



District 6 Toastmasters

Where Leaders Are Made

Welcome to the New Year

As we embark on yet another year of developing leaders in District 6, our theme for the coming year is the same as Toastmasters International (TI): ***Where Leaders Are Made***. On the district level, we will recognize our leaders who are making a difference throughout the district with an ***Enlightening Leadership Lapel Pin*** (description to be unveiled soon). As we continue this journey in 2014-2015, ***membership, club building, and Distinguished Clubs*** will continue to be our focus; however, membership growth will be at the forefront of our goals.



To attack a major Achilles' heel of our district, membership, we will focus on and maximize two key tools that have been underutilized (***Speechcraft*** and ***Youth Leadership***) and a quarterly initiative/incentive called ***Beat the Clock Plus*** to help us focus on membership early on in the Toastmasters year (more details to follow soon).

Speechcraft

Speechcraft is a short, seminar-style presentation that teaches basic Toastmasters skills: speaking and evaluating. Toastmasters members build their meeting management skills by leading the seminar. It's a great way to attract members to an existing club or begin forming a new club. Speechcraft may be presented as part of the Toastmasters meeting, which makes it easier for participants to become members at the conclusion of the presentation.

For more information on Speechcraft and to report planned or in-progress Speechcraft sessions, please contact Speechcraft Chair ***Harold Osmundson*** (hosmundson@gmail.com).

Youth Leadership Program (YLP)

Think of the successful leaders you know. They probably have one trait in common - the ability to communicate effectively. Kids need the Youth Leadership Program so they can grow to meet the challenges of adulthood and leadership successfully. Youth Leadership helps young people build their communication and leadership skills so they may become tomorrow's leaders in business, industry, and the community. Based on firsthand experience, ***some of the parents who bring their children to YLP meetings will subsequently become Toastmasters***, thus making this a potential membership-building tool for the district.

For more information on Youth Leadership and to report planned or in-progress YLP sessions, please contact YLP Chair ***Jim Rhodes*** (jrhodes546@comcast.net).

In summary, the top district in TI has an average of **29 members/club** (District 59, which has 318 paid clubs), while District 6 has an average of **18 members/club** (#7 in the world, with 280 paid clubs). Our goal is to increase District 6's average to **31 members/club** (note: not 31 members in each club; some clubs will have more or less than this number). As we increase the average members per club throughout the district, we expect to see more members experiencing greater satisfaction in their Toastmasters journey.

District 6, let's start, remain, and finish strong this Toastmasters year!!!

Clinton Hunt, Jr., Ph.D., DTM
District 6 Governor, 2014-2015
District 6, Toastmasters International
Where Leaders Are Made

Education & Training

Upcoming District 6 Events

- June 1 - Aug 30: [Club Officer Training](#)
- July 1: Toastmasters New Year
- July 19: [Toastmasters Leadership Institute \(TLI\)](#)
(Ramada Plaza - Minneapolis)
- July 20: [Toastmasters @ Twins](#)
- Oct. 31 - Nov 1: District 6 Fall Conference
- Speech Contests: Table Topics & Humorous
(Rochester, MN)



Introducing the 2014-2015 Education and Training Team

Please contact us via www.d6tm.org/contactus if you need assistance from the Education and Training team. This year's team consists of Area Governor Trainers Helena Gagoud and Raymond Norton, Chief Judge Jim Kickul, Toastmasters Leadership Institute (TLI) Co-chairs Sandi Robarge and Harold Osmundson, and Fall Conference Co-chairs Jean and Dave Pearson.

If you know of people interested in being Spring Convention Co-chairs, please have them [contact me](#).

Triple Crown Award

As of 6/28/14, 121 members received the Triple Crown Award for 2013-2014. For the full list of members, go to <http://reports.toastmasters.org/reports/dprReports.cfm?r=19&d=6>

This year we will continue the challenge to all members to earn your Triple Crown award by achieving three or more educational awards this new Toastmasters year! Will you be the first to get your educational awards submitted?

Education

One of the main focuses this year is high-quality presentations training. If you have a presentation that you would like District 6 to present (including any from the Club Success or Leadership series), please let us know!

Distinguished Toastmasters

As of 6/28/14, 24 people received their DTM in 2013-2014. Will you commit to completing your DTM in the new Toastmasters year?

Larry J. Marik, DTM

Lieutenant Governor Education & Training, District 6 (2014-2015)
Toastmasters International
Where Leaders Are Made
cell: 651-955-7390
www.toastmasters.org
www.d6tm.org

Marketing Matters

New clubs, new members, it's all about . . . people!
Everyone benefits when we add members: new members gain confidence and develop skills, and clubs keep fresh and fun for everyone.

New club goal for 2014-2015: 23 clubs, net.

For a short video message (1:06) on the 2014-2015 new club goal, go to <http://youtu.be/R9ZioAxpGU>.



Welcome New Clubs

Chattermasters, Shoreview, MN (4/01/2014)

We have three more clubs in the process of chartering:
3M Verbal Innovators, St. Paul (charter paperwork mailed 6/23)
BERNToast, Chaska, MN
PowerObjects, Minneapolis, MN

Can Visitors Find You?

