

District 57 Dispatch

Toastmasters International
District 57 Newsletter
October, 2024
Volume 1, Issue 4

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Rosh Hashanah

OCT
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Hacienda Park Toastmasters
Open House! 6:00PM- 7:00PM

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7

Region 1 Advisor Visit/ Meetup Club –
Hands On Workshop/6:30 pm - 7:30 pm

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Region 1 Advisor Visit-Pizza Party

OCT
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Region 1 Advisor Visit

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Region 1 Advisor Visit / Trident
Open House! 6:00 - 7:30PM

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Region 1 Advisor Visit
Yom Kippur

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District Executive Committee
Meeting (DECM) – 9:00– Noon

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Meetup Club – Hands On Workshop/
Training 6:30 pm - 7:30 pm

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Halloween/Diwali



The fall season is upon us. With this comes the approach of the holidays and associated family fun. As usual, there is a lot going on in our district, ranging from podcasts featuring accomplished Toastmasters to events coming up. And remember to not let the New Year's Contest Season sneak up on you.

But first we are expecting a visit from Region 1 Advisor Rose Kirland! Rose will be with us from October 7th to October 11th, with a pizza party planned on October 8th in San Ramon—Sally Philbin shares the details in this edition. Rose will be attending open houses and advising district leaders—including members—about many things that count toward success in Toastmasters. And don't miss a forthcoming D57 podcast featuring Rose for her vision and insights.

Make it a great month.
Lee Vaughan, Editor

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D57 PIZZA PARTY! BE THERE OR BE SQUARE! BY SALLY PHILBIN, DISTRICT DIRECTOR

Members of District 57: Our Region Advisor, Rose Kirland, is coming to spend some time with us, Monday, October 7 through Friday, October 11. There are a few things to know.



The flyer features a red and white color scheme. At the top left is the Toastmasters logo. The title 'D57 Pizza Party' is written in a white cursive font. Below the title is a photo of a slice of pepperoni pizza. To the right of the pizza is a photo of Rose Kirland, the Region 1 Advisor, speaking at a podium. Text on the flyer includes the date and time: 'October 8, 2024 at 6:00PM PT (Try to come early to order food)'. The location is 'Round Table Pizza Clubhouse, 2540 San Ramon Valley Blvd., San Ramon, CA 94583'. There is a 'Be there or be square' checkbox and a QR code with the text 'scan to register or go to d57tm.org/pizza'. At the bottom, it says 'RSVP for Pizza Party with Rose Kirland, Region 1 Advisor d57tm.org'.



1. First, and foremost, we will be gathering to share Pizza, hear words of wisdom and just connect with each other on Tuesday, October 8. The celebration of Rose's visit will start at 6:00pm PT, but you might want to get there a little bit earlier to order your own pizza, or whatever you would like so that it can be delivered to you by 6ish. The party will be at the Round Table Pizza Clubhouse, 2540 San Ramon Valley Blvd., San Ramon, CA 94583. They have a great room that they offer at no charge. Of course, we will all be buying our own food and drink from them. Yes, we will have hybrid set up for our distance members or others who can't make it in person. If you are local, I really would not miss this event. Rose will be handing out goodies to those who can be there in person.

2. Second, Rose will be available to attend Club Open Houses. We are scheduling those visits as you are reading this. Don't waste time, reach out to Jeff, our Club Growth Director at jeffrey@d57tm.org to let him know that you would love to have Rose visit your club. First come first served, schedule permitting.

3. Third, We are looking for opportunities for Rose to join us in speaking to a Corporate Training Manager or participating in a Kick-off meeting that week. Prizes are available to anyone who can provide us with a hot lead for that week.

4. You may be asking yourselves...What the heck is a Region Advisor? Well just like clubs have Presidents, and Areas have Area Directors, and Divisions have Division Directors, and Districts have District Directors, Regions (a collection of Districts) have Region Advisors who help us with the running of our District. This visit by Rose is the fun part of her job...like all of us, she is a volunteer. She gets to travel visiting Districts in her Region and meeting people and experiencing such a wide variety of practices. As with clubs, there are many fabulous ways to do things. We learn from her, and she learns from us.

