

# The Clarion

The Official District 59 Newsletter



## THE FIRST TIME –

### A PIECE OF MY OWN MENTORING-STORY

Dear Toastmaster fellows,



Usually other people see me as a kind of superwomen: competent and (almost;-)) perfect. When I joined toastmasters in 2004, something had to change, because I felt that communication is more than being (almost) perfect

on my own. Communication happens between people. I started to get active and looked for a mentor. With the help of the VP Education, I found Beate -- a good mentoring match! We both agreed on an exchange by email before the icebreaker. Before I wrote my first speech, we fixed a date for me to send Beate my written draft. I worked nearly 8 hours preparing the three-page icebreaker, reviewed it, eliminated mistakes and looked at the gaps. Time flew. I had to send my icebreaker because I wanted to keep my commitment. I pressed the send button in my email program and felt terrible; I thought again about the mistakes, wrong words and information gaps. The next day, I found Beate's email in my mailbox. She answered me in a very warm and helpful tone and gave me helpful feedback. I was amazed, because in a way, I was expecting a harsh critique. Old pictures from school came back. But that was the past and the past is gone! I sent Beate my second and my third version of my speech. She kept the same patience, helped to eliminate unnecessary information and respectfully showed

me how to get to the point. Two days later I went to the toastmasters meeting and held my icebreaker: "How I learnt to drive a motorbike." I made it.

I never will forget this first mentoring experience. With Beate, I found somebody to trust. It made me feel that I'm accepted with my skills and my speaking weaknesses. Beate was my mentor for the first year and so, I was able to finish my CTM (today CC) within a year. Now I had a license to drive and a licence to speak.

Share with other Toastmasters your mentoring-experience! Tell us your story. Contact [kai.krueger@contextual-services.com](mailto:kai.krueger@contextual-services.com)

Kai Gabriele Krüger (ACB, CL),  
Munich Business Speakers

Kai Gabriele Krüger has the vision to make mentoring popular in our district 59. She works together with Dirk Husfeld. Our activities are mentoring workshops, mentoring articles in "Clarion", a forum on the internet business platform <https://www.xing.com/net/tmi/> and the website <http://mentoring.munich-toastmasters.de/de/startseite.html>.

Do you want to know more about Mentoring? Visit our Mentoring-Workshop at the District Conference! Sunday, 25<sup>th</sup> November 2007 10.45-11.30

**You are welcome!**

**Kai Krüger**

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#### Comment of the editor:

The Mentoring information will soon be available at the District 59 website ([www.district59.org](http://www.district59.org)) as well.

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## STREET FESTIVAL CORSO LEOPOLD:

### THE FIRST-TIME PARTICIPATION OF TOASTMASTERS INTERNATIONAL MUNICH

Twice a year, a festival takes place on Leopold street and Ludwig street in Munich. In July and September, these streets are blocked for traffic and walkers populate the biggest "Salon" in Munich. Every year, thousands come to this festival. Corso Leopold is one of the organizers and focuses on art and culture. Organisations, associations, societies and clubs may promote their program.

The first weekend in September 2006, Toastmasters International Munich took part for the first time and introduced themselves to this big audience. Head of the campaign was Reinhild Karasek, VP Public Relations of Speaker's Corner.

On Saturday and Sunday, we set up a booth for interested people walking by. We informed them about the aims and activities of all existing Munich Toastmaster clubs. Many people were quite surprised because they did not even know about the clubs existence.

Public Relations at its basic: to inform and to build awareness. We got in touch with people in Munich and the commuter belt. The place where we set up our booth was the part of the street where the topic focuses on arts and culture. This was one of the best places for us to present our club.

Two live-events were the highlight on Saturday and on Sunday. Volunteers from all eight Munich clubs participated. Alongside our stand, there was a stage with tiers: "the public salon". The visitors to the street festival were fascinated by the impromptu speeches we presented on stage. We even included the

audience. They had to name 3 - 5 words, which had to be worked into our speeches. Some guests even showed the courage to speak up.

"The public salon" had a program which was printed and distributed. We shared the stage with a story teller before our presentation and a student's debate club after us. The art of words in different presentations - this was one of the climax moments during Corso Leopold and helped to attract even more visitors.

Direct and face-to-face, we had the chance to inform many people of the club's opportunity to practise a speech without notes, by heart and to practise table topics. It was a big chance we never had before.

