



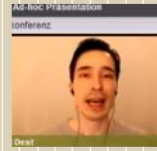
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# Clarion

VOLUME 15 MARCH 2011

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## Dear fellow Toastmasters of District 59

'Are you on Facebook?', 'Do you Twitter?', 'Are you LinkedIn?', ... Have you heard these questions? I hear them almost every day. The new technologies, web 2.0, and social networks are omnipresent. Even Toastmasters International is present on these platforms and proudly shows that on their website.

While some people ignore these new forms of communication, others celebrate the successful marketing of Toastmasters. Some even report that by using these medias they were able to fill demo meetings with more guests than ever imagined.

Our district is also an example of the successful use of Easy-Speak; a powerful tool for keeping track of all club meetings and area/division/district events. Although not implemented in every club, the community of supporters grows every day.

Using social networks is an exciting way of reaching out to potential members of our organization and helps those who might decide to visit us as a guest or as a new member to take that



'step'. Just a brief meeting reminder or another success story might entice someone to decide to learn more about Toastmasters.

I would like to encourage all of you to find out what works best for you and your clubs. There are many tools out there. It's up to you to grab them to continue "Fulfilling Your Dreams".

Have a great day.  
Benjamin Bruehl  
District 59 Governor



### **The Golden Quill Award**

Awarding the best newsletter of the Toastmaster Clubs of District 59.

Post your newsletters to Golden Quill award before March 31, 2011.

The award for the Club that produces the best newsletter. We will recognize and invite the editor of the winning newsletter to accept the award during a District 59 Spring Conference awards session.

The ideal candidate for the best Club newsletter:

- was published during July - March before the Spring contest.
- has published at least three issues before the Spring Conference.
- was submitted to the District 59 Public Relations Officer by March 31.
- has three or more A4 pages in each issue.

Complete description and Judging rules at:  
<http://www.district59.org/events/awards/golden-quill-best-newsletter/>

## **Make An Impact: #tm59**

Are you on Twitter? Use the hashtag #tm59 for Toastmasters-related tweets!

Many of us tweet about our Toastmasters experiences in our clubs, areas and divisions. Share everything from club's breaking news to individual's spontaneous thoughts with @toastmasters59 know, and we'll RT it.

If enough of us use the #tm59 hashtag, collectively we'll grow in prominence on Twitter. Our news will make a greater impact in the blogosphere and beyond. And, we'll all be able to track the latest #tm59 news and trends.

Contest season is a great time to spread District 59-related news, promote upcoming events, inform of keynote speakers, announce contest winners... there's no limit.

The District 59 Spring Conference in Lisbon will have Wi-Fi. So follow what others are tweeting about and make it easy for others to see what you're saying. Let's make this spring a real tweet fest.

#tm59  
Jack Vincent, CC, CL  
Toastmasters Zug, Club President



# MMS Merges Club Strategy with SMM

## Munich Media Speakers; Social Media Marketing



**munich media speakers**

Munich Media Speakers (MMS) is a Toastmasters club with 2 ( Unique Selling Proposal ) USPs: firstly, it is located in a Munich University having many students as members and secondly, it uses successfully new technologies for both internal and external communication and learning. The MMS officers use Social Media to define and track the club vision and mission; to build and implement club strategies, for knowledge management, and communication in small teams. The external communication aims to reach members, guests to-be, as well as other clubs worldwide. Thereby we follow six main paths. We:

. Provide the opportunity to hold or evaluate a speech using a microphone, laptop, beamer, flip chart, video, photos, dictaphone, or other electronic support equipment.

. Inform about our club, regular meetings, and other local or international events using Twitter, Facebook, and Xing meet-ups, and group discussions.

. Transfer knowledge about public speaking and leadership using Twitter, paper.li which turns a Twitter stream into an easy to read daily newspaper.

