the outcome, you have Bragging Rights!

Ralph Smedley said, "People more willingly follow a leader who knows where they are going." Congratulations to the leaders of all Toastmasters clubs who have sought to improve their clubs, sought to achieve excellence as leaders and, thereby, provided growth opportunity for the members of their clubs.



*Zippy Toastmasters Club Meeting*

**Cindy Liebeck, ACS, ALB**, served as Area Governor A-5, overseeing all three clubs--Zippy Toastmasters, Experian Toastmasters, and Speak, Lead, Succeed Toastmasters.

## News from Division G

*Marshall Northcott, ACG, ALB*  
*Division G Governor*

Exciting things are happening in Division G! Less than two months into the new Toastmaster year and the situation is looking extremely promising. We have assembled a phenomenal team and everyone is pulling their weight. The Area Governors have visited all their clubs at least once already and Area Success Plans have been submitted to the Division Governor. The Division Success Plan was emailed to Founder's District Governor, Linda Ulrich on July 31.

The geographic boundaries of Division G extend from the "Y" where the 5 and 405 Freeways split and extend southwards from Alton Parkway to the southern boundary of Orange County in San Clemente. The Division represents twenty five clubs or approximately five hundred members in total. The majority of clubs are Community Clubs.

This year the Division G team lead by Division Governor, Marshall Northcott has committed to Chartering five new clubs in hopes of adding over one hundred new members to our base. John Barry, Division G New Clubs Chair has been working feverishly and prospects are looking tremendous. He is working with his team and with Norm Stein, Founder's District New Clubs Chair and it looks like we are lined up to charter corporate clubs at CoreLogic in Irvine and Schneider Electric in Lake Forest by mid-September! CoreLogic has been assigned to Area G4 Governor, Marie-Noelle Palermo and Schneider Electric has been assigned to Area G3 Governor, Iqbal Rana.

In addition, continuing efforts are in place to build the numbers up in Laguna Beach for a community club. Many committed Toastmasters have been consistently showing up to host an Open House demonstration meeting on a weekly basis in Laguna Beach at the Public Library in order to attract a base of twenty charter members. Commitment level in the community continues to grow and we have set a soft target date of September 30 for chartering. The teamwork in this initiative has been outstanding! Key contributors to this project have been Area G2 Governor, Linda Robinson and Area G4 Governor, Marie-Noelle Palermo. The Members (too many to mention) of Saddleback Sunrise Speakers have taken on the role of sponsoring and/or fostering the new club and each week several of them fill roles at the meeting which is a testament to their character as a club of leaders.

Marshall Northcott and John Barry spoke to 160 employees at a US Bank event on August 13 in hopes of launching at new club at their facility in Irvine and next steps are being arranged to meet with key personnel to plan out details and schedule a demonstration meeting.

Susan De La Portilla, Area G5 Governor (immediate Past President of Possibilities Unlimited) is leading a team of individuals who are promoting Lance Miller as he presents, "Mastering Your Speech" (10/4/14). Due to popular demand and sold out attendance of three hundred in January, Susan decided to organize a follow-up event with Lance and leverage the opportunity to complete her High Performance Leadership Project. Following this event, Susan, along with Daniel Midson-Short, President of Coastmasters and Munni Krishnan, Division G Treasurer intend to charter an Advanced Toastmasters Club that will meet centrally in Division G along the 5 corridor in Mission Viejo. Many Toastmasters have already expressed interest in joining the club and planning meetings will be scheduled shortly after the Lance Miller event. Details for the Lance Miller event and the Advanced Club are available on the Division G Blog: <http://toastmastersdivisiong.wordpress.com/>.

A group of 55 excited baseball fans (members of Division G, family and friends) have scheduled a social outing at Angel Stadium on August 27. The Miami Marlins are in town to face the Angels and we are looking forward to an awesome time with our Toastmaster friends!



