

District 57  
January 2021

Participant Workbook

Happy New Year and welcome to District 57 January 2021 **Toastmasters Leadership Institute (TLI)**. This is where District 57 not only provides Club Officer Training, it is also the place and time to interact and exchange ideas with club officers across the district and to focus on your personal leadership and club goals. This year we continue to face challenges that ask us to be creative and innovative to enhance member and club experience. We will provide a collaborative learning environment, and we encourage you to come ready and willing to grow.

Our best learning comes when:

- We know what we want to learn.
- We listen and participate with curiosity.

To make the most of your TLI experience and create value for yourself and your club(s), we invite you to come to TLI prepared to:

- Know what you want to learn more about or share regarding your leadership role.
- Talk with your fellow club officers to identify the needs of your club(s) and come to TLI looking for answers and ideas to make them happen.
- Come ready to share programs and best practices that have been successful in your club so that others can benefit and learn from your experience.
- Network. Take note of those you would like to connect with after the TLI.

*What do I want to learn, know, or share regarding my club officer role?*

*What are the needs/challenges of my club?*

*What successful programs or best practices can I share with the group?*

## Toastmasters Leadership Institute (TLI) Schedule

9:00 - 9:35 AM	Opening Session
9:35 - 10:05 AM	Digital Marketing
10:05 - 10:15 AM	Leadership Team Overview
	Break and Zoom Transfer – 5 Min
10:20 – 11:50 AM	Officer Break Out Sessions
	Break and Zoom Transfer – 5 Min
11:55 – 12:25 PM	Lightning Talks
12:25- 12:35 PM	Closing Session
12:35 - 1:00 PM	Optional Q & A Session

The Opening Session zoom link will be up at 8:30 AM for informal networking and will feature video tutorials for those who need additional Zoom navigation support. The **TLI officially begins promptly at 9:00 AM, Saturday, January 16, 2021.** TLI runs from 9:00am -12:35 Pacific Time (US and Canada) and includes 6 sessions. Your attendance at all six sessions is required for Club Officer Credit.

For those who wish to get more information or have questions, the TLI Zoom room will remain open for an OPTIONAL Q & A session until 1:00pm.

**Session 1: Welcome and Opening Session**

In the opening session, District 57's Trio: Bett Bollhoefer - District Director, George Marshall - Program Quality Director and Julie Garrett – Club Growth Director will be sharing important District inspiration, information, and initiatives.

