



# District 6 Toastmasters

## Where Leaders Are Made



### Key Dates

**February 1 - March 31**

Talk Up Toastmasters Membership Building Contest

**April 1**

Deadline for Club Dues

**May 5-6**

Spring Conference

[2<sup>nd</sup> half key dates pdf](#)

### Be My Guest

Hello, fellow Toastmasters!



Last month, I spoke at a club's open house. The club had worked hard promoting the open house, with a press-release and colorful flyers and a few personal invitations. It was only the personal invitations that succeeded in gaining visitors.

Now, you never know when a non-individualized invite (newspaper meeting notice, flyers, social media) will be sent at just the right time for someone to take action and visit. Also, those regular promotional efforts can raise awareness in the long-term so that Toastmasters will be top-of-mind when someone decides to work on communication or leadership skills.

However, if you want the best results from your efforts, you will focus on the two efforts that typically lead to the best results: the passive effort of having an up-to-date, appealing website and the active effort of personal invitations. In a [2014 survey](#) of clubs in District 6 that gained new members early in the year, personal invites and club websites were the top two most commonly used ways to gain new members. That hasn't changed.

We have two top-priority action items for you, if you are serious about getting new members in your club:

**Priority #1: Personal Invitation.** Personally invite visitors to your outstanding meetings. Consistently use the 5-step "[Be My Guest](#)" Simple Membership-Building Program and grow your membership, empowering more people to be better leaders and communicators and giving your club the vitality that new members bring. I challenge you personally to invite 2 or more guests to your club by the end of this month. I also challenge your club to try the "[Be My Guest](#)" program for 3 meetings in a row.

**Priority #2: Website Excellence.** Have an excellent, up-to-date website. Review and submit your website to our [Website Excellence Program](#).

Build your personal leadership skills and work together with your club as a team to move forward with determination to create membership-building success!

*"The strength of the team is each individual member. The strength of each member is the team." --Phil Jackson*

**Diane Windingland, DTM**  
 District Director, District 6 (2016-2017)  
**Toasters International**

Where Leaders Are Made

[www.toastmasters.org](http://www.toastmasters.org)

[www.d6tm.org](http://www.d6tm.org)

(District 6: Serving parts of Minnesota and Ontario)

Contact me!

[toastmasterdiane@aol.com](mailto:toastmasterdiane@aol.com)

612-306-4214

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## Quality Makes the Difference

### Build Your Club's Membership with the "Be My Guest" Guide

Your club improves, and so does your own experience, when your club gains members. To help your club increase membership, I've created the "Be My Guest" membership-building guide. This guide contains a framework and specific program to add members to any club. The guide and related materials can be found at [www.d6tm.org/be-my-guest](http://www.d6tm.org/be-my-guest).



### Great Articles from the Toastmaster Magazine

If you're looking for ideas to further strengthen your club, the [Toastmaster Magazine](#) always has great content. I personally enjoy every [Viewpoint article](#) from the International President. In addition to those, just below are three articles you'll enjoy:

- [Breathe New Life into Your Club](#) - Seven strategies to energize your meetings
- [8 Tips for Table Topics](#) - How to look good as a Topics Master
- [Measuring What Matters](#) - Why you should care about the Distinguished Club Program. I love this statement: "Why do clubs sustain success? Because they serve the needs of individual club members, and they do it in ways that can be measured."

### Spring Speech Contests - Multiple Ways for You to Grow

Area contests are underway for the Spring round of speech contests. Speech contests help you get educational value from your membership. Even if you choose not to compete, speech contests offer you an awesome opportunity to grow by volunteering to help at contests. You'll have fun, meet great members from other clubs, and grow from the experience. To learn about this round of speech contests, see the [Speech Contests page](#). To view upcoming contests and the coordinator for each, see the [Speech Contest Schedule](#) or the [District 6 Calendar](#).

### Club Officer Training - Round 2 Results

Sincere thanks to all club officers who attended the recent round of training. Your efforts to attend training and serve your members make a difference. If you attended training, please check the [Round 2 Club-Officer Training Report](#) to make sure you and your club received proper credit. Contact me before April 1 if there are any discrepancies.

### Recent Distinguished Toastmaster (DTM) Achievements

The Distinguished Toastmaster (DTM) award is the highest honor in the Toastmasters education program. This award requires at least 45 speeches, 6 months of club leadership, 1 year of district leadership, club building, mentoring, and other activities. Achieving this award reflects commitment and excellence in communication and leadership.



Congratulations to the following members on achieving their Distinguished Toastmaster award:

- Judi Holloway of The Rat Pack Club (#1098)
- Michael Gerner of Stage Coach Speakers - Eagan (#1546746)
- Gayle Zorad of Cargill Trademasters Club (#5913)
- Laura Nolan of MNRPCV Toastmasters Club (#1284)
- Connie Mayta of New Ulm Club (#4878)

**Educational Achievements for 2016-2017**

The reports below show the educational achievements by District 6 members in the 2016-2017 program year. Congratulations to each member!