We are looking forward to a fun filled week of visits and filled schedules. I hope that as many of you as possible can join in on the fun. A good place to start is at the Pizza Party, Tuesday, October 8, at 6:00pm PT. Don't forget to come a bit early to order your own pizza, or whatever you would like so that it can be delivered to you by 6ish. Just repeating, the party will be at the Round Table Pizza Clubhouse, 2540 San Ramon Valley Blvd., San Ramon, CA 94583.

Be there or be square!

Sally

CONSIDERATIONS FOR CLUB EXCELLENCE, BY LINDA PATTEN, PROGRAM QUALITY DIRECTOR

With the training season for Club Officers, Area Directors, and Division Directors, we now move into another aspect of Club Excellence and we have incentives to enhance your club's bank account. Let's look at what we have:



1. Have you conducted a Moments of Truth evaluation yet? This assessment truly looks at all the areas of a successful club and what brings in new members while keeping those members you have: What are the first impressions that provide a positive experience? How are you orienting new members to the club, to Pathways, to Toastmasters? How are you retaining members while providing a fun, friendly, and supportive environment? How are your meetings planned and executed? Is your club strong, filling roles and providing leadership? Do you recognize achievement?
2. Has the leadership completed the Mini-Success Plan? Without a plan, it is difficult to achieve success. Take the time for the leadership to think through this and then present it to the club so they know what is planned for the year.
3. Pathways: As you know this is a key part of the Distinguished Club Program and wraps around Education. While it has been announced that Pathways will shut down for significant changes on October 9th, that does not mean we as Toastmasters should stop our learning, our speaking, nor our evaluating. There should be a push to complete and to record as many levels as can be done between now and the 9th. During the shutdown, an opportunity to continue our learning and completing speeches is open to us. When Pathways comes back online, you will have many projects and paths to approve. Don't delay – have your plan in place.

To sweeten the pot, the District has incentives for completing all of these by end of the year. Check this out – let's not leave money on the table, complete tasks that make your club stand out!

CALL FOR PRESENTERS: "TABLE OF CONTENT" VIRTUAL EVENT! BY LEESA THOMPSON, PR MANAGER

Are you a dynamic speaker or trainer looking to showcase your skills and inspire others? We're excited to invite you to join our Table of Content event on Wednesday, October 9th at 5:00 PM PT/8:00 PM ET during Rose's visit!

This is a fantastic opportunity to deliver a 2-minute Table Topic/Advertisement highlighting a speech or training you would offer to clubs—perfect for Open Houses or educating members on public speaking and leadership development.



Ready to shine and share your expertise? Sign up now to be a part of this engaging event and make an impact on Toastmasters clubs across the district!

For more information or to confirm participation, contact Linda Patten, PQD at Linda@d57tm.org or Leesa Thompson, PRM at PRM@d57tm.org.

**THE ROLE OF OUR
REGION ADVISOR:
ROSE KIRLAND WILL
VISIT US OCTOBER 7-11,**

BY LEESA THOMPSON

You may be asking, "What's this role?
What's a Region Advisor's goal?"

Well, just like clubs have Presidents,
And Areas, directors sent,
Divisions, too, have leaders strong,
And Districts need their guide along.

But Regions? That's a bigger field,
Where even more success is sealed.
That's where Advisors come to play,
To help us grow, to light the way.

In Toastmasters, we rise, we lead,
We learn new skills, plant every seed.
And Rose, our guide, who's come to cheer,
Is here to make our path more clear.

Just like us, she's volunteered,
With passion strong and deeply steered.
She travels through her Region wide,
To share her wisdom, be our guide.

She sees the clubs, the speeches made,
The contests won, the progress laid.
She shares the tools for us to thrive,
So every District truly thrives.

But Rose will tell you—she's here to learn,
From every speech and every turn.
In Toastmasters, there's not one way,
To lead, to grow, or to display.

