



Clarion

Toastmasters District 59 Newsletter

VOLUME 8

JUL/AUG/SEP 2008

Dear Fellow Toastmasters,

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

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.

Feel free to ***hand it out to guests, new members and all members*** in your club and especially to those who don't know the Clarion yet.

Promote and distribute The Clarion.



Welcome

Greg Palmer, District Governor
Toastmasters - The POWER of FAMILY!



Goals & Benefits

Ellen Hermens, LGET
What do YOU want to achieve this year?
Educational Achievements

This has been achieved this year already and congratulate the new DTMs.



New Clubs in Town

Mike Monroy, LGM
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"Ask Your Question" Corner

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Thank You

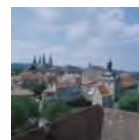
Zuzana Grofova, IPDG
Zuzana's review and report of last year's achievements.

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Review of Spring Conference

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District Fall Conference Essentials

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Call for your story: **Introduce Your Club & Officer Corner**: Club Success Plan.

Enjoy Reading!





Welcome from District Governor Greg Palmer

Dear Toastmasters of Continental Europe,

FIRST, REFLECT BACK for a moment. **Why did YOU join TOASTMASTERS?** What did you hope to accomplish? **MASTER** your **NERVOUSNESS** in front of a crowd? **PERSUADE** people to act to accomplish something worthwhile? **HAVE FUN** in a **POSITIVE, SELF-MOTIVATED, VERY DIVERSE** group of people with **COMMON GOALS?**

Whatever your goals, your **District 59 leader TEAM** (FAMILY, in my eyes) during this 2008-9 Toastmasters term- from District Executive Committee to Club Officers, **is FULLY COMMITTED to UNDERSTAND and KNOW your communications and Leadership GOALS** (we will ask you!), and harness EVERY RESOURCE we can to HELP YOU ACCOMPLISH THEM!

Area and Division leaders will visit your clubs, sharing best practices from other clubs, offering recommendations on how to **IMPROVE the QUALITY of your CLUB MEETINGS.**

During my ten years as a TM, we have grown from 30 clubs to over 140. This term, we expect to charter 25-30 more new clubs. We WELCOME six NEW highly motivated Clubs in **POLAND** into our **D59 FAMILY of European Clubs.**

NOW LOOK FORWARD. **KNOW your GOALS.** **COMMUNICATE** them to your club **LEADERS.** **LEVERAGE** all of the tools and **OPPORTUNITIES** that Toastmasters has to offer. Go visit neighboring clubs regularly. Experiment, step (RUN!) beyond your comfort zone, expect to make mistakes, discover your weaknesses, confirm your strengths, then listen carefully to the **CONSTRUCTIVE FEEDBACK** we offer you, and **LEARN, GROW, SHINE as a communicator and leader !**

Toastmastering in Europe

Have COURAGE TO CONQUER - Discover THE POWER OF FAMILY!

TOGETHER, we can accomplish ANYTHING!

Greg Palmer, DTM
District Governor, 2008-9

Goals & Benefits

Have you set your goal for next year?

As one of over 3500 members have you set your own goal? **Now is the time!** The clubs' executive committee just changed and they set themselves goals for the coming Toastmaster year. For me as member this is also the time to see what I can and want achieve until June 30th 2009.

Just to give you an idea: When I have finished my High Performance Leadership Project in September I will have fulfilled all requirements for becoming a Distinguished Toastmaster (DTM). Also, I am working in parallel on my second new Competent Leader (CL) with the exciting Competent Leader Manual and start giving speeches for my next Competent Communicator.

Are you already a Competent Communicator (CC)? If not: how many speeches do you have to present to complete you CC? Last year **264 achieved Competent Communicator.** My sincerest congratulations!

Achieving this is not only a strive for recognition - Competent Communicators get the best from Toastmasters. I consider it the door opener into an exciting world of advanced speeches. New members are only 10 speech projects away from achieving their CC award! And what a gain!

I remember a fellow member who said: „I joined Toastmasters when I saw how much the people developed since my last visit which was 6 months ago. Every single one of them improved; the highly skilled and the ones who had just started.“

Do you know about all the benefits Toastmasters offers you? Stay tuned and get the most from Toastmasters. Become an excellent and professional speaker or a creative storyteller or even learn to inject more humor into your speeches. AND remember the leadership opportunities - here you get the opportunity to lead people like a manager in a company trying to achieve your goals.

During our first two months already we have **29 new Competent Communicators!**

Well done!