And, there was one more amusing item which demonstrates the global success of our community: a couple from Ottawa came to our table with bright eyes. They were surprised to see the logo of Toastmasters International on our flag. The flag was good for everyone to see. They recognized it and were happy to meet fellow Toastmasters in Munich - they are members in a club in Canada and were tourists in Munich.

Many thanks to all, who helped and supported me. Considering the success in 2006, we plan to participate in 2007 again. And the best of all: this advertisement is for free! We simply need a few volunteers with the enthusiasm and somebody who takes care of the organization - Corso Leopold - itself offers space and a stage for free.

### Reinhild Karasek



Michael Moesslang (left) and Dirk Husfeld (right) during table-topics on the stage.

Michael Moesslang (links) und Dirk Husfeld (rechts) beim Stegreif-Reden-

Wettbewerb auf dem Corso Leopold.



To make an off-the-cuff speech - that is what Toastmasters International teaches you.

Eine Spontanrede halten vor einem großen Publikum

- gelernt bei Toastmasters International!



Many people were curious and sat down in front of the stage.

Der Andrang der Neugierigen war groß.



For two days, Speaker's Corner represented Toastmasters International at the Corso Leopold.

Zwei Tage lang nahm Speakers Corner aktiv am

Corso Leopold teil.



We proudly present:  
Speaker's Corner.

Stolz präsentierte sich  
Speakers Corner auf dem  
Corso Leopold



Many thanks to Ellen  
Hermens, who  
enthusiastically supported  
me during the event.

Dank an Ellen Hermens die  
mich an beiden Tagen  
tatkräftig unterstützte

Photos: Dr. Annette Hartmann ([www.wortstark.de](http://www.wortstark.de)) and Michael Moesslang ([www.erfolgreich-wirken.de](http://www.erfolgreich-wirken.de)).

## STRASSENFESTIVAL IN MÜNCHEN- ERSTER AUFTRITT VON TOASTMASTERS INTERNATIONAL MÜNCHEN

Zweimal im Jahr findet in München auf der Flaniermeile Leopold- und Ludwigstraße ein Straßenfestival statt. Im Juli und im September ist die Straße komplett für den Verkehr gesperrt und Fußgänger bevölkern „Münchens größtes Wohnzimmer“. Jahr für Jahr kommen Hunderttausende zu diesem Großereignis. Corso Leopold - einer der beiden Veranstalter des Großevents - legt seinen Schwerpunkt auf Kunst und Kultur. Vereine und Organisationen haben die Möglichkeit sich vorzustellen.

Am ersten Wochenende im September 2006 nahmen auch die Toastmasters International aus München unter der Federführung von Reinhild Karasek, VP Public Relations Speaker's Corner, die Gelegenheit wahr sich einem breiten Publikum zu präsentieren.

Wir hatten Samstag wie Sonntag einen Stand aufgebaut, so dass sich Interessierte über die Ziele und Aktivitäten von Toastmasters International in München informieren konnten. Viele Passanten waren überrascht, denn sie hatten zuvor noch nie vom Club gehört.

PR im wahrsten Sinne des Wortes: Machen wir unseren Club einem breiten Publikum bekannt! Wir erreichten Menschen aus unserem direkten Einzugsbereich und in diesem Straßenabschnitt, in dem es um Kunst und Kultur geht, waren wir bestens platziert.

Unsere Highlights stellten ohne Zweifel die Live-Auftritte dar, die wir am Samstag und Sonntag unter

Mitwirkung Freiwilliger aus den insgesamt acht Münchner Clubs hatten. Neben unserem Stand war eine kleine Bühne mit Sitzreihen davor aufgebaut. Mit Stegreifreden faszinierten wir die Besucher des Festivals und das Echo war exzellent. Denn auch das Publikum wurde von uns mit einbezogen. Die Anwesenden benannten 3 - 5 Begriffe, die die Basis für eine Stegreifrede bildeten. Unsere Bühnenauftritte flankierten eine Geschichtenerzählerin und ein studentischer Debattierclub. Die Kunst des Wortes live auf der Bühne erleben - einer der Publikumsmagneten auf dem Corso!

Wir sprachen aktiv so zahlreiche Menschen auf die Möglichkeiten zur Förderung der freien Rede an wie nie zuvor.

Und ein weiteres Indiz für den Erfolg von Toastmasters International weltweit: Ein Ehepaar aus Ottawa kam mit großen Augen auf unseren Stand zu. Mit Erstaunen hatten sie das Logo der Toastmasters International auf unserer Club-Fahne wiedererkannt, die wir gut sichtbar aufgehängt hatten. Sie sind selbst Club-Mitglieder in Kanada und freuten sich als Touristen in München auf Gleichgesinnte zu treffen.