We learn from her, she learns from us,
Together, we create a plus!
A Region Advisor's goal, you see,
Is guiding all to victory.

So let's raise high the Toastmasters' cheer,
For Rose, who's traveled to be here,
To lift our clubs, our goals, our voice—
In District 57, we rejoice!

AN OPEN DOOR WORKS BOTH WAYS... BY JEFF YOUNG, CLUB GROWTH DIRECTOR

...it leads to an open house.

Do you remember what it was like to walk into a roomful of strangers? To introduce yourself to a bunch of people, and to be made to feel welcome? The shoe is on the other foot now. Now you are the welcome wagon, and how you treat your guests is what helps convince someone to stay. There are two ways to handle it; business as usual, or running an Open House.



An Open House is like having your house in order; you're showing the best your club can offer to someone who is looking for a safe place to speak, but also the best place to learn how.

"But any meeting can be an Open House." you might say. Sure, but we've all had those meetings where things don't go right because we didn't plan ahead, and then we leave a bad first impression.

An Open House is choreographed, like a lot of meetings aren't. Your primary speaker is an accomplished one, designed to wow your guests with what they could be someday. An Open House is a commitment. It's people saying, "I'll do this part." It's picking your best Table Topics Master and Evaluators. It's remembering to be accommodating and explaining everything.

An Open House is an *event*. And so we should treat it like one. This is part of my job; the art of helping you attract new members in ways that you might not have thought of.

- Can you easily express what makes your club -different- from other clubs with Toastmaster in your name?
- Can you extend an invitation to come again next week without pressure?
- Does your meeting flow like water, clockwork, or maple syrup?
- Are there moments of fun, joy, inspiration, and awe(some)?

If you can do all four of those, you don't need my help. But if you can't...I've got a box of tools for you to fix things.

City Speech Toastmasters' Pallavi Hegde, Narendra Patel, Praveena Raman and I have developed a ready-to-modify Open House Kit design, ed to help you from planning to follow-up. It's got scripts, schedules, and a dozen flyers - one for each month of the year. All you have to do is fill in your club name, date, and staffers. It even contains an ever-growing list of speakers you can call on, emails to send to prospective guests, and an agenda template as well.

In short, we've made running an Open House a lot easier- all you have to do is pick a date, get some volunteers to staff it, choose a flyer theme, and the kit does most of the rest. If you've hated running Open Houses, we definitely want you to give the Kit a try. My goal for the year is to get clubs to run 80 Open Houses -- and I'm offering a double bonus Incentive award for the first one any club runs until June.

But wait, there's more! [\(continued on page 5\)](#)

AN OPEN DOOR WORKS BOTH WAYS... (CONTINUED)

We're looking for clubs to run an Open House on the week of October 7th to 10th -- we'll even provide your Outside Speaker - Rose Kirland, our Region Advisor will be in town, and she's happy to provide her rockstar support for any club that's willing to run their Open House while she's here.

Contact jeffrey@d57tm.org for a copy of the Open House Kit, to book Rose (remember to include your meeting day, time, and whether you're virtual, hybrid, or in person - the latter two preferred) or anything Club Growth-related. I'm out here for you, as always.

Jeff

THE ROAD LESS TRAVELED, BY D'MARIE SHY-KING, DTM, D57 PODCAST CHAIR

Speak, Lead & Grow, the [D57 podcast](#) where our mission is to inform the masses, started the year with passion and determination. We started with a clean slate. And, by remaining focused, "Speak, Lead & Grow" appears to be headed for a very successful year!!

We have introduced the "Trio+One" to the entire District and presented the new and improved Meetup platform for District 57. And, that's just the beginning! Our upcoming interviews are sure to keep you engaged and amazed, as you "learn and grow" with us. Follow us at d57tm.org, the District Newsletter, the Sunday Digest, FB, LinkedIn and YouTube.



WHO'S TAKING ADVANTAGE OF *Meetup* SO FAR?

