



# Clarion

Toastmasters District 59 Newsletter

VOLUME 7

APR/MAY/JUN 2008

## Dear Fellow Toastmasters,

you receive the latest News, fascinating articles and success stories.

Feel free to **hand it out to guests, new - to all members** in your club or to anybody in Toastmasters who doesn't know the Clarion yet.

In former days a guy with a trumpet did a „Clarion Call“ to gain attention.

Today we spread the News via E-Mail and on the website.

We are bit quieter today, but have similar important news for you. Benefit from shared experience.

**Promote and distribute The Clarion.**

The Clarion Vol. 7: April/May/June 2008

### Zuzana Grofova, District Governor:



#### Spring Greetings

Where are you with your goals and personal and club achievements?

Read more on page 2

### Lee Tapia's & Greg Palmer's Page



#### Hall of Fame

Check how many Awards the District's members have achieved so far.



#### New & Distinguished Clubs

See the New Clubs in the District and how many already Distinguished Clubs we congratulate. Page 3

### Kai Gabriele Krüger



#### Mentorwoman's Adventure

Read about Kai's visits in District 59 and her tips to Mentoring. Page 4

**Six important questions about mentoring** Also take a closer look at her very useful checklist which can help every club. Page 5

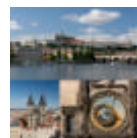
### Karsten-D. Hinzmann



#### Public Relations

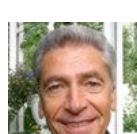
TV or Radio or Press ? Karsten shares some experiences he made with TV, radio and press and what turned out to be mostly efficient. Page 6

### District Conference Essentials & Details



give you insight of the educational sessions which are presented and where to find more details like where to register on page 7

### Günther Schmalzl



#### Toastmasters & Mindmasters: Memory Training

He reports about the benefits memory training brought him in Toastmasters Page 8

### João de Mendonça



#### Easy Speak? Yes, Please!

Read why Lisbon Toastmasters choose to use Easy Speak and what they gained from it. Page 9

### Ellen Hermens



#### District PR Officer's Note

Share your Story with us! What stories and how to publish them here... & Officer Corner about upcoming club elections and the Proxies for the conference.

**Enjoy Reading!**

## Spring in District 59

**Dear friends, Fellow Toastmasters in the District 59,**

I´d like to wish you very nice spring. Have you noticed that spring was coming? Our city was covered with snow at the first day of Spring so the beginning of astronomical spring was not so persuasive.

However spring (starting on March 20 and finishing on June 21) is the most critical part of the Toastmasters year. It is the „rush hour“ for registering all achievements.

Spring is also time of the new life and the year cycle in the nature. Everything is in blossom and young ones everywhere, chickens, small rabbits, kittens, calves, kids, fledgeling birds etc.

**What about OUR newborns?** How many clubs do we charter now in spring to have fruits in early summer (June 21-June 30)? I hope the avalanche of charter documents and charter parties is coming to our District! **Close the sale – charter the prospective club!**

**What about educational achievements?** How far you are in your plans? And how far are we in our overall plan? We have still a lot to do – and it is possible to do it.

Both – new clubs and educational achievements- are the proof that the District lives the full life and our organization serves to its members.

I hope you are satisfied with what you´ve already achieved.

Could you go an extra mile now, could you do a little bit more? Could we all show that we from Continental Europe are really able to do the great job?

**I appreciate all steps to personal growth of each member** and I am very pleased if the District can profit from all these achievements, too.

**Thank you for your contributions to the good name of our District** through your goals (whatever size they have).

Soon we will start with the spring serie of conferences and contests. I wish you all had successful Area and Division conferences.

The main event now is the **Spring District Conference in Prague** (Prague Spring in Action). All placed winners will get the Czech cut glass awards. Do remember that the winner of International Speech contest will represent our District in Calgary, Canada, in August 2008.