Ellen Hermens, ACG

Lieutenant-Governor
Education and Training



Educational Achievements

The new year start looks promising. Fifty-three members have already achieved their goal.

Congratulations!

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

- 29** Competent Communicators (CC)
- 8** Advanced Communicator Bronze (ACB)
- 2** Advanced Communicator Silver (ACS)
- 6** Competent Leaders (CL) **completing the Competent Leadership Manual**
- 2** Advanced Leader Bronze (ALB)
- 4** Advanced Leader Silver (ALS)
- 2** first High Performance Leadership project completion (LDREXC)
- 2** Distinguished Toastmaster (DTM)

Ellen Hermens

Lieutenant-Governor
Education and Training

New Clubs in town

Congratulations!!!

To the new clubs which chartered between May and July 1st 2008:

- First Moravian Toastmasters,**
Olomouc, Czech Republic, Division D
- IBM BRNO Toastmasters,**
Brno, Czech Republic, Division D
- Karlsruher Redeclub e.V.,**
Karlsruhe, Germany, Division F
- Redefluss Bonn,**
Bonn, Germany, Division F
- Vienna Speakers Club,**
Vienna, Austria, Division D

And the first New Toastmaster Club in this Toastmaster year is

- ReDensburger Toastmasters,**
Regensburg, Germany, Division I

Thanks for all the TEAMS' efforts for contributing to this huge success.



Mike Monroy

Lieutenant-Governor
Marketing

Special Congratulations

...to our Distinguished Toastmasters - who have, by achieving their goal, presented at least 50 speeches - most likely more.



Several members have achieved this award since the last Clarion:

- Ralph Arroyo,** Mallorca Wordsmiths Toastmasters Club, Mallorca, Spain
- BarbaraJo Kevan,** Queen's Town Club, Hradec Kralove, Czech Republic
- Torsten Martinsson,** Gothenburg Toastmasters Club, Gothenburg, Sweden
- Tomas Wagner,** Pardubice Enthusiasts Club, Pardubice, Czech Republic
- Xavier Anguera,** Prestigious Speakers Club, Barcelona, Spain
- Gijs Hillmann,** Toastmasters Vlaanderen, Antwerp, Belgium
- Palsson, Inga E.,** Speech Masters Toastmasters Club, Gothenburg, Sweden

DTM-Award honored at the Spring Conference in Prague

The Distinguished Toastmaster is the highest award you can achieve in the Toastmaster program.

It was District Governor Zuzana Grofova's pleasure to hand out the Distinguished Toastmaster medallions to two new DTMs:

Tomas Wagner
Pardubice
Enthusiasts Club

Elena Sollewijn
Berlaymont
Toastmasters



TOASTMASTERS - THE POWER OF FAMILY!

WWW.DISTRICT59.ORG

Ask Your Question Corner

When does a speech end?

The rules are very clear as to when timers should begin their timing, but a bit vague about when they should actually stop!

Answer 1: I would assume the same rule applies as at the beginning. That is, when it is clear that the speaker is no longer making any kind of contact (verbal or non-verbal) with the audience. To be sure those stopwatches stop when the speaker means to stop, it is the speakers' job to make the ending absolutely clear.

Answer 2: During my 18 years as a Toastmasters this question has never occurred. Because all speech contestants, when their speech is over, turn to the contest master and greet him/her with a courteous "Mister, Madam Contest Master". And that's visibly the signal for the timers to stop their stopwatches! My recommendation is to do the same: greet the contest master once your speech has arrived to its conclusion!

Answer 3: In my opinion Toastmasters International should have a rule indicating clearly when the speech ends.

Indeed, the ratiocination that leads to having a clear rule indicating the start of the speech also leads to having a clear rule indicating the end of the speech. Unconventional ending should be as acceptable as unconventional starts and a clear rule seems needed to guarantee a fair and consistent timing.

Ask your Question!

**Send a message to
pro@district59.org**

Thank you

from Immediate Past District Governor

Dear friends, fellow Toastmasters of the District 59,

let me thank you all for a wonderful year.

I was really happy to serve as the District Governor of the District 59, Continental Europe.

The year was a great success as we placed **8th of all Districts worldwide**,

that means we are

Select Distinguished District!

For 8 years in a row Distinguished or better!!! We belong to the group of stable and strong districts.

Why? Because we have enthusiastic, committed and responsible members.

Let me congratulate YOU since every CC, every AC, every DTM, every CL, every AL, each newly built club, each paid club and all Distinguished clubs contributed to our District's success. These achievements bring to the District a certain number of points used for comparing districts.