In last month's edition, Meetup Chair Sree Gudreddi introduced readers to a powerful social networking platform that connects prospective members with clubs—Meetup. Clubs currently taking advantage of this tool are listed below. For questions about adopting Meetup for your club, e-mail Sree at meetup@d57tm.org. Click on the links below to visit the clubs' Meetup pages.

[A1 Castro Valley Toastmasters Club](#)

[A13 Newark Toastmasters Club](#)

[A13 A Cut Above Club](#)

[A35 Union City Toastmasters Club](#)

[B21 Word Weavers Toastmasters Club](#)

[B22 Coastmasters](#)

[C8 Capitol Speakers Toastmasters Club](#)

[C8 Mare Island Club](#)

[C8 North Bay Speech Masters](#)

[C9 Pitch Perfect Toastmasters](#)

[C9 Southern Marin Toastmasters Club](#)

[C10 Ukiah Toastmasters](#)

[C31 Toast of Petaluma](#)

[D3 Lakeview Toastmasters Club](#)

[D3 East Bay Toastmasters Club](#)

[D12 Oakland City Center Toastmasters Club](#)

[D12 Toastmasters Leadership Club](#)

[D26 Lakeside Speakeasy Club](#)

[D26 Warehouse Toastmasters](#)

[D26 Andeesheh Toastmasters Club](#)

[D30 Oakland Uptown Toastmasters](#)

[D30 ARPB Toastmasters](#)

[E6 Sunrise Business Leaders](#)

[E6 Danville AM Toastmasters Club](#)

[E18 Watergate Toastmasters](#)

[F19 Pleasanton Community Club](#)

[F19 Trident Toastmasters](#)

[F28 Hacienda Park Toastmasters](#)

[Club](#)

[F28 Chamber Chatters Toastmasters](#)

[Club](#)

ON STORYTELLING, BY BRENDAN JAMES MURPHY

I have been a Toastmaster for twenty-seven years and I have heard MANY speeches. What surprises me is that some of the most poorly delivered speeches have been some of the most memorable. Icebreakers—where the new and nervous Toastmaster focused on the printed pages while the filler words punctuated all the phrases. These speeches were not memorable because of technical errors but because they were *stories*.

Unfortunately, oral communication is usually forgettable.

Toastmasters can empower you to speak memorably, especially if you choose to incorporate stories when you speak up.

This is done first by making you comfortable with the foundational skills of speaking in front of others:

- Speaking confidently and sincerely
- Organizing your content
- Choosing your words well
- Using vocal variety
- Leveraging body language
- Preparation & practice
- Presenting a message that has value

If you can master these skills, the audience will understand you, but will they remember your message? To make sure the answer to this question is “YES,” leverage stories. One of my favorite professional speakers, Zig Ziglar, had this to say about storytelling.

Stories are the creative conversion of life itself into a more powerful, clearer, more meaningful experience. They are the currency of human contact.

Based on our own experiences, we know the power of storytelling.

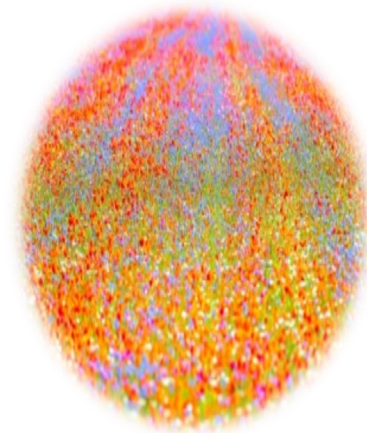
Now research is catching up with this wisdom. My favorite example is from Jennifer Aaker of the Stanford Graduate School of Business. Doctor Aaker led a study where students were asked to make a one-minute persuasive pitch. Interestingly, only one out of ten students used a story in their pitch. When the class was asked to write down everything they remembered about each pitch, only 5% cited a statistic, while a significant 63% remembered the story ([LINK](#)).

To combine your Toastmasters skills with stories, I recommend you join (or start) a Toastmasters Storytelling Club.