. Connect people through Skype, Facebook, and XING

. Entertain people sharing pictures, videos in Facebook, YouTube, and Twitter and

. Interact with Toastmasters to learn what they expect and wish from us (all channels)

To summarize, new technologies help Munich Media Speakers a lot to increase membership and establish its image worldwide. That makes them irreplaceable for achieving our club goals.

Don't hesitate to contact us, we are happy to talk with you about Toastmasters, technologies, and Social Media at anytime.

Galina Bankova  
Munich Media Speakers  
VP PR & Media



Links:

- <http://munichmediaspeakers.de/>
- <http://twitter.com/#!/MMediaSpeakers>
- <http://paper.li/MMediaSpeakers/1296328807>
- <http://www.facebook.com/munichmediaspeakers>
- <http://www.youtube.com/user/MunichMediaSpeakers>

## Sparkling Pixel Award

Awarding the best website of the Toastmaster Clubs of District 59.

Post your website to Sparkling Pixel award before March 31, 2011.



This award recognizes the excellence of webmasters in presenting their club/area/division and Toastmasters on the Web. Entries will be judged on the site's content and design, with the emphasis clearly on the quality of the content.

Eligible website will provide the following information:

- Name of the club/area/division
- Number of the club
- Name of the webmaster
- Address of the club/area/division web site (URL)
- Three specific sections of the site that you wish to highlight (with the addresses of these pages)

Complete description and Judging rules at:  
<http://www.district59.org/events/awards/sparkling-pixel-best-website/>

## Important dates

### March 20

- Submit your nomination for District Officer

### March 31

- Report of club officer training due to WHQ (affects DCP credit).
- WHQ membership building contest, Talk Up Toastmasters ends.
- Submit your entry to the Golden Quill award
- Submit your entry to the Sparkling Pixel Award

### April 1

- April dues renewals due to WHQ.

### April 10

- April dues renewals due to WHQ for Distinguished Club Program credit.

### April 30

- Second-round area governor club visits should be completed.



## Toastmaster Technology: Terrific Timer's Tool

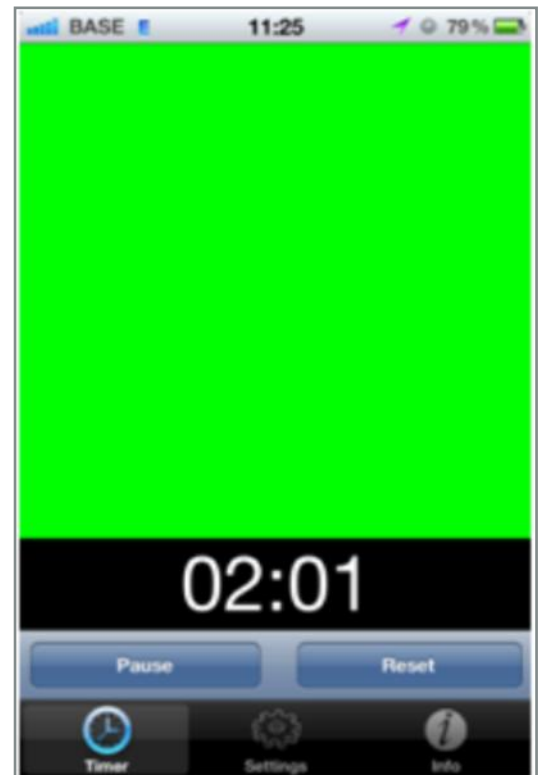
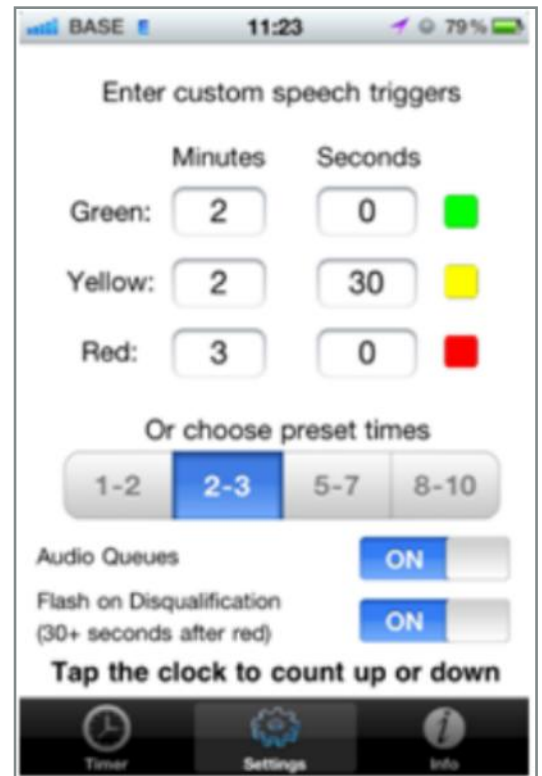
Don't you hate being the timer? Not only do you have to remember what the timings are, you also have to keep an eye on your watch all the time to turn on the correct lamps or wave around the time cards. Well, if you have an iPhone or an iPad, there is now a neat app that does all that for you and lets you go back to enjoying the speeches.