It means that YOU ALL contributed to the general success of the District through your personal achievements!

I am grateful that I had the chance to experience and share this with you.

I also learned a lot. I was feeling very good as the year drew to its conclusion.

Finally I can relax!

As Immediate Past District Governor I will support newly elected and appointed officers and I will share my experience. Now there

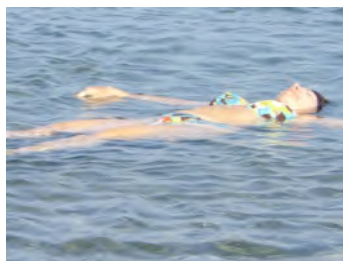
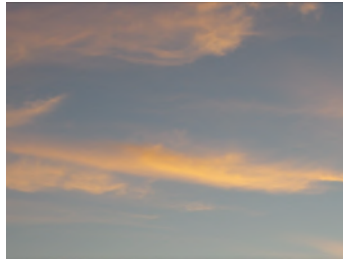
are also some other tasks to do.

YES, I will be around and I will enjoy your next success.

With my best regards

Zuzana Grofova

DTM, Immediate Past District 59 Governor



Report Zuzana Grofova, District 59 Governor 2007-2008

Select Distinguished District 2007-2008, No. 8 worldwide

The decision to write this report was made to keep the continuity of important information within District 59.

1. **Goals** for the coming year and strategic vision for the District 59 were presented to Executive Committee in Düsseldorf, September 2007.

2. The same info was presented to District Council in Vienna, November 2007.

Strategic vision concerns multilingual and multicultural districts which we are a part of and will continue to be for the next several years. Any splitting of the district will be not allowed by TMI until there is a critical mass of leadership in all potential new parts (i.e. approx. 250-300 clubs in the main body).

3. Executive committee met in Berlin, February 2008. Current **achievements** were reported. **Information** about prepared **changes** in **TMI structure** was performed. The changes will not become effective before 2009. The proposal will be prepared for Annual Business meeting in August 2009.

In the new business part we discussed about admission of **Poland to District 59**. It was decided to discuss the issue first with TMI. DG Zuzana fulfilled this task with a positive result.

4. Current status was reported to District Council (DC) in Prague, May 2008. DC **elected the new district officers** with no problems occurring. **Realignment proposal** for the next year was accepted after a long discussion. Splitting of Division B will be prepared during the next Toastmaster year.

In the **new business part** DC discussed the issue of **Poland admission**. DC voted in favor to present the issue to TMI Board of Directors (BoD). If voted in favor by BoD (August, Calgary), Poland will join the Division C as area C4.

5. In June, elected District Governor 2008-2009, Lee Tapia, DTM, announced her resignation. This was followed also by the resignation of elected Division D Governor, Hilda Mwathi.

6. **Greg Palmer**, DTM, elected Lieutenant-Governor of Education & Training (LGET, the highest elected position) agreed to be **appointed as the District Governor**. TMI has not answered the request for the correct procedure of appointing officers until mid July. The procedure must be followed by the new District Governor. The training for newly appointed officers will be provided at Zuzana's place during the summer.

7. After obtaining all the signed agreements with increased dues in case of **joining** the district from **Polish clubs** the **proposal** of the District 59 **was sent** to Dan Rex, Acting Executive Director of TMI, since Donna Groh resigned from her position of Executive Director in July.

8. The **district bank account** 2007-2008 was successfully closed and monies were sent to the new district account. All the documentation was prepared for the new officers and for the Audit Committee.

9. On Saturday, July 19, the District Governor Zuzana had a phone call from **Chris Ford**, DTM, the **International President**, announcing that **District 59 placed No.8 worldwide** as Select Distinguished District.

10. The year started with 124 clubs and finished with 136 paid clubs. 14 clubs were built and 3 suspended. There were **34 Distinguished clubs, 27 Select Distinguished clubs, 17 President's Distinguished clubs**, all together 78 clubs were Distinguished or better, i.e. 63% out of the base of 124.

There were

12 Distinguished Areas,

10 Select Distinguished Areas,

6 President's Distinguished Areas,

and all our Divisions were Distinguished:

2 Select Distinguished Divisions and

7 President's Distinguished Divisions!

***Congratulations & big thanks
to all members of District 59
who made our success happen!***



Contest Winners

Congratulations to the winners of the contests.

