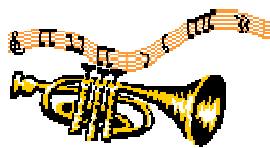


The Clarion



**Toastmasters International
District 59**

March 2005

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Volunteer!

Last week I received a phone call from a member who was complaining about the way things were handled both in her Club and her Area. After listening to her for a while, I asked her what she thought she could do about the situation. "What do you mean, what can I do? You are the District Governor!" she cried, "You should be the one to intervene and give those people orders!". "If you are not happy with the way your Club President and your Area Governor currently handle your Club and your Area, if you know how you could improve the situation, why don't you run for office next year, dear?" Startled, she giggled with embarrassment, for she had never thought of this possibility.

My point in telling you this little story is that Toastmasters International is an organization based on volunteer leadership. Some people are born leaders who will immediately take over and offer perfect help and service to the members. Others will need time to adjust but in the end they'll become good leaders too. Unfortunately, a few may be overwhelmed by the task at hand and prove unable to fulfill their duties.

Yes, we may suffer when dealing with the latest, but who are we to judge? If we aren't happy with what happens, each one of us has the possibility to act, to contribute, to bring our

¿Habla Español?

Excelencia, the new Spanish speaking Toastmasters Club in Madrid, is open for business.

Many people have asked how a new Club can have such a strong start. The answer is simple and it is also a cliché. Teamwork. In the case of Excelencia a very special team called Iberia Advanced Toastmasters.

Iberia Advanced Club has monthly meetings around Spain promoting Toastmasters. More than that, they pull together. Members fly to demonstration meetings from all the corners of Spain, they offer help, they volunteer for any roles still open and they tell all their personal contacts in the area about the fantastic new club starting. They even bring guests to a

little stone to the building. And how do we do that? Simply by taking responsibilities, becoming a member of our Club Executive Committee, an Area or Division Governor or another member of the District Executive Committee.

Complaining from the outside is inefficient and unproductive. Acting from the inside is the only way to achieve our goals and improve a situation.

We are an educational organization, remember? Being a Club, Area, Division or another District Officer is indeed a fantastic opportunity to work on our leadership skills. It is a win-win situation: the District gains a good leader, the member becomes a better leader through practice.

Fellow European Toastmasters, time for elections is soon to come! So, if someone approaches you for a position next year, don't be shy, don't procrastinate, just say "YES"!

Volunteer to be part of a team which will lead your Club, your Area, your Division and your District to success!

Aim high for yourself, for the benefit of all!

**Your District Governor,
Odile Petillot, DTM**



meeting and persuade them to sign up at the end.

Excelencia has had a strong start because of the support and encouragement it received from this great team. As part of this team I am reminded that sometimes in life you are the teacher and sometimes the pupil. I shall continue giving and continue learning in my new home of Excelencia Toastmasters. For helping make all of this possible, thank you team Iberia!

**Joanne Whitlock
VP Education, Excelencia Toastmasters
'Building Madrid as an Area'**

Inside this issue:

Attracting Media	3
District 59 Spring Conference	4
¿Habla Español?	1
Imbibing the Best Spirit — the Human Spirit	3
Impressions as First Time Area Governors	2
New on the Web	3
Quiz	4
Rebirth of the Oracle in Delphi	2
Volunteer!	1



New on the Web!

- New presentations are available on the District website and I have slightly reorganized the existing ones in the two sections "Education & Training" and "Marketing & Public Relations".
- Full-length versions of some of the articles published in the Clarion are available in the section "Marketing & Public Relations".
- The page for the new clubs has also changed, including those already chartered and the provisional ones. The material which was there is now on the "Marketing & Public Relations" page.
- Feel free to share your opinions in the open forum on the hot topic of the proposal of dues increase by TMI.

Ileana



Rebirth of the Oracle in Delphi

High up on the pine-forested slopes of Mount Parnassus in ancient Greece, people would wait in line in the hot sun for hours and hours. All waiting patiently to consult the Oracle in the Delphi temple to find answers to many different questions in their life. And even though the Oracle did not always give all the correct answers to the people seeking her advice, it was still an advice that was appreciated by people consulting the Oracle.

Admitted - this was a long time ago that we trusted the advice of the one divine person. In today's educated world we know better than this, and have many sources of knowledge which we can visit and consult.

One morning I was looking for information on a subject and stumbled upon something with toastmasters.org. Being curious by nature, I did click on the link and quickly read the webpage and went deeper and deeper into the web of Toastmasters...until finally caught. What an interesting concept!

Being part of Oracle Corporation, most people in the workplace have a role where they do present and communicate to a group of people quite often. Most of these people have attended presentation skills, media training etc. However reading the description of Toastmasters I had to ask myself questions about the continued learning within the community of people



presenting and communicating, the concept of learning from evaluations from colleagues and learning from watching and listening to some of the very best in the room. These are all great ideas. But are we doing this?