The app is called Speechmate. Most of the timings are preset in the app but you can also set custom timings. Once you start the timer, the iPhone/iPad screen changes color at the appropriate time, green, yellow and red. It will even flash 30 seconds after your allotted speaking time has expired, so that you can intervene - if need be. Of course, this feature can be turned off for contests,.

I find that it is also a great tool for practicing your speeches and helps you keep track of staying within your speech time. I use it in meetings whenever I am the timer. Other club members borrow my iPhone as well, as it makes the timer's role very easy.

The website for the tool is [www.jahkou.com](http://www.jahkou.com).

Erik Cauwenbergh,  
ToastMasterCard Club.



# Turning a Stream into a Daily Newspaper

Read Twitter and Facebook as a daily newspaper: paper.li organizes links shared on Twitter and Facebook into an easy to read newspaper-style format.

What interesting links, blog posts, videos and photos are being shared on Twitter by Bill Gates, TechCrunch, the WWF, Stowe Boyd, Fred Wilson, the New-York Times AND the people they find of interest? This is what SmallRivers' Paper.li project is all about: turning a Twitter stream or Facebook posts into an easy to read daily newspaper.

Twitter is currently a simple and fast way to point others to content of interest on the web. Twitter users do so millions of times a day, effectively giving their followers a glimpse of what they think others should see or read. Next to having followers, any Twitter thus follows others, generally a group of people they

deem of interest and want to keep track of what they have to share. Any Twitter user is thus a kind of editor in chief, with the people they follow being trusted journalists. The sum of what is shared by them is thus a unique perspective of what is deemed of interest on the web on any given day. A bit like a newspaper.

Having a list of links that are being shared on a given day by a user and those he/she follows is not enough. We analyze all links for topic using semantic text analysis tools, extract the content and rank them for probable pertinence. With all of that info we are then able to create a newspaper front page. If such quick scanning is not enough, you are also able to access a table view of all links shared in the last 24 hours by a user and those he/she follows.

source: paper.li,



**Lance Miller, DTM**

2005 World Champion of Public Speaking will be the guest speaker of the Division Conferences in Sweden and in Netherlands.

## **Division G Spring Conference**

April 3, 2011 in Gothenburg, Sweden

Lance Miller will give three workshops and two keynote speeches.