They presented a variety of speeches and showed their creativity. The conference planners handed out special awards to winners: **Czech Crystal cups.**



International Speech Contest

1. Bob Mohl
2. Maria Napolitano
3. Mel Kelly



English Evaluation Contest

1. John Zimmer
2. Mel Kelly
3. Brandon Munro



French Speech Contest

1. Maria De Macedo
2. Titane Delaey



German Speech Contest

1. Lars Sudmann
2. Schifra Wittkopp
3. Klaus Roth



German Evaluation Contest

1. Schifra Wittkopp
2. Klaus Roth
3. Julia von Oertzen



Special Conference Award

The District conducted a **30 Day Division Governor Challenge** to win the **First Division Governor's Cup!**

The Winner is Division Governor **Jaap Russchenberg** whose division had the highest total number of registrations by 30 April 08.



Toastmasters Spring into Action in Prague

Besides exciting educational sessions, a terrific party and fantastic contest speeches there have been three more District awards.

Outstanding Toastmaster

Peter Kenton

Christine Hémon, Juwana Jenkins and Joanne Telser presented why Peter Kenton should receive this award.

And during his thank you he encouraged us to join him build a TM club in Morocco - WOW, what a dedication!



Golden Quill & Sparkling Pixel Awards

The **Golden Quill Award** for best newsletter in the District was awarded to **Het Sprekersgilde's Nieuwsbrief**, accepted by editor **Bill Monsour** and the **Sparkling Pixel Award** has been presented to **Vienna Toastmasters**, accepted by Hilda Mwathi. Check out on our website why they earned the awards.



Party Impressions





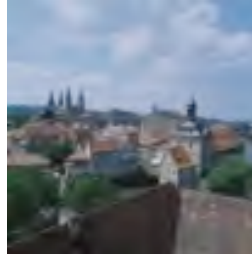
Are you ready for Fun in Franconia ?

**District Fall Conference
14-16th November 2008
in Bamberg, Germany**

Register now at

<http://conference.district59-toastmasters.org>

Erlangen Toastmasters Club is delighted to welcome Toastmasters from all over Europe to Bamberg for the District 59 Fall Conference.



Bamberg is a town in the Upper Franconia region of Bavaria in Germany. It stands on the river Regnitz, close to its confluence with the river Main. It has **one of Europe's largest intact old town centres**, and was declared a UNESCO World Heritage site in 1993 because of this.

Bamberg enjoys a reputation as a city of music, of theater and of culture. It is home to the world-renowned **Bamberg Symphony Orchestra** and has **Fifteen Museums** each displaying a large variety of unique collections and some very rare objects.

It is also a great city in which to **relax and enjoy**, whether sightseeing, enjoying the culture and history, shopping or watching sports.

Bamberg is the **secret capital of beer** with no less than 10 breweries in the city. Smoked beer is the local speciality.



The city is located 63 km north of Nuremberg and 101 km east of Würzburg. It is easily accessible by road and rail, with regular ICE trains stopping in Bamberg. The nearest airport is in Nuremberg.

The **conference venue** itself is the Event Congress Center Bamberg (ECCB) at the **Residenz Schloss Hotel** and **Kongress Hotel**. The ECCB is located **adjacent to the historic centre** of Bamberg. It comprises **two hotels linked by a footbridge** across the River Regnitz, and the Bamberg Concert and Congress Hall.

The **Residenz Schloss** is a former hospital converted into a 4 star hotel where each room has en-suite facilities. The hotel has a wellness area equipped with sauna, steam bath, whirlpool etc.

In contrast the **Kongress Hotel** has a distinctive modern architecture where the rooms are well equipped as in the Residenz Schloss.

**Are you ready for Fun
in Franconia in the Fall?**

Conference Essentials

Price Packages

Full Package

(entire conference)

* *early bird* (until Sep, 15th):

€ 125

* *regular* (from Sep 16th until Oct 15th): **€ 140**

* *late* (from Oct 16th): **€ 155**

Guest Package Saturday afternoon (no lunch) and Gala evening including dinner): **€ 75**

Location

Kongress Hotel

Mußstrasse 7
96047 Bamberg
Germany

Stay at the hotels

Kongress Hotel ***



or linked by a footbridge at the **Residenzschloss ******

Untere Sandstrasse 32
96049 Bamberg



Special Toastmasters Prices for your stay are available.