The Oracle within Delphi was all about the many asking the one divine person for advice. What we would like to do is for the one to ask of the advice of the many - without having to wait for hours in the hot sun! The birth of Delphi within Oracle is a reality.

Toastmasters Club Delphi was born! We started up in November 2004 with most of the Oracle Denmark management team as the initial 20 members. The beginning of February opened for the rest of Oracle Denmark (with five new members so far).

Ratings from the members of Club Delphi are fantastic and some see the Club Delphi providing the best training they have ever received .

We could never have done this all by ourselves. A lot of helpers assisted in giving birth to Delphi in Oracle. On behalf of all Club Delphi members I would like to thank Elizabeth Nostedt, Julie Matthews, Richard Murray, Sharon Abrahamson, Christer Wilén and Elisabeth Engel.

Jesper Sachmann
Club President

Impressions as First Time Area Governors

As a first-time Area Governor and in an Area that is quite new with a high member turnover, I found that creating a sense of cohesion and spirit amongst my Clubs was the biggest factor for success. The idea of an Area Council had not been established when I started the job. The Clubs' Officers were concerned about their day-to-day work and were not really aware of the need to pull together at Area level. As they gained experience, I was able to better tap this experience for the benefit of the Area and to establish some knowledge transfer between Clubs as well as individual officers.



District meetings by reading as much TM material as possible in preparation for the topics/ training sessions listed on the agenda.

There is one thing I regret not doing. I recommend all new District officers not to miss the first District Officer meetings and Officer Training sessions immediately after the elections during the Spring Conference.

Hans Tornieporth
Area B2 Governor

I have also got many great ideas from my fellow Area Governors and also Division Governors about how to better run the Area and conduct programs professionally.

I say thank you to the members of the District Executive Committee for their help and pass thanks to the Area C4 Council Officers for their continued support and enthusiasm.

Amy Amann
Area C4 Governor



The 19 February District Executive Meeting in Geneva was very worth while for me. I was attending the first time as an Area Governor. I now understand much better how I can benefit from the experience of other District officers and other experienced Toastmasters in Europe.

We Area Governors volunteer for the tasks without remuneration and in so doing we maximize our time to the Clubs in our area of responsibility. It has been enlightening to me to visit each Club and participate in their meetings. I especially enjoy sharing my experiences with fellow Toastmasters who span from being novices to very experienced persons. It has helped me to appreciate the job done by the Division and District to strengthen our existence. I feel that I have benefited immensely from the tasks that I have undertaken, not only as an Area Governor but also by being an Officer in the Clubs of which I am a member. I highly recommend the post of Area Governor to anyone who aspires for a management position in Toastmasters particularly if they are engaged in a leadership task.



Ralph Arroyo
Area A3 Governor

● It is important to be well prepared for all

Attracting Media Coverage for Your Club

A story in a local newspaper or on a local television broadcast is an effective way to draw attention to your Toastmasters Club. A well-written or well-produced story will attract new members and will invigorate existing ones with pride. The trick is pricking the attention of journalists, a finicky group never ashamed of a little handholding.

The cheapest and easiest way to attract the attention of the media is a one-page press release. In it, you pitch your story and provide journalists with enough background information to decide on the story's newsworthiness.

A story is newsworthy if it is fresh, timely, unusual, interesting, will make people laugh or cry or get angry or is useful to readers. A story doesn't need to be all of these things, but must be at least one. The more of these it satisfies, the more newsworthy it is.

Every story needs an angle. To find it, ask yourself, "What about this story will make people care?" Sometimes you need to think creatively to find the best angle. Has a member of your Club just won an important competition? Is it the 20th anniversary of your Club? Or has a member overcome particularly challenging personal obstacles to public speaking?

Decide which media you want to target. Small, local and regional print, radio and television media are going to be much more receptive than larger ones. Email or fax your press release about three to four weeks in advance if it concerns an event. Call ahead to learn which editors or reporters should be sent your press release and try to speak to them directly to let them know you will be sending it.

Prepare yourself for coverage. The VP public relations and the president of your club should be ready and willing to talk to journalists. The more you are willing to give journalists what they need, the better chance you have of publicity. So be flexi-

ble and be accommodating.

If a news agency takes the bait, have a fact sheet on Toastmasters and a few digital and/or print photographs ready to supply.

Some rules to follow in your press release:

- Use one side of an A4 paper. Use font, spacing and font size as you would in a normal business letter. At the top, include the date at which the information is okay to be published.
- Write a headline for your press release in large, bold font. What is the press release about? The title should answer this question.
- The text of the press release should include who, what, when, where and why. It should pitch your angle. Be concise and simple. Let the facts speak for themselves. If you name people, identify them by their position or relationship to your club.
- Include a few sentences toward the end about Toastmasters in general.
- Note that you have photographs available for use and that you are willing to have media visit a Club meeting.
- At the bottom include your Club's name, a contact name, email, and all possible day, night and weekend phone numbers.
- A "####" indicates the end of the press release.