I have been a member of [Tales ‘n’ Tellers Toastmasters](#) club since 2005. It has helped me to succeed outside of Toastmasters at work and in my volunteer activities. We are a hybrid club which meets on the second and fourth Sundays of each month. In two short hours, we feature an educational session on storytelling skills; three storytellers whom each receive powerful round robin evaluations; the challenge of impromptu storytelling; a report from the timer; a report from our Linguist who evaluates “ahs & ums,” plus how language usage helped or hindered our storytelling.

If you don’t have the time to join such a club, please plan to use stories in your speeches to your home club, and use stories every time you respond to a Table Topic. In practicing your storytelling in a front of a Toastmasters audience, you will gain the practice and the confidence to become a powerful and memorable communicator: a storyteller.

Distinguished Toastmaster [Brendan James Murphy](#) joined our organization in 1997. He is a past D57 Tables Topics Champion and D57 Humorous Speech Champion. He was honored to receive the D57 Toastmaster of the Year award in 2011. He is currently a member of Tales ‘n’ Tellers Toastmasters and Laugh Lovers Toastmasters. He works for the IT department at Stanford HealthCare where he leverages his TM skills every day as an Agile Program Manager.



THE IMPORTANCE OF WATCHING THE SHOP

PART 1: SHOPKEEPERS, BY LEE VAUGHAN



If you're a leader in a club, you know that clubs don't manage themselves. Both officers and members need to take part in actively driving club success. But all too often, clubs seem to flounder, as if there's a belief that someone will come along to save them, or things will just work themselves out. If too many people think this way, it can foreshadow club decline. Considering this phenomenon, it's helpful to acknowledge the reality of club dynamics and how you might rethink how you run your club.

Clubs often decline because those with "the fire" are no longer there, or there aren't enough of them to sustain it. Like it or not, there should be a nucleus of people who, regardless of titles, ensure the club is running well – a team of shopkeepers, if you will. This includes watching for gaps in club management and taking active steps to fill those gaps. But what if that reliable nucleus of people erodes over time through attrition? Bill, your ever-present membership champion, even when he's not the current term VP of Membership, has just moved across the country. And Monica, your go-to for all things Pathways, has just retired and gone off the grid. What do you do?

"Dividing the workload...may provide the necessary niches for members to lend their unique talents to club efforts."

Obviously, you need to get someone else to fill those roles. But all too often, we look at this as a one-to-one relationship. We lost person X, so we need a person Y to replace them. But does reality always allow for this? Is it always possible to get someone who will be your next Bill or Monica and do everything they were doing? No, I don't think so. Instead, the answer might be that you need to call on a few other people to do parts of what one person used to handle. People's time is at a higher premium today than ever before. It is sometimes just not possible to find someone else who will step in and figure it all out. Consider how you might expand your team of shopkeepers and delegate different tasks to involve other members while not taxing their bandwidth at the same time.

When people say they don't have time to help with a club need, or that it's too much, they are usually saying they cannot absorb the cognitive or emotional load they anticipate comes with the activity. Therefore, requests for help should be contextualized and tools offered as part of a request to step up. In my own club, the VP of PR happens to have a more focused job description, because my club already has access to a company newsletter with a wide readership. Saying, "I need you to be the VP of Public Relations," is a much more daunting request than, "Could you help us run ads in a quarterly newsletter publication?" The latter is a much more manageable



task than navigating the broad and enigmatic discipline of PR.

What are some areas you could divide among more club members for greater productivity? Dividing the workload and involving more members in smaller tasks could pay off in the long term, as it could allow people to specialize in more manageable club duties. Who's in charge of greeting guests? What about processing applications? What about another person to follow up with guests after the meeting and watch over their application status? Although these activities are interdependent, they may be more manageable when delegated to different people than having a single person do multiple tasks to champion, say, new membership; and it may provide the necessary niches for members to lend their unique talents to club efforts. Instead of pushing for another "store manager," a wider team of shopkeepers might be better for that big job that needs doing.

But let's talk more about this.

How do you recruit people to

"watch the shop"? Write to me at news@D57TM.org if you'd like to add your input to Part 2 of this series!

Again, make it a great month! - Lee Vaughan