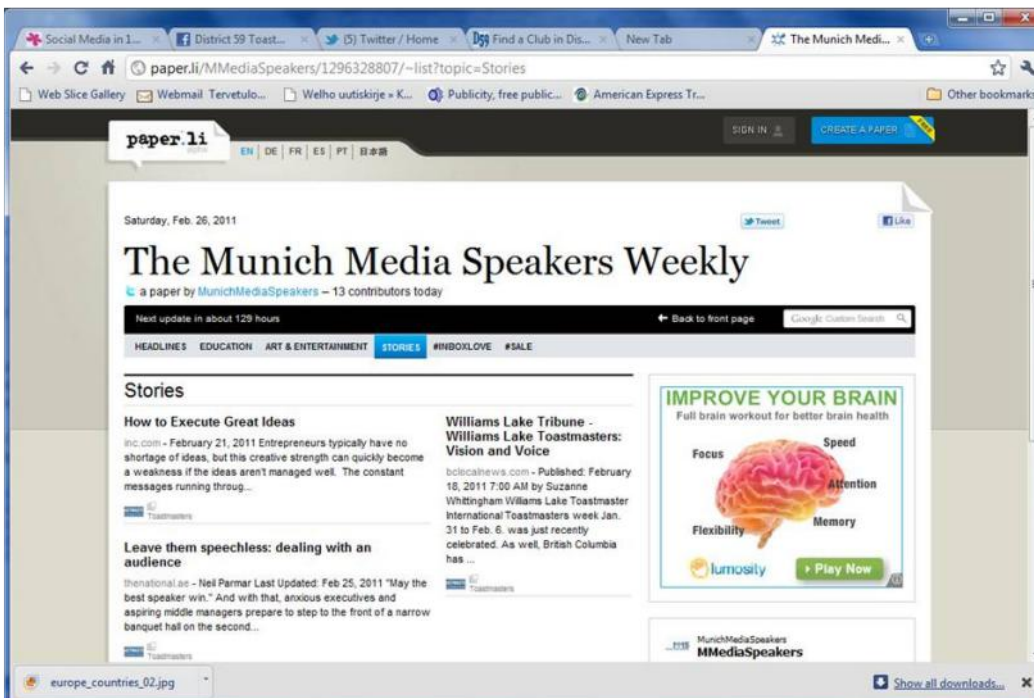
See details: [www.toastmasters.se](http://www.toastmasters.se)

## **Division J Spring Conference**

April 9, 2011 in Utrecht, Netherlands

Special Workshop out public speaking getting to the top of your field by Lance Miller the 2005 World Champion public speaking coming especially to the Netherlands to share his knowledge with you.

See details: [www.toastmasters.nl](http://www.toastmasters.nl)



## New Clubs

C 2 Halle Toastmasters, Halle  
F 2 Rhetorik Club Mannheim, Mannheim  
H 1 HP Toastmasters Barcelona, Barcelona  
C 3 Rederei Bremen, Bremen  
E 3 The Graduate Institute Toastmasters Club, Genève  
H 2 Ericsson Madrid, Madrid  
B 4 OECD, Paris  
H 2 Nova Communication, Madrid  
G 2 Malmö Toastmasters, Malmö  
E 3 Active Leadership Committee, Lausanne  
G 3 Karlstad International Toastmasters, Karlstad  
E 3 Verbissimo, Geneva  
D 1 Wiener Toastmasters Rhetorik Klub, Vienna  
C 1 Hamburg Power Speakers, Hamburg  
J 3 Leiden Toastmasters, Leiden  
A 1 Toastmasters Grand Lyon, Rillieup La Pape  
D 2 Toastmasters Ostrava, Ostrava



## The new Club Alignment – a first proposal

By Didier Dehem,  
Lieutenant Governor Marketing.

Every year, Toastmasters International (TMI) gives us the opportunity to change the clubs alignment in areas and divisions. This process is called "Club alignment". A first proposal of this new alignment has been submitted by the Division Governors (Area governors for Division B) at the District Executive Committee Meeting (DECM) in Brussels, on 12 February.

District 59 You are not alone! There are 189 clubs in our district, District 59. It goes from Finland to Portugal and from France to Poland. District 59 is divided into 10 divisions and divisions are divided into areas (38 areas in total). District 59 is growing very fast. Since 1 July 2010 (the start of the TMI year), 17 new clubs have been set up and more new clubs are expected in the near future.

How to realign clubs? The TMI policy gives us guidelines for keeping the alignment manageable, sustainable and efficient. Basically it says that an

area should consist of 3 to 6 clubs and that a division should have a minimum of three areas. When an area or a division has become too big, it is time to split, i.e. to create a new area or a new division. The way of splitting is driven by geographical proximity and a right balance between experienced clubs and new clubs.