Tips

Details about accommodations, Links etc. you find at website: <http://conference.district59.org>

**Are you ready for Fun in
Franconia?**

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Toastmasters in Germany The (Self-)chosen few

In Germany Toastmasters is booming. One third of the 53 existing German clubs have chartered during the last two years or are on the verge of chartering; and furthermore, some people are considering founding additional clubs. Besides that, 18 of the 53 German clubs are German speaking which indicates the blossoming of a unique local Toastmasters culture. Although this sounds like good news, almost all the German clubs' weak spots is to **keep members motivated for the long term or to inspire new ones** to aspire the Competent Communicator or even more. This is the **first major result** from a survey intended to be a status report to set the benchmark for the club officers' activities in securing sustained club growth.

In a nutshell, few clubs have yet found the proverbial 'silver bullet' on how to communicate the multifaceted benefits of the Toastmasters program – so the size of some clubs even in metro-polises is disappointing, but on the positive side can be improved. For instance does the number of 45 members of the First Hanseatic Toastmasters sound more impressive than it really is, simply because Hamburg, as Germany's second biggest city, has two million inhabitants. In comparison Buxtehude, one of Hamburg's suburbs, with less than 40 000 inhabitants hosts two clubs. One of them the English speaking Hedgehog club alone accounts for 30 members!

Second result from the survey: **the clubs' sizes do not relate to the size of the cities** they are located in. In other words: for every club there is much more crop to harvest.

Classical PR-strategies are total flops

Unfortunately, some clubs obviously lack the know how. No club judged its efforts in traditional, print based public relations, like spreading flyers or participating in public events, as being even mildly successful. In contrast to that, all of them praised their web-presentations as the main information source for visitors. Besides that they unanimously label word-of-mouth as being exceptionally effective. This is exactly what raises doubts for the need for an extra board member responsible for Public Relations (PR), since word-of-

mouth simply has to be a team effort to be fruitful. Certainly, one of the major goals of any PR officer is to get their club's activities covered, but access to the media is often limited to one article when a club is in the making. Even the frequent publication of meeting dates in a paper's what's up-column

does not move people, says the survey. Consequently public relations should be done by every member according to their personal abilities instead of placing the burden on a single member with a duty they can't cope with.

This assertion may raise protest: it is not only backed by the clubs' statements but also by my own experience from having been the First Hanseatic Toastmasters' PR officer for the last three years. Although a journalist by profession, I repeatedly tried in vain to gain access to multipliers like the



media or globally playing companies. Toastmasters is too complex to get journalists immediately interested. Television in particular will miss eye-catching pictures. Companies generally doubt our competence and the professional approach of non-profit organizations. Toastmasters has to learn to send its message in ways which people really understand!

Task: to inform and to attract

According to the survey keeping the members motivated and the PR are a common experience and lead to some frustration of most clubs' executive committees. Nevertheless, every club has reached its specific level from barely 20 to almost 50 members. Every club somehow reflects their basic local need for a toastmasters-like program which many clubs find difficult to enhance the way TMI fosters through the Distinguished Club Program. As mentioned previously it is the difficulty of making people aware of the existence of a local Toastmasters club. However, almost every club records a small but steady number of first-time-guests.

if a club has one or two guests each month, it should in theory grow continually. However few clubs really do. Clubs lose potential new members even after the initial contact it would be essential to know why the clubs' attractiveness fades out immediately as well as if or how a club could adjust its performance to match the expectations of first-time guests.

Clubs no friends of twens

The average age of German Toastmasters is around 40 years. Even the clubs in cities with universities lack a satisfactory number of beginning twens. This would be marginal at the first glimpse, if Toastmasters wasn't open to those 18 years and older without gaining much response from twens. There is no denying the fact that either the clubs simply don't find access to youngsters, or Toastmasters in general does not feed their needs.

Most clubs – and especially the smaller ones – are in hot pursuit of new members. This is why the Distinguished Club Program is often considered a burden rather than a guideline. The clubs' executive committees often feel burned-out, since they miss their members' enthusiasm both to succeed and to take over roles to schedule meetings properly. The smaller the club the worse the situation, and the less lively the club appears to its visitors. Recently, the First Hanseatics organized the division conference for the C1 and C3 areas which consist of 7 clubs and approximately 180 members. 25 of them attended which was fine. However, this clearly underlines the difference between TMI's intentions and the individual member's personal interests which is often limited to delivering speeches!

One assumption I came across with was that twens' expectations could be better met by spicing the meetings up with more competitive elements. Many German club-presidents criticize their members' tendency to rush through the basic manual, without showing any ambitions towards achieving higher laurels. Figuratively, some members tend to cherry-pick only a part which unbalances the relationship of novice and experienced speakers and with this endangers the inner dynamic of the clubs: without enough Competent or Advanced Communicators any clubs' quality rapidly recedes.