**See you all in Prague!**

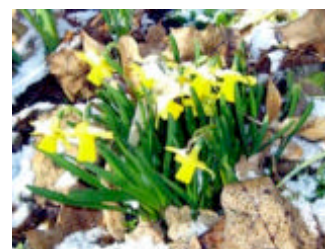
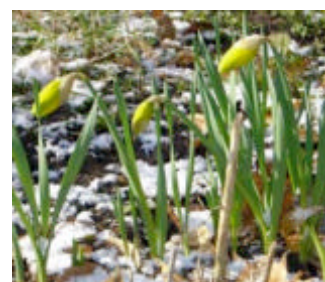
With my best regards

**Zuzana Grofova**

DTM, District 59 Governor 2007-2008



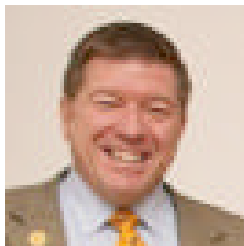
## Spring in Pardubice



**Toastmasters – it is YOUR VEHICLE TO SUCCESS!**

## New Clubs

**Congratulations!!!** ... on getting 'em done - a great start to what I am sure will be more strong and healthy clubs that benefit your members growth and enjoyment for years to come:



**El Duende,**

Paris, France, Division A

**Toastmasters Les Ailes,**

Paris, France, Division A

**PwC Communication & Leadership Club,**

Stockholm, Sweden, Division G

**Landshut Toastmasters,**

Landshut, Germany, Division I

**Leipzig Toastmasters,**

Leipzig, Germany, Division C

**Toastmasters Insead FBL,**

Fontainebleau, France, Division B

**Ericsson TN Toastmasters,**

Hagersten, Sweden, Division G

**Horgen Talk'n'Heads Toastmasters Club,**

Horgen, Switzerland, Division E

Thanks for all the TEAMS' efforts to contribute to this success.

## Distinguished Clubs

With our goals we set towards achieving Distinguished (or greater!) Club status - several already have achieved this in demonstrating our collective team ability to lead, manage and administer our club business efficiently and competently:

Division	Distinguished Clubs	Select Distinguished Clubs
A	1	1
B	5	1
C	1	1
D	<b>6</b>	
E	5	
F	<b>6</b>	1
G	2	
H	1	1
I	1	<b>2</b>
<b>Total</b>	<b>28</b>	<b>7</b>

Some yet have to go for their goals during the left two months.

**Let's just do it - together!!!!!!!**

**Greg Palmer**

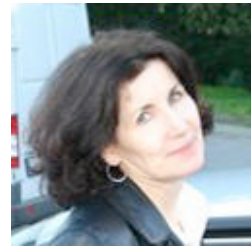
Lieutenant-Governor Marketing

## District Hall of Fame

### Educational Achievements

Nearly 266 fellow members of District 59 have reached a destination they set for themselves already this year;

**to them I offer my sincerest congratulations.**



It is an absolute pleasure for me when I check the reports and see members of my District 59 family achieving their goals:

- 150** Competent Communicators (CC)
- 27** Advanced Communicator Bronze (ACB)
- 11** Advanced Communicator Silver (ACS)
- 4** Advanced Communicator Gold (ACG)
- 32** Old Competent Leaders (OCL)
- 17** Competent Leaders (CL) **completing the new Competent Leadership Manual**
- 7** Advanced Leader Bronze (ALB)
- 6** Advanced Leader Silver (ALS)
- 10** High Performance Leadership project completions (LDREXC)
- 2** Distinguished Toastmaster (DTM)

**Well done!**

**Lee Tapia**

Lieutenant-Governor Education and Training

### You would like to get a Competent Leadership manual ?



I only ask is that you keep me informed of your progress and allow all members of District 59 to follow either using the Clarion or the District 59 webpage.

**Just send an e-mail to**

**[lee.tapia@t-online.de](mailto:lee.tapia@t-online.de)**

**There are yet some available. So make sure you get one...**

## Mentorwoman's Adventures

...during the six months I travelled for business reasons and visited several Toastmasters Clubs.

**You want the E.T.M. MENTORSHIP to stop at your club?**

**You need a Mentor?**

**You would like to be a Mentor yourself?**

**You have questions concerning Mentoring?**

**You have a story to share?**

**You want to be part of the crew?**

Then get in touch with the crew of the E.T.M. Mentorship:

Kai Gabriele Krüger  
and also remember  
Dirk Husfeld.