Club officers, please make sure your club contact information, meeting date, time, and location are up to date. Watch this two-minute video that shows you how to do it:

<http://screencast.com/t/fnFdEIDePjIX>

Annual Membership Program

If you sponsor 5 or more new members in your club between July 1, 2014, and June 30, 2015, you will qualify to receive a unique sponsor's pin. If you sponsor 15 or more people, you get 25% off an order from TI. Make sure you list your name on the back of the new member's application.

Need Flyers, Brochures, or Business Cards to Help Build Membership?

Don't recreate the wheel! Go to the Marketing Resources page (www.toastmasters.org/marketingresources) for brochures, flyers, and other promotional materials already created for you. Go to the Brand Portal (www.toastmasters.org/logos) for images, business card templates, stationery, and other marketing materials.

District 6 would like to thank everyone who has helped with building new clubs and increasing our membership throughout the district.

Diane Windingland, DTM

Lieutenant Governor Marketing, District 6, 2014-2015
toastmasterdiane@aol.com
612-306-4214

A New Beginning

Greetings, fellow Toastmasters of District 6.

As your incoming Public Relations Officer, I am honored to have this opportunity to serve you. I wish to welcome all the readers of our newsletter. I extend my welcome to all the incoming officers, district leaders who are stepping out of their comfort zone to hone their leadership skills by making a difference. I salute the first-time officers who have a wonderful journey ahead in this Toastmasters year.



Promote Your Club

I hope your club has defined its Distinguished Club Program goals for the year. We all work together to make our clubs successful. Our individual successes are closely linked to how successful the club is. As your Public Relations Officer, I wish to encourage you to think about using publicity to achieve your goals: sharing stories, spreading the good word, promoting events, starting a new program, and so on. Check out the local newspapers, libraries, display boards at coffee shops, and all the places where public notices are welcome. This is the time

to update your fliers, print them out, and leave them in public places. Get your fellow club members to share ideas on how you can promote your club. A group effort benefits the club. That is why I encourage you to promote, promote, promote your events.

Is Website Information Correct?

This time of year sees a changing of the guard, and the club contact often changes. Check your website to ensure that you have correct information. Check to see if a form submission on your website is being forwarded to the right individual. To make it easier for guests to find your meetings, update your website with up-to-date information including the day, time, room, address, and building. If you are an officer, go to Club Central at Toastmasters.org and make sure your club meeting information is correct.

Public Relations Contests

Get excited about public relations contests throughout the year. Yes, you read it right. Since publicity is a year-round activity, we wish to encourage and recognize the effort that goes into promoting your events. More information will be coming soon.

Your Area Governor

Have you met your Area Governor? If not, please invite him or her to your club to meet your members. Your Area Governor is part of the district leadership and is an excellent resource to help your club with any issues. Make your club part of a successful year for the entire area by offering support and participating. A vibrant area will help every club member gain from the organization while having a lot of fun.

I hope you enjoy a Toastmasters year that is both successful and filled with fun.

Ravi Rai, DTM

Public Relations Officer

Speechcraft

It's my pleasure to serve as Speechcraft Chair in the 2014-2015 Toastmasters year. I'm excited for this role, as it offers excellent opportunities for members and clubs to grow. As a new year of growth and opportunity begins, I invite you to learn more about Speechcraft and conduct a program.



Speechcraft is a valuable program that allows your club to further promote itself, build membership, help existing members enhance their leadership and communication skills, and provide a great service to those outside the club. Speechcraft may not be well known to many members and clubs, so my goal is to increase both the awareness and use of Speechcraft to build membership. I believe the program is worth learning about and using.

If you're curious about Speechcraft, come learn more about it at the upcoming TLI on July 19th (www.d6tm.org/tli-july-2014). There will be an education session on Speechcraft that introduces the program and provides guidance on how to get the most from your Speechcraft program.

If you have interest in learning more about Speechcraft, or in conducting a Speechcraft program, please get in touch with me at hosmundson@gmail.com.

Looking forward to a year that's full of growth and opportunity for you.

Harold Osmundson, DTM
Speechcraft Chair, District 6

Save the Date!

Toastmasters Leadership Institute (TLI)

Date: Saturday July 19, 2014

Time: 8 a.m. - 1 p.m.

Where: Ramada Plaza Minneapolis
1330 Industrial Blvd NE
Minneapolis, Minnesota 55413

Officer training, educational sessions, and awards luncheon.
More information: www.d6tm.org/tli-july-2014

July: Important Tasks

- Attend officer training (round 1)
- Start planning your Distinguished Club Program
- Develop a comprehensive communication plan for the new year
- Determine educational goals of each member
- Plan and publicize upcoming speech contests
- Take care of club bank accounts (name transfers)
- Promote the Smedley Award membership-building contest
- Ask members to complete a Member Interest Survey (item 403)
- Create a media list and publicity kit
- Finalize the club budget with approval from the club executive committee