*"Members Matter Most!"*

*Get with the P.R.O.G.R.A.M. Persistence\* Recognition\* Opportunities\* Growth\* Responsiveness\* Achievement\* Motivation*

*Division G Website: <http://toastmastersdivisiong.wordpress.com/>*

*Find Us on Facebook: <https://www.facebook.com/DivisionGFoundersDistrict>*

## District Toastmaster(s) of the Year

by *Lionnel Yamentou, ACB, ALB*

Congratulations to Norm and Frannie Stein, 2013/14  
**Founder's District Toastmasters of the Year.**

Distinguished Toastmaster, Norm Stein, is a charter, founding member of the President's Distinguished Achievers Club, 9331, in Toastmasters International Founder's District.

The Achievers Club has been recognized as a President's Distinguished Club for 15 consecutive years – the highest honor.



Norm and Frannie also belong to Founder's District Officers Club, Vineyard Journeys and South County Toastmasters Club.

Norm is passionate about spreading the message: "The Value of Toastmasters Is Where It Will Take You."

Beyond the club level, Norm and Frannie serve in Founder's District leadership. Norm and his wife, Dr. Frances "Frannie" Jordan Stein, are Co-Chairs of the Distinguished Member Plan, which rewards Commitment and Persistence in earning educational goals and the Distinguished Club Program which

recognizes the most successful clubs among the 200+ clubs that make up our Founder's District. They also assist Founder's District in chartering new clubs. Both Norm and Frannie are recipients of the 2012-2013 Toastmasters International Presidential Citation Award which was presented to them at a recent International Convention.

Norm has been in the field of Communications since his High School years – in Debate, Public Speaking and Radio Broadcasting. He's been teaching Communication courses and mentoring student career paths at National University since 1987. Prior to National, Norm was professor of Communications and Head of Radio and Television Departments at both Cal State Pomona and

Loyola University, New Orleans. Norm is a former writer, producer and narrator for both NPR and PBS Radio and Television.

Dr. Frances Stein's academic interests are in Psychology, Philosophy, and Communications. She is a California credentialed teacher, credentialed school administrator, credentialed school counselor, crisis counselor, and hospice counselor.

In her Professional career she was Director of Graduate Studies in Communications,

Loyola University, New Orleans; Writer, Producer, Host of 450 PBS Television Shows, Public Relations/Marketing, National University Writing Instructor, Budget Head/Director-Irvine Unified School District Child Development Enterprises.

Frannie is also active in Crossfit training, writing and editing, mentoring others to take action. She is passionate about the Continuous Quality Improvement which Toastmasters provides.

Norm and Frannie are definitely deserving of this special recognition!

## It's Speech Contest Time!

*Timofey "Tima" Ovcharenko, ACS, ALB*



Getting up in front of an audience is a scary thought. Getting up in front of an audience at a contest seems unthinkable for many of us. Nevertheless, it is almost time for our club's Humorous and Evaluation Speech Contests. Before you shun the idea of being in a speech contest, let me share with you a few steps that may help you get the most out of this fall's Speech Contest.

Step 1: Winning the contest is not the goal. We have heard of the cliché that the end justifies the means. Nothing is further from the truth! The contest is not about winning, it's about learning from each other. In the contest, we are asked to step out of our comfort zone and away from our cherished club audience into an arena of an unfamiliar audience. We may not be able to choose our audience, but we can choose how we speak to them. Overall, the contest is a platform to refine and hone our speaking skills.

Step 2: Use a speech you have given before. The contest is a place where we can turn a good speech into a great speech. Using a speech that you have

presented before gives you an advantage because you are familiar with the speech, you have already received an evaluation that explains how to make the speech even better, and you know what worked in your speech and what didn't. These three elements give you a head start in the contest.

Step 3: K-I-S-S. Keep it super simple. Often we believe that complexity will help our speech sound sophisticated; however, the best speeches have a simple message. Their message could be captured in one sentence. Dr Martin Luther King's speech had a simple, but powerful message: "I Have a Dream." Give your speech the simple elegance of a clear message captured in a single sentence.

I believe these three steps will help make this fall's speech contest a platform of learning and personal growth for you. See you at the contest!