**Also check out their website for more information:**

[www.district59.org/mentoring.html](http://www.district59.org/mentoring.html)

If you have any questions, feel free to contact Mentorwoman Kai:  
[Kai.krueger@contextual-services.com](mailto:Kai.krueger@contextual-services.com)



*Mentoring is her mission!*

*Exhausted and happy -  
**Mentorwoman Kai Gabriele Krüger**  
on her visit at the  
**Karlsruhe Redeclub**  
with the president  
**Julia von Oertzen.***

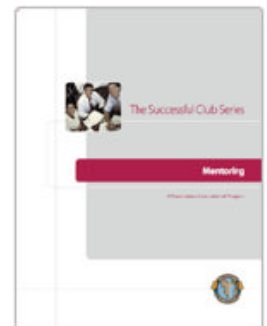
My speeches were called "**Mentorwoman's adventures**" and "**Mentorwoman saves the Schwabian Country**" – an entertaining way to make mentoring popular and fun for the audience.

Club members ask me questions after my speech. As a result, I compiled a checklist about mentoring for you with the most common questions about mentoring from clubs and members.

**Read and use the checklist on the next page.**

There is a lot of material helping you introducing the Mentorprogram to your club, I list here what is available:

- ◆ **Project No. 9** in Toastmasters **Manual "Competent Leadership"**
- ◆ Module '**Mentoring**' in the Successful Club Series, at.No. 296, US-\$ 15.00  
Contents: Script, PowerPoint Presentation, Mentor Program Kit
- ◆ **Mentor Program Kit**, Cat.No.1163, US-\$ 4.50  
Contents:  
Instructions,  
Sample Mentor Certificate,  
20 Mentor Interest Surveys,  
20 Mentee Assignments Notices,  
20 Mentor Assignments Notices
- ◆ Module Successful Club Series "**Evaluate to Motivate**"
- ◆ Web page [www.district59.org/mentoring.html](http://www.district59.org/mentoring.html)



**Kai Gabriele Krüger**  
ACS, CL

## Six important questions about mentoring

These question often come up when Mentoring is being introduced. Here are some answers how to deal with them.

### 1 What if, your Club Is quite new and you don't have very experienced Members As Mentors?

- ◆ Provide feedback forms in the meeting so that every speakers receives a written evaluation (feedback) from the club members (all)
- ◆ Motivate your members to ask for feedback (President, VP Education)
- ◆ Get in touch with other club presidents and ask for their experience (The board)

### 2 How can a club involve experienced members in the club life

- ◆ Ask the for help personally (the board)
- ◆ Prepare a special evening with experienced members and new members about mentoring
- ◆ Give them a call and tell them that the club misses their activities.
- ◆ Recognize experienced members with specials pins and awards for their involvement in mentoring.

### 3 What if, your Club want to integrate Mentoring in your club life?

- ◆ Read the module about "Mentoring" of Toastmaster International
- ◆ As the VP Membership to bring new members and experienced members together
- ◆ Ask mentors and experienced members from other clubs to provide you advice
- ◆ Elect a VP Mentoring and work with the Toastmasters "Mentoring"-Kit from the Successful Club Series.

### 4 How does a Member find a Mentor?

- ◆ Ask a the VP Education to help you to find a mentor
- ◆ Ask a more experienced member of your

club to be your mentor, if your like his or her speaking style

- ◆ Write a short notice for your club news-letter that you look for mentors
- ◆ Start a round table with mentors and mentees (as part of the advanced manual: Facilitating Discussions)

### 5 How do you find a Mentee?

- ◆ Start to provide club members with a feedback
- ◆ Write a short notice for your club news-letter that you a ready to support a club member as a mentor
- ◆ Ask a new member if he or she needs help to prepare the next speech
- ◆ Write a short notice for your club news-letter that you provide support as a mentor for special projects, a full term or the first three speeches
- ◆ Hand out a „voucher" for a free mentoring for the next speech.

### 6 What if, you and your Club don't know anything yet about Mentoring?

- ◆ Perform the Educational session of the Successful Club Series: Mentoring in your club
- ◆ Perform the Educational session of the Leadership Excellence Series: „Giving Feedback" in your club
- ◆ Work on project „Mentoring" in the „competent leader" manual

One advice: ***a good mentor or a good mentee are always eager to grow and to learn.*** Both like to ask, ask and ask again to receive a feedback.

If you have any questions, feel free to contact me. [Kai.krueger@contextual-services.com](mailto:Kai.krueger@contextual-services.com)

## Public Relations

### TV or Radio or Press ?

Holger H. is a man of unique appearance. He is doing the preparations for his Toastmaster speeches in the Hamburger Stadtpark - publically. This looks odd. But behavior urgently has to be extraordinary in order to be worth being reported.