Native speakers highly missed

I was stunned by many German international clubs' lack of native speakers. I initially joined the First Hanseatic Toastmasters for its global flair and have primarily profited from listening to native speakers. Not that I want to disrespect the non-native speakers' language skills, however one of the international clubs' strongest assets as the



opportunity to learn idiomatically correct English directly from the source namely the the native speakers! I have always promoted Toastmasters as a "learning environment" – but with only a few native speakers in clubs doubts in that slogan are justified.

I also thought of German speaking clubs as a highly welcomed best practice approach for foreigners to help them enhance their German language skills. To my surprise, this is far from the truth. German clubs have very few of non-native speaking German members. Only one Munich Club has a 22 percent rate of non-native German speaking members. The crucial question is if a Toastmasters Club is not what foreign tongues need or do they simply not know about it. Again, this would be a communication problem, due to wrongly targeted promotional activities or time constraints of its board members – what I would consider most likely!

TM – the unused feel-good factor

As Past Governor of the C1-Area I miss the single clubs' members' wish to meet and mingle more closely with other clubs. Let alone that nobody before had spent time on such a survey, but even within areas and cities clubs hardly know anything about each other. Talk about missed opportunities. So many chances for interpersonal exchange on a private or professional level are left unused. This is the less understandable, the more everybody worships the unlimited opportunities of the "Xing"-network. For every Toastmaster their own "Xing" is close at hand – and the label "Toastmaster" itself mutually guarantees reliability and competence. In my opinion Toastmasters is an underdeveloped social network. The survey has revealed that many members miss a feel-good factor apart from the meetings. Many members would like to add more social activities to Toastmasters.

More output with less input

My recommendations are fairly simple. The quantum leap for single clubs will be made through joint cooperation between clubs to enhance the output with saving human resources: if single clubs stick to their PR officer, they should at least

mutually adjust their activities. Obviously the clubs profit from a professional web-presentation. Nevertheless, most of the German web-sites could be improved, since in my opinion the clubs' should personalize their sites as much as possible to tear down barriers for the visitors – don't forget that the club website is your doorman. That means the board should be presented with pictures and personalized mail-addresses; e.g. „president@xyz-toastmasters.de“.

Feel free to use mail-forms but make sure that you respond immediately. Some clubs had let pass a pretty long time before responding to my request. You should serve prospective new members quicker. It seems to be worth doing so: Munich displays an outstanding example of successful web-cooperation by

having implemented an overview-site over all ten local clubs. 90 percent of guests-turned-members have found the way to the single clubs via this platform-site, says Denise Magyar from the Centrum Censeo Toastmasters.

Judged by this quote and the general development of clubs in Germany we have to note that many people are looking for us. They need us and want to be part of us. We only should seriously ask ourselves where and how we would like to reach them.



Karsten-D. Hinzmann

ACB | CL | VP PR

k.u.k.hinzmann@t-online.de

The Bright Lights

Münchner Brainstormers go theater



Toastmasters are used to standing on stage and speaking up. The Munich Brainstormers and their guests can experience these lights literally. Once a year we stand up on a theater stage in the bright lights.

Once more we organized a very special club evening in heppel & ettlich (www.heppel-ettlich.de), a popular and favored "Kleinkunst" theater (fringe theater). The idea for such an evening in the theater was – how can it be otherwise with our club name – given birth during one of our brainstorming sessions for potential events our club could organize for guests and members. We advertised our special club event

- ◆ In the event notes of the local press
- ◆ In our club flyer and
- ◆ Via the theater website

Of course we invited the other clubs of our Area I3. We welcomed approx. 30 attendees at our "club theater meeting". Next time we will try to attract an even bigger audience.

Our "performance" on March 17th 2008 had been structured mainly like a regular club meeting. However we incorporated some specialties in the style of the particular atmosphere of the theater. For example: the table topics master used classic elements from the improv theater and included the audience intensively in getting a topic.

Among the speakers and in other roles there were also some "newer" members as we wanted to give an impression of a typical club meeting and not simply present our most experienced speakers. I hold special respect for those "new" members who dared to speak on a real stage after being such a short time with Toastmasters.

Once again, it was a successful evening which offered a special theater atmosphere which we wrapped up in the restaurant of the heppel & ettlich theater. We are really happy about all the positive feedbacks we got from Toastmasters as well as from guests and heppel & ettlich themselves. We are motivated to organize another theater meeting next year.