Content of this first proposal The main change is the new alignment of divisions C and F into three divisions: C, F and a new division, Division K. At area level, the proposal involves the creation of five new areas:

- . A4 (splitting of Areas A1 and A2 into 3 areas) ,
- . B6 (splitting of area B4),
- . C7 (splitting of area C3, area C7 will be aligned to the new Division K),
- . E5 (splitting of area E3),
- . H5 (splitting of area H4).

The future schedule The final proposal is due for 1 April. It will be voted for at the District Council Meeting (DCM) in Lisbon on 21 May 2011. The new alignment will be effective during summer 2011.

## Can we reach up to 500,000 people?

Together we can make Toastmasters name seen by half a million people. This will increase the visibility and the awareness of Toastmasters. How to do this? It is simple:

### **District 59 Facebook action on March 14-20, 2011**

First, update your status with the date and title of your Ice-breaker speech as well the club in which you gave the speech. Make sure you add the word Toastmasters and the city of the club if they are not a part of the club name.

For example: "05/11/2002, A Finn in France, Toastmasters of Paris" or "30/03/2009, A Crazy Thing Called Saana, Stadi Talkers, Toastmasters, Helsinki".

Second, "Like" and "Comment" on your fellow Toastmasters status updates.

Third, remember to comment back all the comments on your status update.

Why do this? When someone likes or comments your status update on Facebook,, this action is posted on his/her profile. And, when your status update gets five or more "Likes" and "Comments", it is promoted to the Top News section. This provides more people to see this action and the awareness of Toastmasters grows.



*Toastmasters: Achieving Greatness Together*  
*Toastmasters District 59: Fulfilling your Dreams*

# Tips for creating and remembering strong passwords



A tip for defining the random characters is to think of a product or sentence that is connected to that site. For example, use an author and a book title: "Stig Larsson the Millenium Trilogy" and convert it to a password.

Take the first letter of each word of the sentence that you've created to create a new, nonsensical word. Using the example above, you'd get: "sltmt"

Add complexity by mixing uppercase and lowercase letters and numbers: "sLtMT".

Finally, substitute some special characters with symbols that look like letters or sound like the word: "\$LtM3".

The most usual passwords used for internet services are: 123456, abcdef, qwery, password.... People use these passwords, because they are easy to remember or type and they can be created without spending too much time in thinking a new password. : The easier a password is to remember or type, the easier they are for hackers to 'crack'.

## A good password is one that is not easy to break.

Password cracking programs identify all the words of all the languages that are in the dictionaries. They run the words forwards and backwards by adding a variety of characters and numbers at the beginning and at the end of a word. Password, which is a dictionary word with any signs in front or at the end, will break for sure. I want to share with you some tips for creating strong passwords, which can be remembered easily and noted down safely. The idea comes from the Safe and Savvy blog.

The idea is to use a system that allows you to do 2 things:

1. Remember your passwords through writing a part of it down. The only thing you need to remember is a part that is the same for all your passwords; a pin.
2. Create passwords that are good and strong, unique and can't be guessed

## The step-by-step instructions:

1. Think of a "pin" for your password, this is the part that is the same for all of your passwords. The pin should be three characters or longer; it could be something like "\*5!" and this part should be kept secret.

2. For each of the web sites that you need a password for, you create a code that helps you remember what site/service the password is for. Using a pattern such as first letters, first and last letters, the vowels or the consonants will help you to remember the service code. Varying the lower case and upper case lettering will increase the complexity of your chosen pattern.

3. Continue the password with a random set of four or more characters, for example: \$LtXT, xy?76 or 1&3Th. You should use different random characters for your different passwords.