**Opening Session Notes:**

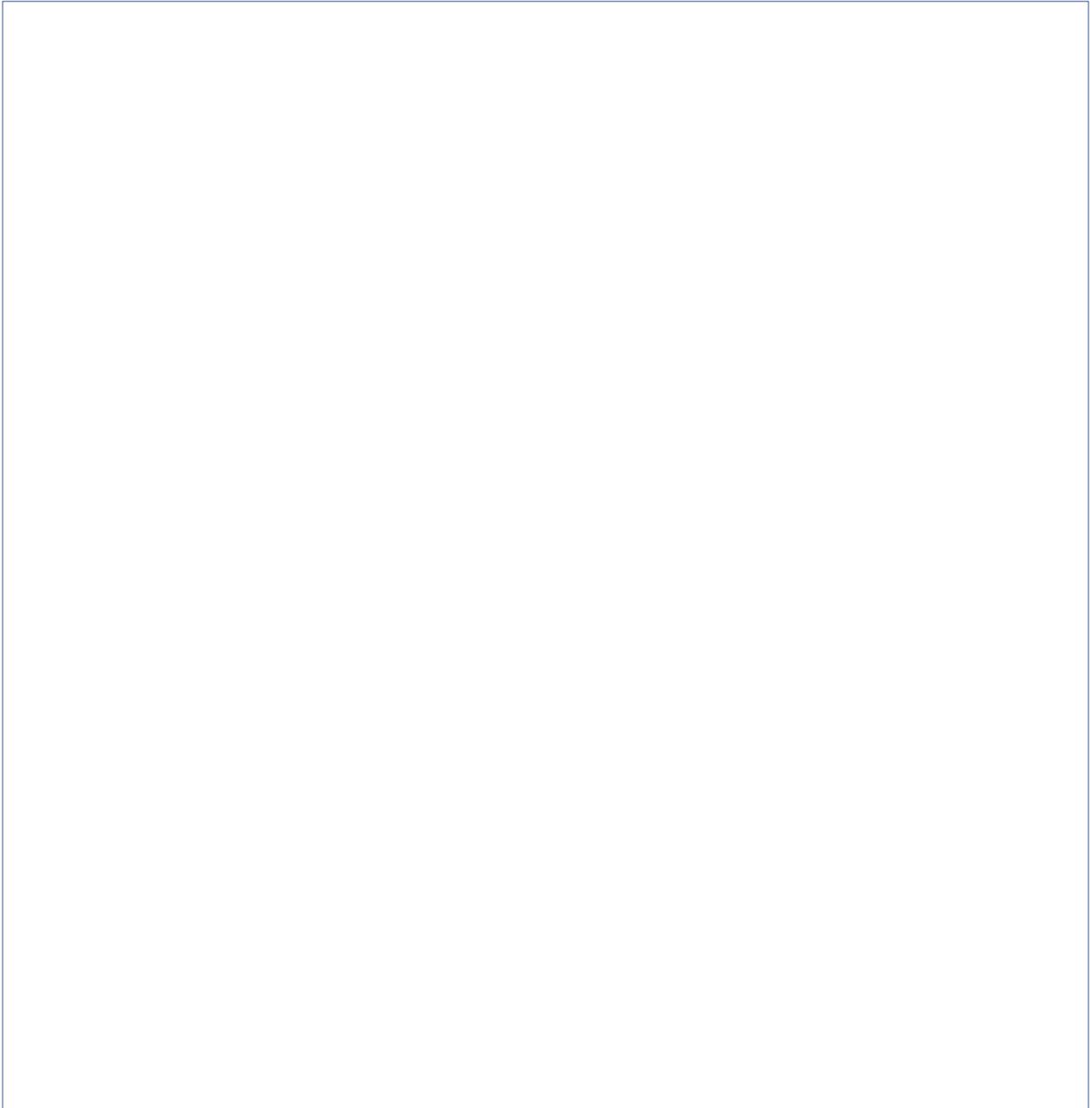
## Session 2: **Digital Marketing**

Description: Introduction to Digital (aka Social Media) Marketing

Objectives: Help clubs attract guests through increased knowledge of social media channels, including FTH, Facebook, Meetup, Instagram, and Twitter.

Presented by Ed Cullen, DTM

### **Digital Marketing Notes:**



### Session 3: **Leadership Team Overview**

Description: An overview of the seven (7) leadership roles in a Toastmaster Club.

Objectives: To familiarize all club officers with a summary of all club officer roles to facilitate team collaboration for the benefit of the club.

Presented by Dennis Dawson, DTM

Leadership Team Overview Notes:

**Session 4: Club Officer Breakout Sessions**

Description: The purpose of this session is to outline the basic role and responsibilities for each of the club officer roles. You will have the opportunity to meet, network, and learn with others who hold the same role as you.

Objectives:

- Provide specific training and information on the role and responsibilities for each club officer role.
- Share ideas and best practices for innovative and successful ways to address common issues impacting your clubs – such as issues related to carrying out your leadership role, growing and retaining members, and having productive, engaging, and inspiring club meetings.

**Club Officer Notes:**

***You may have opportunity to address a specific concern either in the Club Officer session or the Optional Q & A session at the end of the day. To use the time effectively and efficiently, please come to the session able to articulate your club’s issue or best practice succinctly (< 1 min -think table topics fashion).***

What are some of the issues your club is currently facing?

What are some of the practices your club has adopted that have been successful?

## Session 5: **Lightning Talks**

Description: You will be hearing 4 energetic Lightning Talks on topics that will either prepare, enhance, or inspire actions for you and your club.

Objectives:

- Spark your interest.
- Listen with the intent of taking away 2-3 (or more) ideas that you can act on and incorporate in your club.

<b>Topic</b>	<b>Speaker</b>
Fix My Club	Nancy Moscardini
The Value of Mentoring	Jeff Young
Creative Pathways	Jill Van Slyke
DTM Bound	Alan Connors

### **Lightning Talk Notes:**

Based on what you have learned during these talks, what thoughts do you have about applying this to your role and/or club?

Session 6: **Closing Session – A wrap up and send off from our District Director.**

### **Closing Session Notes**

**Optional Q & A:** Though the TLI is now officially over, the Zoom link will remain open (until 1:0 for those of you that have additional questions. We will have breakout rooms on the following topics:

- **Fix My Club** - For questions regarding struggles or challenges that your club may be facing.
- **Mentoring:** For those of you looking for a mentor, interested in being one or starting a mentoring program in your club.
- **Pathways** – Any and all questions regarding Pathways.
- **DTM Bound** – Any and all questions about the Distinguished Toastmaster award and the process of getting there.
- **District Leadership Roles** – Interested in earning the district officer credit for a DTM? Want to find out more about exercising your leadership skills in the district? In this Q&A session, George Marshall, Program Quality Director, will describe the roles of Area Director, Division Director, and other district leadership positions – and answer your questions.
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You will be able to self-select the breakout room(s) of your choice. We will answer as many questions as time allows.