So the "Norddeutsche Rundfunk", NDR, did two years ago: it broadcasted a three minutes **TV-feature** about the Hamburg German speaking club "Hanseredner", which was a brilliant success for its VP Public Relations.



We, the "First Hanseatic Toastmasters," had a similar success through a **radio feature** about the "First Hanseatics" one year ago on the local NDR-station "90.3".

The feature told the story of Silke, a member who had joined Toastmasters to improve her language skills.

Both magazines did not primarily feature the club but **shed light on the lives of two ordinary citizens** of Hamburg. We all can relate to them but in some ways we can't. Both have tried to add some extra-quality to their lives by joining Toastmasters and improving their skills in public speaking. So, the sublime message reads like: **Toastmasters seemingly is something that spices your life.**

#### Choose Your Topic wisely

The **art of making public relations** is attacking from behind. Don't tell people that something is good, but influence people in such a way that it seems to be their own conviction to regard something as a "must-have". This is valid for consumers as well as for journalists. There is little sense in offering the media any results of Toastmasters' competitions.

"Toastmasters International" highly recommends to do so, but in the U.S. the media are much more diverse and have a sharper local focus. In Germany the papers' editors have too little space for too high an amount of news from various sources.

### Be careful with details

A Toastmaster's club's life is too complex and too specific to be of any value for most readers of newspapers. On the other hand any **media is yearning for fresh stories**. In every club you have a plethora of different and unique people. Many of them are employed with huge companies. Many of these companies have **employee's magazines**.



Those are an excellent opportunity for submitting personal stories about single Toastmasters.

In addition to that the Vice Presidents Public Relations should focus on the papers' weekly **job- and further-education-section** which is the natural environment for general information of anything concerning Toastmasters. Four years ago the "First Hanseatic Toastmasters" had had a **huge feature in this section in the "Hamburger Abendblatt"**. Four years after its publication we still profit from it.

#### TV, Radio or what brings visitors?

The TV and the radio-feature didn't have much feedback. The radio-feature led one person to us, the TV-magazine made a handful people aware of the "Hanseredner". **Only the huge "Abendblatt"-article is still in the peoples' minds**, because every now and then new guests tell us that they have read the article about how the "Hanseredner" Mario R. tried to launch his personal career through "Toastmasters".

**The recipe for successful mediawork is easy:** go and tell a story about how interesting, diverse and unique every single Toastmaster is. Try to reach every kind of media you can get, but never become frustrated - be persistent.



**Karsten-D. Hinzmann**

ACB | CL | VP PR  
Area Governor C1

[k.u.k.hinzmann@t-online.de](mailto:k.u.k.hinzmann@t-online.de)



**Toastmasters District 59 Spring Conference 2008 • Prague, Czech Republic**

## Essentials

### Location



#### **Orea Hotel Pyramida \*\*\*\***

Bělohorská 24  
Praha 6  
Czech Republic

Special Toastmasters Prices for your stay are available.

### Price Packages



- \* **Full** (entire conference): **€ 165**
- \* **Guest** (Saturday afternoon (no lunch) and Gala evening including dinner): **€ 75**

### TIPPs

Accommodations, Links, information about Prague etc. you find at website:

<http://conference.district59.org>

**You cannot afford to miss it!**

## Prague Spring into Action

**District 59 Spring Conference, May 16–18, 2008**

**Prague, Czech Republic**

At the Prague conference, we will celebrate communication, leadership and achievement in a variety of educational sessions:

**Stefan Börlin:**  
*Being a Personal Guide*

**Ellen Hermens:**  
*Conference Technique:  
Microphone & Media Training*

**Juwana Jenkins:**  
*Persuasive Leadership*

**Barbara Hofmeister:**  
*Achieving Your Goals*

**Ingo Fechner:**  
*Discover the Four Temperaments*

**Martin Schuler:**  
*Robert's Rules of Order leichtgemacht*

**Robert Cockburn.**  
*Comment juger à un concours de discours*

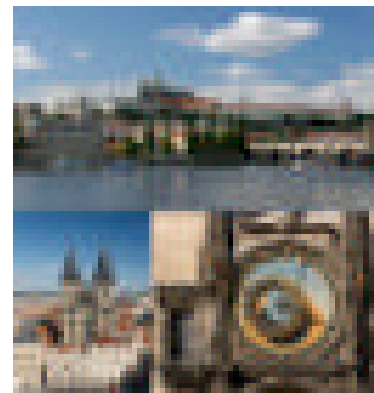
**Bill Monsour:**  
*Easy Speak and what it can do for you*