4. Write down parts 1 & 2 on a note and keep it in a safe place so that if you should ever forget your password, you can always retrieve it. In this example you would end up with a note in your wallet with this written down:

aMa\$LtM3  
gMxy?76  
eAs1&3Th

5. When using the passwords, add your pin to them. Remember again that the pin should not be written down anywhere! You can decide the location of your pin too. With the example pin "\*5!" created in the first step we would end up with 2 passwords that could be:

aMa\$LtM3 \*5! or \*5!aMa\$LtM3  
gMxy?76\*5! or \*5!gMxy?76  
eAs1&3Th\*5! or\*5!eAs1&3Th

A simple technique to create passwords that are unique and can't be easily guessed! Of course you only need to remember a part of it! By having unique passwords you can also make sure that even if someone finds out one of your passwords, the others are still safe. - Tuire Vuolasvirta -



Examples	amazon	gmail	easy-speak	facebook
1st and last letters	aN	gL	eK	fK
3 first letters	aMa	gMa	eAs	fAb
3 vowels	aAo	aI	eAy	aEo
4 consonants	mZN	gMI	sPpk	fCBk

# Webtoast - Exploring public speaking in virtual environments

Webtoast is an open series of webinar workshops, in a format inspired by Toastmasters club meetings. Once a month participants meet online to practice presentation skills and moderation techniques in a virtual seminar room. Attendees consist of experienced Webtoast participants, active Toastmasters in German-speaking clubs, and newcomers.

When Webtoast sessions started in early 2010, it was a fascinating experience for me to play around with the new possibilities opened by the webinar software, and also to figure out what to watch out for in the speeches, explains Leif Frenzel. He illustrates: "Think about eye contact, for instance: it's tricky if your camera is somewhere different than the screen with the video of the people you're talking to. You have to take that into account when speaking."

Prepared contributions are at the center of each workshop. They range from conventional slide-based presentations, via Elevator Pitches with a Question & Answer (Q&A) period, to the innovative format of 'Instant Speeches'. The latter is across-breed between Table Topics, Prepared Speech and Evaluation. During this exercise pairs of participants receive topics

from the moderator, then have a short preparation period, after which one of the pair gives the presentation according a drawing order, the other becoming the evaluator. In addition, there is also a Table Topics round just as in a usual Toastmasters meeting.

In Webtoast, there are dedicated feedback slots for all contributions, including prepared contributions, impromptu speeches, the evaluations themselves, and meeting moderation; there is also a special evaluation section dedicated to feedback on technology use -- how speakers appear on webcam, their creativity with the virtual drawing board, the chat window, polls, and other features of the virtual environment.

If this has tickled your interest, you're welcome to join us in one of the upcoming Webtoast sessions. Find out about the meeting dates and learn more about Webtoast at <http://sites.google.com/site/webtoastde/> or watch a short video introduction here:

[http://www.youtube.com/view\\_playlist?p=C1B0BFDBAF41987F](http://www.youtube.com/view_playlist?p=C1B0BFDBAF41987F)