Now you're ready. Give 'em hell.

Justin Moresco

Justin is a journalist with GEM, an English-language magazine published in Geneva, Switzerland and is a member of the Geneva Toastmasters Club.

Imbibing the Best Spirit – the Human Spirit

Towards the close of this Toastmasters' year I look back over some decades of work in international circles away from my own country.

I have found that the Toastmasters International organization provides one of the best continuous human-bonding programs one could expect to find. Individual toastmasters respond to many faceted appeals to enrich the human spirit and improve the quality of lives.

Toastmasters Clubs provide needed oases of space and time for us to really communicate face to face with others and to learn more about ourselves. Our democratic procedures are cemented with rules of order mixed with empathy, ethics, tolerance and understanding.

I think of the good leaders under whom I have served or have otherwise observed during long periods of both war and peace. Irrespective of nationality they had something in common. They showed me that successful leaders are both good listeners and efficient administrators. They exhibited to a high degree a combination of qualities; a striving for an ency-



clopedic knowledge of the details of their assignments and organization, tireless energy, meticulous efficiency, organizational skills and openness to technological advances. They strengthened those talents with empathy for others. Each of them had a great generosity of spirit that considered every member of the team, large and small, to have a claim on his concern.

They demonstrated that if faced with whether they should act as a good professional in their field or a good human being, each chose to be a good human being.

They imbibed the human spirit – the best spirit of all.

Soon to stand down after some years as a District Officer, I wish each District 59 Toastmaster a fulfilling conclusion to this year. I thank each one for being my colleague and mentor.

Roy Skinner, DTM



Toastmasters International District 59

Publisher: Odile Petillot, DTM

District Governor, Email: o.petillot@wanadoo.fr

Editor: Ileana Christodorescu, ATMB/CL

Public Relations Officer, Email: ileana_chris@bluewin.ch

THE MISSION OF THE DISTRICT

The mission of the District is to enhance the performance and extend the network of Clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:

- ◆ Focusing on the critical success factors as specified by the District educational and membership goals.
- ◆ Insuring that each Club effectively fulfills its responsibilities to its members.
- ◆ Providing effective training and leadership development opportunities for Club and District officers.



District 59 Spring Conference
Evaluation and International Speech Contest
 May 27, 28 & 29, 2005
 at the
Amsterdam Hilton Hotel

Conference Agenda

Friday 27th from 7pm

- District 59 executive meeting
- Attend the Amsterdam Toastmasters club meeting
- Social drinks at the bar

Saturday 28th All day

- General Council Meeting
- Educational Sessions
- Sight seeing
- Lunch
- Evaluation Contest
- Speech contest and Gala Dinner

Sunday 29th Morning

- Educational sessions
- More sight seeing
- German and French Contests

Price

Early Bird rate, pay before Friday, 22 April 2005 € 120

Late Fee € 160

Evening Package: (Gala Dinner + Speech Contest) € 65

** contestants will be reimbursed half their fee once they know they have won a spot to the District conference.*

Registration

On line at www.conference.district59.org

Accommodation

- A very special rate has been arranged with the Amsterdam Hilton Hotel of €120 per night per double. T:+31 20 710 6000. (Quote Toastmasters).
- Limited accommodation is offer from local Toastmasters. Please register and pay early if you want to take advantage of this offer.
- Should you want to shop around, please check: www.bookings.nl

Quiz n° 4 – answers

1. Toastmasters International was founded in 1924.
2. In order to become an Advanced Leader, a Toastmaster must be a Competent Leader, served as a Club sponsor, mentor or coach, served a complete term as a District officer, completed the High Performance Leadership program.
3. The youngest Toastmasters club in Europe as of January 1st, 2005 is the Delphi Club in Denmark.
4. The highest mountain in Europe is the Mont-Blanc, located on the French-Italian border.
5. The independent states created at the end of WWI as a consequence of the fall of the Austro-Hungarian empire: Hungary, Czechoslovakia, Yougoslavia.

Answers provided by Ileana Christodorescu

Quiz n° 5

1. When and where will the 2005 Toastmasters International Convention take place?
2. Which were the first two manuals of Toastmasters International?
3. Toastmasters International was at the beginning an organization with only male members. Which year were women accepted as members in Toastmasters?
4. How many official languages are there in Europe?
5. Which is the longest river in Europe?



Questions provided by Ileana Christodorescu.

Errata to quiz n°3 question n° 3: The Danube crosses also Belgrade, the fourth capital. I thank Otto Schwerer from Vienna (VIC Toastmasters club) for pointing out the mistake!