Allen Beteiligten nochmals ganz herzlichen Dank für Ihre Unterstützung. Der Erfolg war so motivierend, dass wir auch in 2007 wieder diese Möglichkeit der Eigenwerbung wahrnehmen wollen. Und das Beste: Eigenwerbung zum Nulltarif! Denn die Teilnahme kostete nur unser Engagement, die Veranstalter bieten Platz und Bühne kostenlos an!

### Reinhild Karasek



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## CLUB LOGO



When I recently designed an Area Conference flyer for the “Igel Toastmasters” in Buxtehude, I produced some creative waste: a logo. The club’s board members reacted gratefully but had two important questions. Did the logo look professional enough for a club like theirs? And, did they even need a logo at all? These questions are really essential for the progress of a club.

Certainly, a club needs a logo and the more professional it looks, the more the club profits from it. Board members should recognise a logo as an integral part of their club’s promotional activities. No logo, no identity – it is as simple as that. Any club’s character should distinguish itself from other clubs and commercial competitors like language schools. We, as clubs, sell a product: education and personal growth. Our success is measured in many ways – for example by the Distinguished Club Program. Everybody knows that one of our tasks is gaining new members.

Our product is of the highest value – a fact that a logo vividly illustrates. A club logo is a brand for the unique quality of public speaking skills which will be learned by joining Toastmasters instead of attending a language school, or the Volkshochschule or hiring a personal rhetoric coach. Displaying our local Toastmasters’ club logo demonstrates our extraordinary attitude towards life: our willingness to widen our personal horizons, to help others by creating a mutual learning environment and to be open to criticism. Displaying the logo of our local Toastmasters’ club tells others about our personality like the star on one’s Mercedes car does. Every single Toastmaster personifies specific values.

In general, any club forms a community and thereby creates their own identity. Seeing the club’s logo allows others to discover this identity for themselves, to find it appealing, to show interest in the organisation represented and to visit and finally join Toastmasters. By showing our club’s logo, we

open more hearts and minds for Toastmasters than through elaborate explanations; it is the anchor in a confusing world. When casting such an anchor to attract people to Toastmasters, a club’s board needs to pool its ideas for a punchy design proposal. Also, perhaps support it with a catchy key phrase. But, get a designer to incorporate this. For instance, for most clubs, specific colors are obligatory because of the city in which they are located: for the “First Hanseatic Toastmasters” it is red and blue since these are the colors of Hamburg. For the “Igel Toastmasters” Buxtehude, I picked black for the font and yellow for the icon, since Buxtehude has the colors blue and yellow.



The second step is the most difficult: finding someone to create it. This may require some research. Put the feelers out. A club member may know a graphic designer. Also, every town has design students. Or, another club may be able to recommend someone who can do it for free or at a cut price. After having decided about the logo, it should be publicised wherever possible: on the website, on the agendas, on promotional material, on the club’s letterheads, on business cards and so on. Printing promotional material professionally – even in full color – has become affordable nowadays. Giving away promotional material like flyers in large numbers is a necessary way to make you known. I am still dreaming of printing a logo on a stylish bumper sticker sporting the club’s web address. You can easily reach thousands of contacts: in a tailback, while standing at the traffic light or while parking your car somewhere. A stylish logo sticker on your car makes you look like you belong to an exclusive club. Many people will become curious and interested in your Toastmaster’s community simply by looking at your club’s logo. That’s why every club strongly needs one.