**Joanne Telser:**  
*Comprendre: Au-Dela Des Mots*

**+ the contests of the International Speeches  
& the contests of Evaluation Speeches**

**So register now !**

## Prague Spring into Action



**TOASTMASTERS - YOUR VEHICLE TO SUCCESS**

**WWW.DISTRICT59.ORG**

# Toastmasters & Mindmasters

## Memory Training

To stop fluctuation, there is a magic word: **Quality meeting!** But what about members, who just find it too hard, too time-consuming to memorize their speeches? Not all of us are gifted with an excellent mind by nature, by pure talent. **For those, there is good news:**

### Memory-training!

A Year ago a quite popular German memory trainer, Markus Hoffmann, gave a presentation about memory skills to our Advanced Club in Munich "Ceterum Censeo". Almost half of the

audience, around 30 toastmasters, bought his training-set. Most of them went through it once and then quit.

I found this training also quite valuable, but I by myself doubted from the very beginning, most people can learn it with ease on their own.

### The Spring-Off

**So we founded** in our Club "Speaker's Corner Munich" **a training group** that works very similar like a toastmasters meeting. We meet twice a month for two hours and even have a "**Mindmaster of the evening**", who prepares the meeting and "leads" the training. There are all kinds of training possibilities, but we found one part especially helpful for giving speeches without notes.

### What we do...

This training is based on a so called list of 100 pictures. Sorted strictly in an orderly manner, from 1 to 100, that have to be carefully memorized them once.

After **creating - so to speak - 100 mental „mailboxes"**, you attach pictures to them, putting in pictures of those words, you want to remember into the mailbox. **The trick is: It is a lot easier, to remember pictures** instead of words!

## An example

For example: Mail box number one is a tree - imagine it. So when you want to **memorize the word „fire"**, you imagine for example a burning tree.

Now enrich this picture with feelings, noises, even smells. For example, we imagine people needing help (feeling), we hear the fire crackle (noise), we smell burned wood (sense of smell).

## Memorizing Speeches

Therefore, we break down our speeches in little portions, assigning a keyword for each single sentence or paragraph, in a very orderly manner.

Then this keyword has to be memorized with a picture. For example: The fourth keyword of our speech is "bride". The fourth mental mailbox is car. We could imagine a bride, sitting in a car.. and so on.

## Conclusion

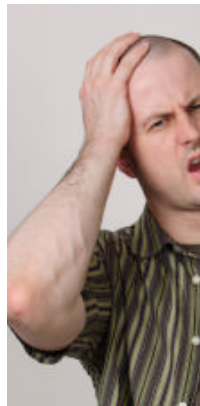
To learn it all, is quite some work, but I am sure, even a only doing some steps is already quite helpful to beginners in our Toastmasters Clubs.

An additional benefit is: the system allows as well to memorize long speeches and present them in an very orderly manner - just as you planned it.

**That is then the area where Toastmasters and Mindmasters could be of great help to each other!**

## Günther Schmalzl

Area Governor I3  
Munich, Germany



## Easy Speak? Yes, Please!

***Are you a hard worker? Yes but... would you like to work more than necessary?***

This was exactly what happened at our club, Lisbon Toastmasters. But not any more!

### When we started

To manage our club we had to use MS Excel to keep members data, past agendas, speeches details, leadership roles and a lot of more things to have everything running well with our members.

All these functions and data were spread through many officers and when a meeting had finished we had to prepare progress charts to publish in our website. It was a hard work!

### Then we found

When Easy Speak came into our lives, this was like waking up from a nightmare. Today we have all our data in one place, [www.district59.eu](http://www.district59.eu) and it is available to every one of our members in real time (agendas, progress charts, officers' details, etc).

Additionally many functions were automated, for example, sending emails about a coming meeting or making the progress chart, and many others were added like photo album. Now any member can get all (authorized) data from any other member instantaneously. **This site is spectacular!**

But what really impress me was: this is a DISTRICT59 place for every club and member! This means we can reach all members from this site. I'm able say "I will be on your next meeting" or move a member from one club to another easily and having all his history without any effort.