Leif Frenzel  
Karlsruhe Toastmasters &  
Karlsruher Redeclub, Germany

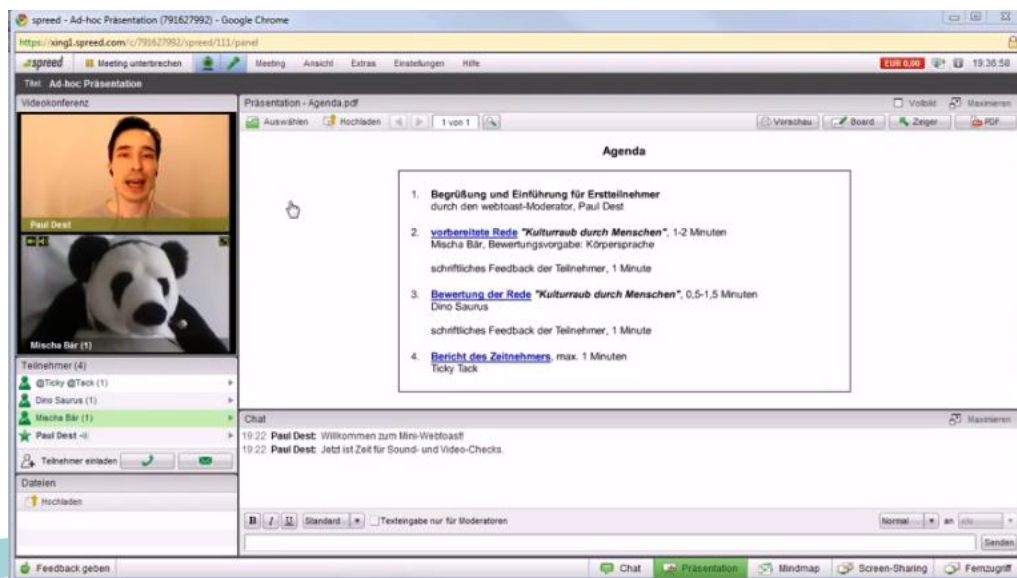
## Select Distinguished clubs

- Toastmasters Poznan
- Erlangen Toastmasters
- Esprit De Corps Toastmasters Club
- Cologne Toastmasters Club
- Utrecht Toastmasters Club



## Triple Crown Members Earning Three or More Education Awards for District 59

- Bowles, Philip Anthony, LDREXC, DTM, ALS
- Filchakova, Natalia, ALB, LDREXC, ALS
- Killian, Manuela, ALB, ACS, CL
- Perdaens, Roeland, CC, CL, ALB
- Zientkowski, Jerzy Michal, CC, CL, ACB



# District 59 Spring Conference 2011 | Lisbon - Portugal



## Registration is Open!

Join us in Lisbon and be a part of this historical event!

Leadership Keynote Speaker

***Pat Johnson***

Toastmasters International President



Communication Guest Speaker

***Darren Lacroix***

World Champion of Public Speaking - 2001

### ***But there is more...***

- International Speech Contest
- Evaluation Contest
- Educational workshops
- Networking with Toastmasters from many countries
- Meet old friends and make new ones
- Nice weather, friendly environment, delicious food, great wine...

For more information, available packages, prices and online registration, visit:  
**[www.toastmasters.org.pt/conference](http://www.toastmasters.org.pt/conference)**

# Brave New Sales

Jack Vincent

I blog about sales and marketing at [www.BraveNewSales.com](http://www.BraveNewSales.com). My primary target audience is entrepreneurs and start-ups, and my secondary audience is everyone with an eye on business survival in tough times.

## Where I Source Material

When I first started blogging about sales, people asked me how I would find material after my first month.

Eighteen months later, my problem is not finding material. It's finding time! Perhaps because I was trained as a journalist, I see ideas everywhere. If only I had time to write about them all.

For me, sales is a deeply human activity. And that's what makes great writing – the timeless and universal condition of human nature.

While some of my posts are about sales tactics, I lace them with timeless themes. Other posts center around issues in the news, so I relate them back to sales, marketing and sometimes leadership.

## Defining My Style

As a journalism student, we had it drilled into our heads to focus on our audience. (That should sound familiar to Toastmasters and, by the way, that's a trait of great salespeople and entrepreneurs, too – customer focus.)

Once we had our audience defined, we were trained to "find our voice," and use it consistently.

I tell start-up entrepreneurs, "Try to be all things to all people, and you'll be nothing to everyone."

I once heard Bono of U2 say that every time the band recorded an

album, they would leave the studio feeling they had been way too gutsy and the masses wouldn't accept it. Each album was a chart buster... except one, "Pop," in 1997. The band felt it would appeal to the masses. It was the closest thing U2 ever had to a flop.

So for me, it's about being edgy.

I get far better responses to my blog posts when I'm "in your face" than when I'm walking down the middle of the road. As a sales advisor, my clients don't hire me to be like them, either. They like it when I tell them the gutsy stuff.

My blogger voice is from the trenches of the battlefield. It's from the penalty box of an ice hockey match. It's from the soul of an entrepreneur who spits blood after being punched in the face with a real-life "no" before coming back and hitting a home run.