- [All Education Awards Submitted](#)
  - [Triple Crowns \(3 or more educational awards in the same program year\)](#)



**Connect, Share, and Learn**  
Join District 6's Facebook groups  
[District 6 Facebook Group](#)

**Club Office-specific groups:** [Pres](#), [VPE](#), [VPM](#), [VPPR](#), [Sec](#), [Treas](#), [SAA](#)

Keep growing!

**Harold Osmundson, DTM**  
Program Quality Director, District 6  
Toastmasters International  
**Where Leaders Are Made**  
Phone: 763-213-7795  
Email: [hosmundson@gmail.com](mailto:hosmundson@gmail.com)

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## Marketing Matters

Hello, District 6!

I'd like to give an early welcome to our soon-to-be newest club, The Hardhatters Toastmasters Club. They have submitted their charter paperwork to TI and after processing will be our newest club!



### Talk Up Toastmasters!

Yes, you're right! I copied and pasted this part from last month's newsletter! **NOT** because it's not important - it absolutely is. But all the info is here! We only have the rest of this month to Talk Up Toastmasters! So, read the info below and start Talking! To your friends, family, and colleagues - all those people you feel would benefit from their own Toastmasters experience!

We all want to share our positive experience in Toastmasters with new people and have them become members in our club. If you add five members to your club in the months of February and March, you will qualify for the Talk Up Toastmasters incentive! Start making plans NOW to gain new members in February and March! See below for details.



**Talk Up Toastmasters!**  
Membership Contest February 1 – March 31  
**Add 5+ Members**

Talk Up Toastmasters: February 1 - March 31.

Add five new, dual, or reinstated members within the contest dates above and you will receive a ribbon for your banner and a discount code for 10% off an order to the Toastmasters online store. Your club will also receive a \$25 gift certificate to the TI online store.

### **So how do we add five new members in our club?**

This is a valid question. To help answer that question and to help you gain new ideas on ways to bring new guests in to your club, check out our [Build Your Membership kit](#).

### **New Club Ideas**

If you don't have a club at your place of employment but feel that it might be a good fit for a Toastmasters club, please contact me (see signature below) and we can discuss if it's a good fit and the next steps. I look forward to hearing from you!

### **Ben Smith, DTM**

Club Growth Director, District 6

Toastmasters International

### **Where Leaders Are Made**

Phone: 612-770-8590

Email: [bensmithtm@gmail.com](mailto:bensmithtm@gmail.com)

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## **Top Membership-Building Tips from Corporate Clubs**

How do the top "net gain in membership" clubs get new members and retain current members? A couple of club presidents for corporate clubs, Toast of the West (Thomson Reuters) and Stage Coach Speakers - Minneapolis (Wells Fargo) explain their successes. Both clubs were in the top 10 clubs in District 6 with the biggest membership net gains as of February 2017.

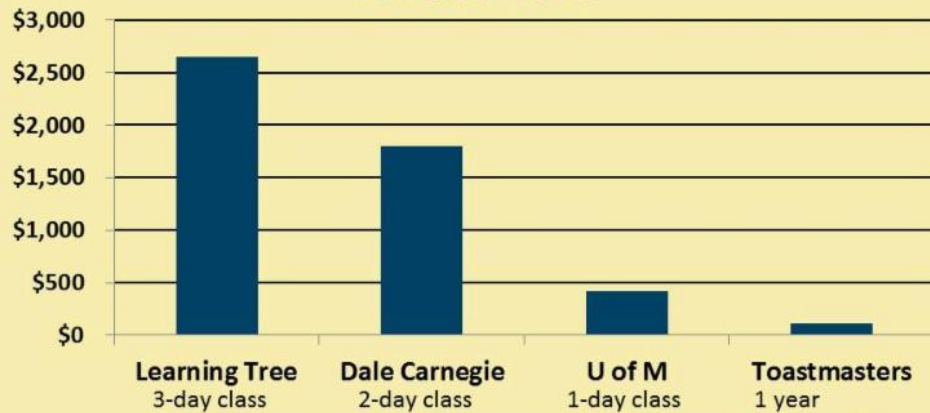
"Toast of the West gets visitors primarily through word-of-mouth. . . . Most of the guests who attend our meetings join the club. Our conversion rate is especially high for guests who are visiting because a member encouraged them." -- T. J. Scott, CC, Toast of the West Club President

"Wells Fargo encourages development within all of our team members to the point that our managers are tasked with working on a "development plan" with each of their reports. Toastmasters is a perfect item to include on that report. . . . Our officers contribute and treat each member with respect and encouragement."--Jeanelle Rasmussen-Jones, CC, CL, Stage Coach Speakers - Minneapolis Club President (feedback from VP of Education, Cliff Zawasky)

[Read more](#)

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## Public Speaking Learning Investment



Invest in yourself, but why pay more?  
Visit [www.toastmasters.org/Find-a-Club](http://www.toastmasters.org/Find-a-Club)  
to find a club near you!

Or, help your company save on training costs, and  
bring the Toastmasters program to your company.