***Timofey "Tima" Ovcharenko, ACS, ALB***, has worked at JPL since 2004 for the High Performance Computing team. He began as an Academic Part Time Student and developed his technical skills to become an HPC system administrator, system engineer, and a code developer. Timofey has had the privilege of working along side the Mars Science Laboratory's Navigation team during Curiosity's Entry Decent and Landing as an HPC engineer.

Timofey joined the JPL/Caltech Toastmasters club four years ago to overcome his fear of public speaking. Through Toastmasters, Timofey has not only overcome his fear of public speaking but has gone on to speak at conferences and the Toastmasters International Public Speaking competitions.

Timofey enjoys spending time with his family, sports, and teaching others how to overcome their fears of speaking to an audience. He has served as the JPL/Caltech Toastmasters Club President and VP of Membership. He is currently the Area B1 Governor.

## The Sound of Silence

At long last, a mime speaks on stage.

by Mike Caveney

Thirty-five years ago I married a mime. At the time it seemed like a sure path to a nice, quiet life.

Tina Lenert had always been shy, and early in life, after seeing a performance by the famed mime Marcel Marceau, she decided to become a silent communicator. She began as a street performer and then co-founded a mime troupe. Before long the group was appearing regularly in colleges and on Dick Van Dyke's American TV series *Van Dyke and Company*. A visit to Hollywood's Magic Castle inspired her to add magic to her solo mime act. This is where I enter the picture. One of the other magicians performing at the Magic Castle was me.

She developed a mime-and-magic act, a Cinderella-style fairy tale where Tina, playing the role of a cleaning lady, is transformed by her animated mop. This act was like nothing else out there, and soon Tina was traveling the world performing on stages and in television shows. This was her life for 25 years.

A few years ago, I developed a routine for my act that required Tina to carry a microphone into the audience and converse with the spectators. When told of this plan, her answer was immediate and decisive: "No way. I am a mime. I don't speak to audiences." I turned up the pressure and she finally gave in. She was very uncomfortable, but she did it. The lesson I learned was for the sake of our marriage: Don't put a microphone in Tina's hand.

I tell you all of this so you will understand the impact of what happened in November of 2011. Tina was in Chile performing at a magic festival, and when she returned, before we even got out of the airport, she said, "I'm ready to start doing lectures for magicians." I thought I had picked up the wrong mime.

It turns out magicians at the Chile festival had asked her to speak to the group about her experiences. She politely declined, thinking that no one would be interested in what she had to say, but she reluctantly agreed to be interviewed on stage. At the end of the interview the audience leapt to their feet. This proved to be the inspiration she needed. In addition, a Spanish magician who was present invited her to

present a formal lecture at his festival in Granada, Spain. And thus a lifelong mime decided to shed her cocoon of silence. The only problem was, How was she going to overcome the lifelong fear of public speaking?

A good friend told Tina that she had once found herself in the same situation and had solved the problem by joining Toastmasters. Another thing I never thought I would hear my wife/professional mime say was, "I'm joining Toastmasters," but she did. She found a club within walking distance and began participating in weekly meetings.

Decades of traveling around the world with a magical mop had provided Tina with an endless supply of fascinating stories as well as many theories about performing. Now she needed to learn how to talk about these things in front of a group. She brought home various ribbons for her speeches, but the real prize came last November when she stepped in front of that group in Granada, Spain, and delivered a one-hour lecture in Spanish. (Tina is bilingual—she was born in Caracas, Venezuela, to American parents.)

Tina still travels around the world with her mop, but now, instead of just performing her well-known mime-and-magic act, she also presents lectures. This has taken her back to Canada, England,

Chile, Argentina and Spain, and throughout the United States. I will never forget sitting in a Las Vegas theater with 1,500 other magicians, listening to Tina describe the process behind the creation of her mop act and then finishing her talk with a performance of this act that was already familiar to every member of this knowledgeable audience. Watching those audience members rise to their feet at the conclusion with a sustained standing ovation brought Tina to tears, and filled me with pride. The mime speaks, and speaks well, thanks to Toastmasters.