***I would like to recommend it to every club*** in our district. Move your club data to Easy Speak. It will save you time and effort. We did it in Lisbon and we are happy to say:

**Easy Speak... Thanks!**



**João de Mendonça**

CC, ALB, VP Membership

Lisbon Toastmasters club

[Joao.de.mendonca@gmail.com](mailto:Joao.de.mendonca@gmail.com)



## Easy Speak At Your Service

***Do you currently have instant visibility of every member's progress?***

***Question Can you plan a meeting and produce the agenda in just a minute?***

**Easy-Speak gives you this - and more:**

This software called Easy Speak is an online tool.

It will allow Toastmaster clubs to automate their meeting planning and to track and support members' development.

This software may sit behind the club's existing web-site to deliver data management for the club.

**The system is available to all District 59 clubs on a volunteer basis.**

**[www.district59.eu](http://www.district59.eu)**

You want to try Easy Speak:

please contact your District PRO

***Ellen Hermens***

[pro-district59@speech-coach.de](mailto:pro-district59@speech-coach.de)

**TOASTMASTERS - YOUR VEHICLE TO SUCCESS**

**WWW.DISTRICT59.ORG**

## Success Stories

### *You have a special story to share?*

I would like to hear it - and so would a lot of Toastmasters in the District.

- ◆ May it be the story about your **expert speech at a congress** where you got proper feedback from a Toastmaster, because he noticed your Toastmaster pin at you.
- ◆ Or may it be the story about you **successfully speaking in praise** at a anniversary or a marriage and getting a lot of attaboys and recognition.
- ◆ Or may it be the **experiences** made with the new **leadership manual** or another benefit you gained from the leadership learning opportunities at Toastmasters

### **Send in your Story - SHARE!**

Next Clarion's deadline is June 15th, 2008.



Sunny Greetings

**Ellen Hermens**

District Public Relations Officer  
[pro-district59@speech-coach.de](mailto:pro-district59@speech-coach.de)

## Officer Corner

### **Have you nominated your successors? When is your club's election taking place?**

To serve in the club officer board is an opportunity to get a lot of hands-on leadership experiences. I suggest you recognize the outgoing officers when you welcome the new ones.

For the election my suggestion is: conduct it in May - then you have enough time to take care of the officer training and hand-over. Find a lot of information how to do that on:

<http://www.toastmasters.org/Members/OfficerResources/DistrictOfficer-Resources/Elections.aspx>



### **Proxies - Use your voice!**

Presidents & VPs Education: When you are not able to attend the District Conference, please give your Proxy to vote to one of your club's members who attends the District Conference.

It is vital to vote on the District matter and get as many votes as possible at the District Council meeting!

[http://www.district59.org/district\\_board\\_reports.htm](http://www.district59.org/district_board_reports.htm)



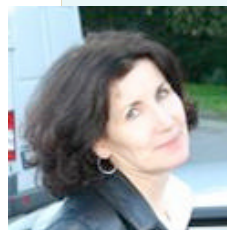
Feel free to contact me on either topic:  
[pro-district59@speech-coach.de](mailto:pro-district59@speech-coach.de)

## Executive Board at your Service:



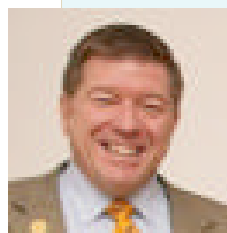
**Zuzana Grofova**

District Governor



**Lee Tapia**

Lieutenant-Governor  
Education & Training



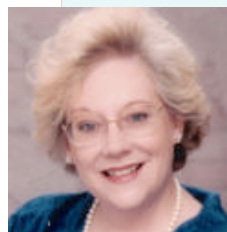
**Greg Palmer**

Lieutenant-Governor  
Marketing



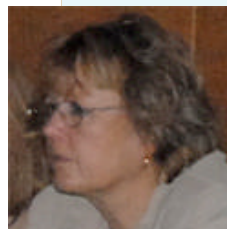
**Ellen Hermens**

District PR Officer



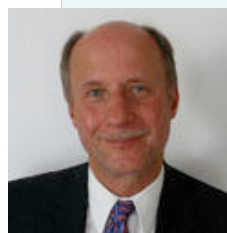
**Barbara Jo Kevan**

Secretary



**Jitka Rubesova**

Treasurer



**Christopher Magyar**

Immediate Past  
District Governor