**Wrap Up:**

Today you listened to and participated in several presentations and interactive sessions. Spend a few minutes reflecting on your key take-aways and learning.

What are the important insights and takeaways for you?

A large, empty rectangular box with a thin blue border, intended for the user to write their reflections and takeaways.

And finally, it is time to do something with what you learned.

How can you put your learning into action?

<b>Making your learning Actionable!</b>		
<b>Next 30 Days</b>	<b>Next 60 Days</b>	<b>Next 90 Days</b>

## TLI Training Staff



**Jeanne Alford, CC** (*Co-Trainer/Facilitator – VP Public Relations*)

Jeanne, an author and speaker, directed public relations and crisis management programs for brands including Dolby, Philips Electronics, Sony and Visa. Her communications campaigns changed media perceptions as well as garnered national and international awareness for industry issues. Today, she serves as the executive director for the Sudden Cardiac Arrest Association, speaks to small business organizations, conducts media training workshops, and coaches business leaders to tell their stories in their own words.



**Lisa Ash, DL3, PI1** (*Co-Trainer/Facilitator - Secretary*)

Lisa is the H19 Area Director and has been a Toastmaster for five years. She is a member of Pleasanton Community Toastmasters, a President's Distinguished Club. She has served as VPE, Secretary, and President. She works in the food industry as a culinary food scientist and enjoys hiking in the Sierras, shopping at the Farmer's Market, and any French pastry with a good cup of coffee.



**Faz Binesh, DTM** (*Co-Trainer/Facilitator - Treasurer*)

What tremendous excitement when a fresh idea pops into your mind and I act on it! Joining Castro Valley Toastmasters (CVTM) and then Speakers Forum, has been life changing. It opened a world of opportunities for Faz. He has served in various roles at both the club and District level and applied the learning into his multiple businesses. Faz enjoys giving back to Toastmasters.



**Alan Connors, IP5** (*Lightning Talk- DTM Bound*)

Alan Connors is from Dublin, Ireland, and moved to the United States 10 years ago. He joined Toastmasters 4 years ago, and is currently the Area Director for G25, in Santa Rosa, CA. Alan served as Club President for two years in his home club "Toast Tronic" at the medical device company, Medtronics. He is a Principal Research & Innovation Engineer, designing aortic transcatheter heart valves. He is passionate about Toastmasters, seeing the benefits of the leadership and communication skills that are developed at our meetings, and how these same skills can be transferred into the workplace and personal lives of members.



**Clayton Crowe, MS5** (*Facilitator - VP Membership Breakout*)

Clayton is a writer, musician, husband, and father of two. A member of Vision Masters Club for 2 years, he is currently working on his Level 5 in Pathways Motivational Strategies. His interests include Mythology, Storytelling, Astronomy, History, and how the Dinosaurs did not make it this far.



**Ed Cullen, DTM** (*Presenter, Digital Marketing*)

Ed Cullen joined Toastmasters in April 2011. He has held six of the seven Club Offices, many for five or more times. He has also twice been a Club Coach and Club Sponsor, once a Club Mentor. At the District service level, he has been Speechcraft Chair, Club Extension Co-chair, TLI Dean, Pathways Guide, and was Division Governor of the Year 2014-2015. He is looking forward to another wonderful Toastmasters Leadership Institute and is thrilled to have a role in this TLI.



**Dennis Dawson, DTM<sup>2</sup>, PDG, AC24D, PMP, EC3** (*Presenter, Leadership Team Overview, Trainer/Facilitator – SAA and Lightning Talk- Toastmaster*)

Dennis has been a Toastmaster for 13 years. He has twice served as District 57 Chief Judge. He is a past District 57 Evaluation contest champion. In District 101, he is the 2019 Humorous champion and 2020 Tall Tales champion.



**Garrett Estadt, MS3**, (Co-Trainer/Facilitator – President)

Garett is an engineer and has been a member of Toastmasters since 2010. He has served two times as both club President and VP Education, was last year's Area E-4 Director, and is currently the Division E Director. He is currently working the Motivational Strategies Path, and has always enjoyed participating in the Toastmasters contests, whether as a contestant or a judge.



**Viveca (Vicki) Hubbard, IP3, (Co-Trainer/Facilitator – Secretary)**

Vicki Hubbard has been a Toastmaster for 10 years. In that time, she has held several leadership positions: SAA, Secretary, President, Vice President of Education, and Vice President of Pathways. She is currently an Area Director for District 57.