**Mike Caveney** is an award-winning magician, historian and writer. He is the co-author of *Magic: 1400s to 1950s*.

**Tina Lenert CC, CL**, is a past member of Parsons Toastmasters in Pasadena, California. To see Tina's presentation at Magic Live Las Vegas, go to [youtu.be/7UWP\\_hUkGFo](https://youtu.be/7UWP_hUkGFo).



## Is Your Club Completing Those "Gimme Goals"?

*By Lorrie Briscoe, DTM*

*Division B Educational & DCP Chair*



We are two months into the 2014/2015 Toastmasters year and we have a lot to accomplish before June 30, 2015. Is your club completing those "Gimme Goals"? You might ask, what is a "Gimme Goal"? It's one of those DCP goals that's achievable without much effort. In other words, a "Gimme a Goal"! If you have reviewed the Distinguished Club Plan (DCP), there are four "Gimme Goals". They are:

Goal 7: Four (4) New Members

Goal 8: Four (4) More New Members

Goal 9: Four Club Officers Trained during each of the TWO training periods; June 1 to August 31 AND December 1 to February 28.

Goal 10: Minimum One (1) Membership Renewal Report (by Sep 30 OR Mar 31) AND Minimum One (1) Club Officer List submitted (by June 30 OR Dec 31) ON TIME.

While you are working towards achieving those "Gimme Goals", your club is getting just a little closer to reaching Distinguished Club status or

better. All that is required is to achieve one or more of the following goals:

Goal 1: Two (2) Competent Communicators (CCs)

Goal 2: Two more CCs

Goal 3: One (1) Advanced Communicator (AC) - Bronze (ACB), Silver (ACS), or Gold (ACG)

Goal 4: One (1) More ACB, ACS, or ACG

Goal 5: One (1) Competent Leader (CL), Advanced Leader - Bronze (ALB), Advanced Leader Silver (ALS), or Distinguished Toastmaster (DTM)

Goal 6: One (1) More CL, ALB, ALS or DTM

Once you complete the four "Gimme Goals" achieving one or more of the Educational Goals 1 - 6, will help your club reach Distinguished status or better. Every club should be striving to be a President's Distinguished club. If you do this, you are sure to be a Distinguished club at the very minimum. Clubs that are achieving these DCP Goals are successful clubs, the type of club you want to be a member of because the club meetings are productive. Members will be engaged and eager to help the club achieve their goals. While doing this, the Areas will be achieving their goals, Division B will be achieving their goals, and Founder's District will be achieving their goals.

There is one more important piece to be Distinguished or better. You must be at charter strength, 20 members or more, or have a net growth of five new members. What does that mean? If your club membership base on July 1, 2014 is below charter strength, say 12 members, you must increase your club membership by a minimum of five new members, bringing your membership to 17 members. If your club membership is at 17, you need to bring your membership to charter strength, 20 members.

Founder's District has set the goal to be #1 in the world. That goal can't be achieved without each of the clubs in Division B reaching a Distinguished or better status and the other seven Divisions in Founder's District reaching Distinguished or better status as well. Are you up for the challenge? Are you ready to start achieving those "Gimme Goals"?

# THE D.E.C. Awards 2013/2014

## *District Governor Presentations Presented by Harry Yan*

Thanks and certificates were presented to:

**Data/Calendar/Directory**, John Angiolillo, DTM, PDG

**Administrative Procedures**, Co-Chairs, Colette Gardner, DTM, PDG and Kelly Teenor, DTM, PDG

**District Parliamentarian**, Ligia Molina, DTM

**District Protocol**, Min Tang, ACS, ALS

**Audit Committee Chair**, Jodi Ristrom, CC

**Nominating Committee**, Victoria Dotson, DTM, IPDG

**Proxies**, Marsha DeGon, DTM

**Club Alignment**, Bob Hudack, DTM, PDG

Thanks and special plaques were presented to:

Sandy MacLain, ACB, CL, **District Secretary**

Debra Morales, CC, CL, **District Treasurer**

Chris Collins, **District Sergeant at Arms**

Silvia Swigert, DTM, **District Sergeant at Arms**

Lou Ann Frederick, DTM, PDG, **District Governor Advisor**

Linda Ulrich, DTM, **Lt. Governor Education & Training**

Dr. Pan Kao, DTM, **Lt. Governor Marketing**

Dr. Siri Payakapan, DTM, **Public Relations Officer**



## Area Governors Honored

Thanks and plaques were presented to:

### Division A

Area A1, Lori Shapiro

Area A2, Wendy Larson (**Area Governor of the Year**)

Area A3, Erica Beggam

Area A4, Anna Rosenburg

Area A5, Cindy Liebeck

### Division B

Area B1, Susan Heartlight

Area B2, Naga Net (**Area Governor of the Year**)

Area B3, Rudy Boehmer

Area B4, Shirley Li

Area B5, Chad Araki

Area B6, Julius Darmali

Area B7, William Hung

### Division C

Area C1, Paul Fay

Area C2, Mike Sokolovich

Area C3, Della Mahone

Area C4, Jean Updegraff

Area C5, Marie Hulett (**Area Governor of the Year**)

### Division D

Area D1, Anna Shcherbak (**Area Gov. of the Year**)

Area D2, Jeff Daedler

Area D3, Jennifer Pena

Area D4, Richard Lombardi

Area D5, Susan Thompson

Area D6, Bob Hollis

### Division E

Area E1, Lionnel Yamentou Ndzogoue

Area E2, Jenny Dang (**Area Governor of the Year for Division AND District**)

Area E4, Angie Wahl

Area E5, David Palafox

Area E6, Eric Miller

### Division F

Area F1, Sonja Michelle Powell

Area F2, Al Storey

Area F3, David Kline Lovett (**Area Gov. of the Year**)

Area F4, Sherry Tomasula

Area F5, Ajit Pandey

### Division G

Area G1, Tracey Fullenkamp

Area G2, Valerie Ojeman

Area G3, Chester Ritchie

Area G4, Marshall Northcutt

Area G5, Gayle Larkin (**Area Governor of the Year**)

### Division H

Area H2, April Kelcy

Area H3, Mike Winterer (**Area Governor of the Year**)

Area H4, Terri Cardona

Area H5, Su Kori

### Division Governors

Division A, Dr. Diana Dee, DTM

Division B, Ryan Matsunaga, ACB, ALB

Division C, Nadine Nofziger, DTM

Division D, Donald Herrera, ACS, ALS

Division E, Robert Kelleman, DTM

Division F, Fei Zheng, ACS, ALS

Division G, Gwen Earle, ACS, ALS, (**Division Governor of the Year**)

Division H, Glenn Yasukochi, DTM

## Education/Training Team Honored

*Presented by Linda Ulrich*

Thanks and special gifts were presented to:

### **LGET ADVISOR**

Bob Hudack, DTM, PDG

### **LACE TRAINING CO-CHAIRS**

Lauren Kelly, DTM, PID

Diane Beall, DTM

### **DISTRICT CONTEST CO-CHAIR**

Jim Raney, DTM

### **DISTINGUISHED MEMBER CO-CHAIRS**

Frances Jordan Stein, DTM

Norm Stein, DTM

### **DISTINGUISHED CLUB PROGRAM CO-CHAIRS**

Randy Garcez, DTM

Sylvia Swigert, DTM

### **DISTRICT CONFERENCE CO-CHAIRS**

Diane Beall, DTM

Jill Briscoe, DTM

### **EDUCATIONAL RESOURCES CO-CHAIRS**

Lee Lance, CC, ALB

Trey Stroud, ACS, ALB

### **HIGH PERFORMANCE LEADERSHIP**

Mary Berg, DTM

### **SPEAKER EXCHANGE CHAIR**

Gerald Fleischmann, DTM

### **DISTRICT CHIEF JUDGE**

Carolynn Bramlett, DTM

### **TRAINED JUDGES - DATA CHAIR**

Diane Beall, DTM



## Marketing Team Thanked

*Presented by Pan Kao, DTM*



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Thanks and certificates were presented to:

### **Marketing Advisors:**

Alfred Herzing, DTM, PIP

Ede Ferrari-D'Angelo, DTM, ID

### **Assistant to LGM:**

Ursula Bell, ACS, ALB

### **Sponsor/Mentor/Coach Co-Chair:**

William Fisher, ATMS

### **Sponsor/Mentor/Coach Co-Chair:**

Alex Ruiz, ACB, CL

### **New Clubs Chair:**

Kevin Graham, DTM

### **Youth Leadership Chair:**

Della Mahone

### **Low Membership Club Chair:**

Collete Gardner, DTM, PDG

### **SpeechCraft Chair:**

Mike Russo, ACG, CL

### **New Club Team:**

Frannie Stein, DTM

Norm Stein, DTM

John Barry, DTM

## Public Relations Team Recognized

*Presented by Siri Payakapan, DTM*

**PRO SPECIAL AWARD** the first to respond to PRO's messages!

Donald Herrera, ACS, ALS

### **PUBLIC RELATIONS WRITERS AWARD**

- A. Claudia Heredia, ACB, ALB
- B. Chris Christman, DTM
- C. Della Mahone, ACB, ALB
- D. Valeria Gonzalez
- E. Yamentou Lionnel, ACB, ALB
- F. Laura Scott, CC, CL
- G. Daniel Midson-Short
- H. Jeffrey Lee, ACS, CL

### **PUBLIC RELATIONS DATA ADMINISTRATOR**

Vincent Thieu Vo, ACB, ALB

### **PUBLIC RELATIONS VIDEOGRAPHER**

Lourdes Ortiz, ATMB, CL

### **JUDGES BUREAU/COMMUNITY RELATIONS EXCELLENCE**

Avis French, CTM, CL

### **SOCIAL MEDIA MARKETING EXCELLENCE**

Robert Kelleman, DTM

### **EXCELLENCE IN PHOTOGRAPHY AWARD**

*In grateful appreciation for dedication and devotion to revealing the value of Toastmasters by capturing members engaged in the Art of Communication and Leadership.*

Richard Daugherty, DTM

Linda Daugherty

### **EXECUTIVE EDITOR AWARD**

*For leading by example with extraordinary service, problem solving expertise and superior reliability.*

Michelle Bender, ACS, ALS

### **TELEVISION PRODUCER/DIRECTOR AWARD**

*In recognition of digital and production innovation with outstanding team building excellence.*

Daniel Cossack, DTM

### **EDITOR-IN-CHIEF PUBLIC RELATIONS LEADERSHIP AWARD**

*For "Letting the World Know" the value of Toastmasters. Special recognition for introducing electronic editions and electronic delivery system.*

Marie Hulett, ACB, ALS



# 2014 Founder's District Fall Conference

## Evaluation & Humorous Speech Contests

KEYNOTE SPEAKER:

**Patricia Fripp, CSP, CPAE**

*Under the Magnifying Glass: Good to Great on STEROIDS!  
Two Interactive Keynote Presentations!*

In these entertaining, thought-provoking, and content rich presentations, you will learn specific techniques that will guarantee both you and your presentations are memorable...for all the right reasons.

- ▶ Take your presentations from good to great
- ▶ Make small specific changes that positively impact your presentation
- ▶ Help your audience "see" your stories
- ▶ Present information in the right order for retention
- ▶ Understand the number one secret of a great speech
- ▶ Dramatize your stories and examples
- ▶ Add the power of specificity
- ▶ Emotionally connect to every audience



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**November 7-8, 2014**

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**La Mirada Holiday Inn**

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**14299 Firestone Blvd., La Mirada, CA**

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Register early at [www.foundersdistrict.org](http://www.foundersdistrict.org)

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