**Karsten Hinzmann**

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## EDUCATIONAL ACHIEVEMENTS

- **1 Distinguished Toastmaster (DTM)**  
Elena Sollewijn Gelpke (Berlaymont Toastmasters of Brussels)
- **3 Advanced Leader Silver (ALC)**  
Schifra Wittkopp (Berliner Meisterredner), Annette Adraou (Cologne Toastmasters), Elena Sollewijn Gelpke (Berlaymont Toastmasters of Brussels)
- **3 Advanced Leader Bronze (ALB)**  
Lars Sudmann, (Brussels Club), BarbaraJo Elizebeth Kevan (Queen's Town Club), Manfred Schroeder (HanseRedner Club)
- **14 Competent Leader (OCL, CL)**  
Renate Dorner (Vienna Club), Maria Schmidt (Berliner Meisterredner Toastmasters), Dieter Klotzsche (Hedgehog Toastmasters Club), Ute Finfera (Nuremberg Toastmasters Club), James Derose (EPFL International Toastmasters Club), Andrea Sari (Lasciatemi Parlare Club), Andreas Gronski (HanseRedner Club), Anne Munns (Erlangen Toastmasters Club), Thierry de Wijn (Het Sprekersgilde), Martin Hennegriff (Mannheim International Toastmasters Club), Inge-Mo Haraldh Lundqvist (Stockholm International), Manfred Schroeder (HanseRedner Club), Gillian Barratt (Taste and Toastmasters Club), Gisbrecht W. Hillmann ( Toastmasters Eindhoven)
- **3 Advanced Communicator Silver (ACS)**  
Ralph S. Arroyo (Mallorca Club), Dora Ropers (Hedgehog Toastmasters Club), Philippe Wuppermann (El Duende)
- **9 Advanced Communicator Bronze (ACB)**  
Philomena O. Adebisi (First Hanseatic Toastmasters Club), Karsten Hinzmann (First Hanseatic Toastmasters Club), Ronald H. Joseph (Heidelberg International Toastmasters), Neftali Herrada (Ramstein Toastmasters), Soren A. Gade ( Zurich Club), Ingrid Holmer (Word Weavers Club), Martin Launert (Word Weavers Club), Annette Rembold (Danube Sparrows Club), Hilda Mwathi (V.I.C. Toastmasters Club)
- **53 Competent Communicator (CC)**  
Lisa Pippus (Mercury Toastmasters Club), Vincent Weiland (Berliner Meisterredner Toastmasters), Blanca Andres Ordax (Bossuet Gaveliers Club), Kent D. Kundert ( Ramstein Toastmasters), Donald W. Kusz (Ramstein Toastmasters), Florian Stransky (Esprit De Corps Toastmasters Club), Daniele Pouliquen (Toastmasters of Paris), Serge Pegoff (Brussels Club), Lorraine Spring-Taylor (Bern Toastmasters Club), Howard A. Krout (Stuttgart Intl Club), Martin Sawitzki (Word Weavers Club), Bernhard Fischer (Danube Sparrows Club), Jorg Franz Zutter (International Geneva Toastmasters Club), Carl Williams (International Geneva Toastmasters Club), Julio Perez Cristobal (Excelencia Club), Francois P. Matthey (Basel Club), Juergen Von Zur Muehlen (Speaker's Corner Muenchen Toastmasters C), Claire Edwards (V.I.C. Toastmasters Club), Kaseza Lukumbuzya (V.I.C. Toastmasters Club), Karin Ludwig (Rhetorik Club Frankfurt), Benedicte Dupont (Capitol Club), Zeljko Pazin (Capitol Club), Rachid Safa (Forum des Rives de Seine), Irina Barsanescu (Forum des Rives de Seine), Ivana Dolezalova (Queen's Town Club), Kyoko Jansson (Gothenburg Toastmasters Club), Monika Alund (Gothenburg Toastmasters Club), Jaime-Axel Ruiz (The Europeans), Guenter Schmid (Nuremberg Toastmasters Club), Monika Liegl (Nuremberg Toastmasters Club), Leander Conradie (Fritz Toastmasters Club), Agnieszka Karolina Stec (Fritz Toastmasters Club), Mats B. Olsson (West Coastmasters Speech Club), Kristina Wikander (West Coastmasters Speech Club), Ruediger Bischoff (Stade Club), Martina Langer (Rheinredner Club), Geert Jan Procee (Toastmasters of The Hague), Gert Lemke (HanseRedner Club), Tilo Maria Pfefferkorn (HanseRedner Club), Andreas Gronski (HanseRedner Club), Carola Behrens (HanseRedner Club), Ann Cullinane (Boras Toastmasters Club), Marc Bouvet (Busy Professionals), Stefan Herald (Busy Professionals), Mike Pearse (Taste and Toastmasters Club), Fabiola Gallegos Rios (Prague Speakers Club), Frank Laarakker (Toastmasters Eindhoven), Francois Janssen (Toastmasters Eindhoven), Horst Bierhals (Erlangen Toastmasters Club), Gregor Muhlschlegel (Spreeredner), Martin Hennegriff (Mannheim International Toastmasters Club), Paul Talacko (Bohemian Toastmasters), Carmen Zimmer (Rhetorik Club Bergstrasse)
- **2 Leadership Excellence Award**  
Philomena O. Adebisi (First Hanseatic Toastmasters Club), Elena Sollewijn Gelpke (Claddagh Toastmasters)

**CONGRATULATIONS !!!**