Perhaps such a "stage" might be an exciting variation for your club? If yes, then look for a Kleinkunst theater (fringe theater) in your vicinity. You will find – like I did – that the organization and negotiations with the theater (date? cost?) educating and eventful.

Have a lot of fun.

Andreas Pirack

President of Münchner Brainstormers
president@brainstormers.munich-toastmasters.de



10. Anniversary Münchner Brainstormers

At the CCET conference in Heidelberg 1997 the idea was born: to build the first German speaking club in Europe by Senta Schneider. Senta already had a name for her baby: **Münchner Brainstormers**

The first demo meeting took place at the beginning of December 1997. The club held meetings from this day on, like a regular, chartered club:

- ◆ regularly two meetings in the month,
- ◆ manual speeches,
- ◆ evaluations,
- ◆ table topics.

The Münchner Brainstormers then chartered on December 1st 1998 as club #9725 and were the **first German speaking club** in Europe. Dirk Husfeld was the President at that time.

Other German speaking Clubs followed:

- ◆ Cologne Toastmasters,
- ◆ Rhetorenschmiede in Munich,
- ◆ Hannover Speakers.

In 2003 this successful club produced an off-spring led by Sabine von Loeben: the German speaking club "Speaker's Corner Munich".

This year, the Münchner Brainstormers celebrate their 10th Anniversary!

Congratulations!

Münchner Brainstormers
Club #9725
Munich, Area I3, Division I

TOASTMASTERS - THE POWER OF FAMILY!

WWW.DISTRICT59.ORG

"Successful people turn everyone who can help them into sometime mentors." (John Crosby)

You want to introduce the MENTOR program in 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 support mentoring in the District?

Check out the mentoring website for more information:

www.district59.org/mentoring.html

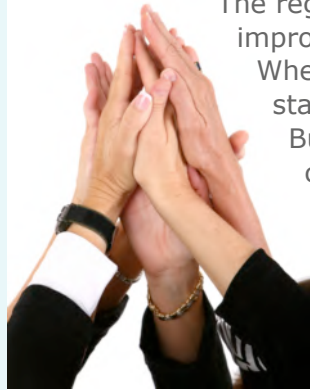
If you have any questions, feel free to contact Kai directly:

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Mentoring is more than frequent feedback

What impressions were you left with when you attended your first Toastmasters meeting? In May 2007, I was thrilled by the helpful atmosphere at my first Toastmasters encounter. Nevertheless, the skill of the speakers seemed unreachable.



The regular feedback at Toastmasters evenings is great for improvement - you get sometime mentors every meeting. When I realized this, I wanted more feedback and started using the Competent Leadership (CL) manual. But I was greedy and wanted even more - especially constant feedback from one person across many projects. This would allow me to compare and classify the feedback and estimate my improvement.

Then I heard that Dr. Julia von Oertzen, a very helpful person, a great speaker and the founder of the German club in Karlsruhe, had experience as mentor already. I asked her whether she would mentor me, and she agreed. I am very grateful for it, as she not only met my wishes from above, but was also very motivating. She approved my actions and reassured me. She overlooked minor mistakes and helped me see the big picture. I now find this encouragement a very important part of mentoring, which is only possible if mutual trust evolves. I can now entrust Julia with the flaws I currently see in my speeches. At the moment she monitors my voice and language, for instance with helpful stop-the-speaker evaluations (see Effective Evaluation manual).

After a lot of Toastmasters meetings and much mentoring from Julia, many skills from other members are no longer distant prospects, but either already achieved or accomplishable with some focus on it and further mentoring.

Giving and taking

Kai Krüger's speech about mentoring as well as CL project #9 rouse my interest to pass on my experience by becoming a mentor myself. I put my main emphasis on the CL manual: Besides getting additional feedback, you can train a lot of beneficial soft skills. After nearly completing the CL manual within a year, I am now looking for a mentee with similar interests.

Greg Palmer, an appreciated sometime mentor for me, inspired me to repeat the CL manual. Hence I can work through my second CL manual in parallel with my mentee, which sounds like a lot of fun and is motivating. If I find a mentee who is also happy to reveal his or her progress in the Clarion, I can keep all readers informed about my "CL-mentoring".

If you are interested in becoming my mentee, drop me a line!

David Faragó
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Club Building - Do-it-yourself in 10 steps

The key word "Web 2.0" made Networking salable. In the past only possible in clubs and on golf courses, succeeds today at each PC with Internet connection: A few clicks to find common interests and new contacts. An ideal way to build Toastmasters clubs. Really? Why does nobody use it?