## Tracking My Own Performance

Good sales people listen. Good marketers monitor. Nowhere is this more true than in social media.

I am far from perfect. I am still learning about metrics and conversion, but I'm monitoring.

Sometimes I post and get little response. Other times I get comments on the blog post itself, on Facebook, LinkedIn, email and, get ready for this, from real live voices. I make note of what works and what doesn't, then I reinforce my stronger points and change my weaker points.

It's kind of like being a Toastmaster, wouldn't you say?

## 90:9:1 Rule

The 90-9-1 Principle is based on a simple idea: in social groups, some people actively participate more than others.

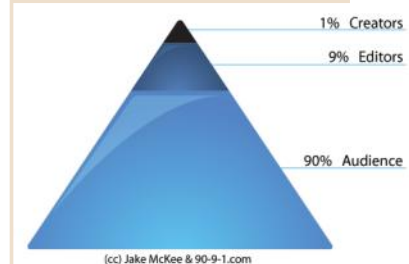
Participation tends to follow this rule, where:

- 90% are the "audience". They tend to read or observe, but don't actively contribute.

- 9% are "editors", sometimes modifying content or adding to an existing thread, but rarely create content from scratch.

- 1% are "creators", driving large amounts of the social group's activity.

These three groups make up an ecosystem, of sorts. Pulling on one group affects the distribution of the other. Of course, it's typically not possible to change the distribution in significant ways, as the more people added into one group directly drives the growth of the other two groups, maintaining something close to a 90-9-1 split.



## Area Governor

The AG is responsible for 3-5 clubs in his area and for managing the successful relationship with the club leadership. The AG represents the district in the clubs and in the greater team of district officers is our link to the clubs.

## Division Governor

The DG is responsible for a team of 3-6 Area Governors, leading them to success. He is the direct link from District Governor to Area Governors. LGET, LGM, PRO, Secretary, Treasurer. These positions are vital for the district's success – and work closely with the District Governor. For more details follow the link.

## "The Way Ahead" Milestones:

- 20.03.11, 1:00pm CET Deadline for submission of nominations to Chair Nominating Committee
- 23.04.11 District Governor sends Nominating Report to District Council
- 21.05.11 D59 Elections for 2011-2012 Term conducted at Lisbon
- 22.05.11 Training in Lisbon

# Leading at its Best

## Call for Nominations: Team 2011-2012

Have you ever had the chance to lead leaders? Be the head of a team of leaders? – And that in a safe environment in which you can experiment and not harm anybody.

Toastmasters offers this opportunity in a variety of positions in the District 59 Executive Committee of Continental Europe.

Especially if you or a fellow Toastmaster are interested in:

- going beyond the club as leaders in Continental Europe
- to lead leaders (believe me: it's a totally new experience)
- to extend their leadership skills in networking, organizing, delegating and many more
- to achieve the DTM (Distinguished Toastmaster)
- to travel and meet a highly energized international team at executive meetings and conferences.

Then here is your chance to exploit more Toastmasters' benefits. You will receive training and support to learn and succeed in your position. You will get a hand-over from your predecessor.



## Call for Nominations Procedure

Our nominating committee looks out for nominations of the best qualified district leaders for the term 2011-2012.

Please send your nomination form to the Nominating Committee Chair Ellen Hermens.

## Positions to be elected

- District Governor
- Lieutenant Governor of Education and Training (LGET)
- Lieutenant Governor of Marketing (LGM)
- Public Relations Officer (PRO)
- Division Governors for the Divisions A to J

## Positions to be appointed by incoming District Governor

- Area Governors
- Secretary
- Treasurer

For your convenience, the following nomination process documents have been posted below to assist you:

<http://www.district59.org/leaders/reports-downloads/nominations/>

## Take your next leadership step!

by  
Ellen Hermens, DTM  
Immediate Past  
District Governor  
Chair of Nominating  
Committee

The Clarion - [www.district59.org](http://www.district59.org)

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