**Gary McKinsey, IP (Co-Trainer/Facilitator – VP Public Relations)**

Gary is currently serving as VP of Public Relations for Heart-2-Heart Toastmasters in Oakland. For Toastmaster District 57, he is excited to chair the Speakers Bureau. As chair of the Speakers Bureau, his goal is to assist individuals in achieving their communication goals.



**Nancy Moscardini, (Lightning Talk- Fix My Club)**

Nancy joined Toastmasters in October 2016 and has held the role of VP of Public Relations and is currently serving as club President of Talk and Thrive at Kaiser Permanente. She has completed the Persuasive Influence path and is currently working on Effective Coaching. She understands the value Toastmasters brings to the corporate workforce and is excited to share ideas to continuously improve the member experience.



**Linda Patten, PM5, DL5 (Co Trainer/Facilitator – Treasurer)**

Linda Patten (U.S. Army Major) is the founder of *Dare2Lead with Linda*, international speaker, and best-selling author (her latest book: *No One Stood Up When I Entered the Room: One Woman's Journey from Command to True Leadership*), radio show host on VoiceAmerica, leadership expert, mentor, and trainer. She is a gifted communicator regularly featured live and online (as seen on NBC, CBS, ABC, and Fox), on business panels, interviewed as a leadership expert, and as a popular speaker and seminar leader on topics related to business and leadership. She holds an MBA in Organizational Behavior / Leadership, a Certificate in Meeting Management, various leadership positions in professional associations, major organizations, business networking groups and the military.



**Venkat Raman, DTM (Co-Trainer/Facilitator - Treasurer)**

Venkat Raman, DTM, has been a Toastmaster since October 2014. He has earned his DTM in March 2020. He is in the third year of serving as the District 57 Newsletter Editor. Over the years, Venkat has held several officer roles at his club, City Speech Toastmasters. It is now his third year serving as Club Treasurer.



**Rahul Sansi, DL2 (Co-Trainer/Facilitator – VP Education)**

Rahul lives and works in San Francisco. He has been associated with Toastmasters for the last 10 years. He is currently the secretary at Watergate Toastmasters in Emeryville.



**Jill Van Slyke, ACG, ALB, PM4, EH2, PAG (Facilitator - VP Education Breakout)**

Jill has been a Toastmaster since 2008. She will achieve her legacy DTM in December. She is an avid tennis player which appeals to her competitive nature on and off the court. She also enjoys hiking with her family.



**Steve Taddei, DTM, PDD (Co-Trainer/Facilitator - President)**

Steve has been a Toastmaster since 2008 when he joined Island City Toastmasters in Alameda. He is currently a member of Alameda Tongue Twisters, The Esteemed Oakland 88, and Toastmasters Leadership Club. He joined Toastmasters with the goal of improving the way he communicated with his customers and after becoming intrigued with the leadership track, Steve served in several officer roles including president of Island City, Alameda Tongue Twisters, and Oakland 88. He also served in district officer roles including District 57 Director during the 2016-2017 year. Steve is currently Vice President of Education for The Esteemed Oakland 88.



**Jeff Young, ACB, ALB, VC4 (*Lightning Talk- Mentoring*)**

Jeff Young joined the South Bay Toastmasters in 2010 after having what his manager politely termed ‘technical difficulties’ when presenting. When he is not busy cooking up outlandish Toastmaster workshops, he is an aspiring novelist, video gamer, and third generation amateur chef, all three of which he has been able to do a lot of during the pandemic lockdown. His ‘specialty’ is being an inspiring speaker, and he is currently on the Visionary Communication Pathway.

## **Thank you!**

District 57's Toastmaster Leadership Institute is a collaborative effort of many. Thank you all for your time and talent shared for the benefit of all District 57 Club Officers. It was a pleasure and an honor to work with all of you.

**TLI Design Team:** Lisa Ash, Ed Cullen, Dennis Dawson, Donica Hopkins, Jasper Visser, Kevin Markl and George Marshall.

**TLI Tech Team:** David Dai, Wing Lok, and Pauline Russell

**TLI Tech Hosts:** Dave Blum, Martin Galaviz, Sherry Hsu, Winnie Ma, Mona Safari, Staci Smith, Tao Shu, and Tong Yin.

**TLI Timers:** Karen Bouvier, Seitu Coleman, Jane Luong, Kate Mills Stacy Schwan, Teresa Smith, and Jan Voss

On behalf of District 57, we thank you for attending the January 2021 TLI and for your leadership in your club and in the District.

In Gratitude,

Lisa Fairchild,  
District 57 TLI Dean 2020-2021

**Resources and Handouts:**

All the resources (including trainer slide decks, handouts, and other material) from January TLI can be found on the District 57 Website.

<https://d57tm.org/additional-resources-and-handouts-for-jan-16-tli/>