If it were so simple, somebody it would have gone this way, you could say. Yes, but - somebody has to be the first. Everything is theory - until somebody starts doing it. In order for you to start easily, I show you in ten steps how you can create a new Toastmasters club - a case study:

1. Can I find enough members to build a Toastmasters club in XING, a Networking platform for business people? No, actually I didn't ask that. A no as option is a bad starting point. I claimed: It works. I will build a club in Landshut, although I don't know anybody.
2. Why Landshut? Simply because: I live in close proximity. But as much this is true, I had other reasons: Landshut has appr. 60,000 inhabitants and not one Toastmasters club far and wide. Capital of Lower Bavaria. Good traffic route to the airport region. High quality of life.
3. A goal must be measurable. Therefore the next step was not the search for club members, but to set up the environment: Find the suitable location for a Toastmasters demo meeting. It was the adjoining room of a Landshuter restaurant. Capacity: 20 persons. Easily found. Sufficient parking lots. Free at Saturday mornings.
4. Now a matter of conscience: How much time in advance? I gave myself four weeks to find sufficient participants for the demo meeting and reserved the room. Now that time and place had been fixed; I published these information in Xing forums and told many Toastmasters.
5. Which members do I want to have in my Toastmasters club? This totally subjective criterion helped me with the search for potential members. Other search criteria: A maximum of 70km distance of the Toastmasters meeting location; Interest in further training, ideas, new contacts; Languages: German and English
6. "Don't sell the steak, sell the sizzle.", I considered this legendary advertising slogan as my guideline for first contact: I sent an individual message in a

few sentences if the recipient is interested in Toastmasters. In the second message I informed in greater detail. This multi-layered procedure follows the professional demeanor of Toastmasters and strict rules in XING.

7. I addressed about 300 Xing members in this way, approximately 15 of them registered more or less obligatorily as guests for the demo meeting. Ten actually came. Five decided to commit themselves; all five agreed to become immediately officers in the first executive committee and agreed to build together with three experienced Toastmasters a new club.
8. For a convincing demo meeting convinced Toastmasters are crucial; four did present a shortened agenda - hardly perfect, but convinced, and dedicated to success. The guests sensed that: The meeting ended not with niceties, but handing out application forms.
9. Half of the guests rose after the demo meeting and left. The other five were convinced of Toastmasters and with this attitude they gained new members until they reached charter strength of 20 members. 72 days after the demo meeting the Landshut Toastmasters have chartered with club number 1046012 in District 59 at Toastmasters international.
10. The new club started a short time after the demo meeting with important details: Comprehensive website with a current agenda and schedule for six months. Immediately available New Member Kits. Regular table topics contests. Continuous press work. In total each detail added up to a clear picture of Toastmasters and a convincing profile of the new club.

Everything is difficult, before it becomes easy, and there is no 100% opportunity. Therefore my tip: Find a city, organize a meeting location, set a date for the demo meeting, get committed Toastmasters into the founder team and start: Club building is as exciting like a talking in public. Crucial in both tasks: start splendidly. Professional appearance. Leave a strong impression.

Tom Kischkel, ACG, CL

Area Governor I3,
Immediate Past President
Landshut Toastmasters



Introduce Your Club

Your club conducted a special event or its anniversary?

The Clarion survey shows it: we want to know more about your club! Introduce your club:

- ◆ Send a report about one of your special events!
- ◆ Show us where your club meets!
- ◆ Where has your club been especially successful?

Tell us - SHARE!

Send your stories until next Clarion's deadline October 1st, 2008.

Summer Greetings

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Get to know the 08/09 District Leaders

Do you know who is your Area Governor?

Check out the **Clarion Special Edition** on our website to have a look at the leader's faces and get to know some background.

It's a great way to in touch with one of the 50 district leaders (34 Area Governors, 9 Division Governors, 7 leaders of the executive board)

<http://www.district59-toastmasters.org/the-clarion/>



Officer Corner

Club Success Plan

Have you and your officer board already defined the goal for 2008-2009 ?

The Club Success Plan (CSP) is the basis for your success. When your club is a healthy one you get your Distinguished Club Program (DCP) fulfilled as a side effect. We observe that not all clubs meeting the DCP goals really are successful, but all successful and healthy clubs easily achieve the Distinguished status.

The Club Success Plan helps focusing during the year on your goals. Enjoy achieving your goals!

Imprint

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