Prices as of 02-2017

## Public Relations

The entries are taking off for the Public Relations contests and Website Excellence Program! DO NOT BE LEFT BEHIND! Get your club involved by going to [www.d6tm.org](http://www.d6tm.org) and selecting *Public Relations Information* under the *Resources* tab. The contests are a great way to improve your club by updating key Public Relations materials.



While you're working on your club website and PR contest submissions, I encourage you to keep in mind your target audience and consider including millennials.

Let me tell you about a recent conversation I had over a beer with a new Toastmaster. After his first meeting as a visitor he decided to become a member and compete in his club's Speech Evaluation contest. He shared that he's now invited to give his Ice Breaker speech as a target speaker at another club's contest. What enthusiasm for learning!

He's a very motivated speaker with natural talents who wants to compete. Watch out, Kenny Ray Morgan! He's also motivated to help millennials as he's considered one himself at age 36. At his church, he often is studying what makes millennials tick, how to get them involved, and the best way to communicate with them.

I enjoy the traditions of Toastmasters and say, "Mister Toastmaster" and "Madam Table Topics" before speaking during club meetings. I find it comforting, as I approach my 20th anniversary as a Toastmaster, to know what is going to happen at my club, meeting after meeting.

I have traditions in my personal life as well. For example, I use an old phone that only texts and talks, I like the "buy and hold" strategy of investing, and I like to garden traditionally by feeding, weeding, and watering.

I'm reminded of the musical *Fiddler on the Roof*. As we were drinking our beer, my new friend was challenging my traditions in a friendly way. Like Tevya in the Broadway classic, I was being asked why I liked my traditions. What purpose did they hold in the modern

world and attracting millennials to my club? I was being asked what I would be willing to give up in order to appeal to the millennials I claimed to want to help and recruit to Toastmasters.

I defended our formal way of communicating and running a meeting, and said, "What if you go before a judge? You have to get his or her attention and be very formal to show respect." He countered, "What about when the day comes that the judge IS a millennial and conducts their court room his or her way?" As I think about that, that day is not as far away as one would think.

Traditions were challenged in *Fiddler on the Roof*, and we too need to be ready to question our traditions in Toastmasters. We need to be appealing to people of all ages and generations to grow our clubs.

My point of sharing this story is to show the importance of being mindful of your club's growth by embracing our changing world. Are we, and our clubs, giving our members of all ages, cultures, and generations the help in communication and leadership that will keep them engaged and learning?

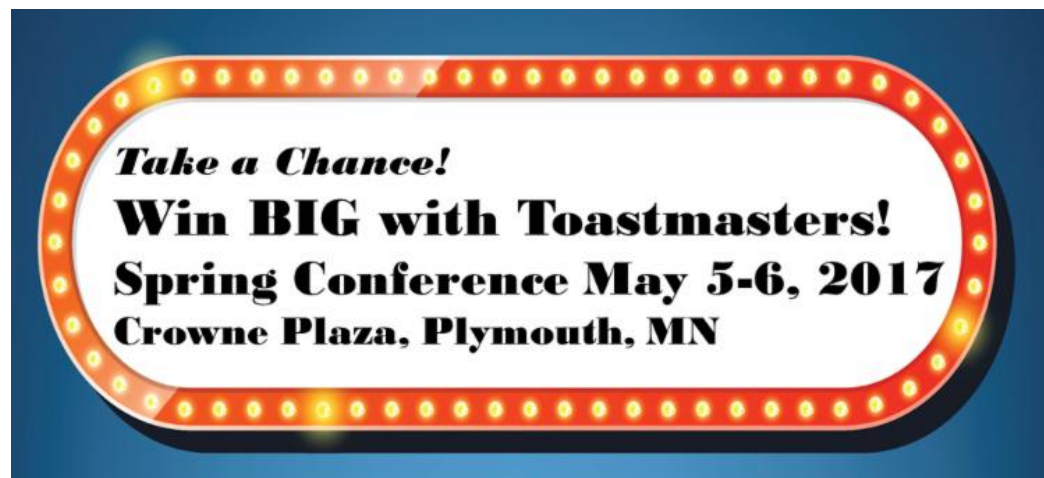
Keep your target audience in mind while you develop your website and all of your public relations and club materials. Your next visitor or member may be from a different age group, culture, or generation.

Sincerely,

**Daniel Grundtner**

Public Relations Manager, District 6, 2016-2017

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Ladies and gentlemen, "Beat the Clock" and "Come on Down!" We're ready to make sure the "Price Is Right" and that nobody is in "Jeopardy" as you spin the "Wheel of Fortune!"

Yes, that's right folks. Come join us for the District 6 Toastmasters...you guessed it...TV Game Show Spring Conference at the Crowne Plaza Hotel in Plymouth, MN, May 5-6!

There will be many awesome speakers for exciting educational sessions, lots of awards and recognition for all our superstar achievers, as well as Evaluation and International speech contests, where the winner could advance to become the next world champion speaker!

And of course, let's not forget the "*good food, good friends, and good fun*" when you join us for Friday FUN Night! Come dressed up for dinner in your most creative, outrageous,

attention-getting costumes. You just may be one of the lucky winners selected to participate in our own Toastmasters version "Let's Make a Deal" TV Game Show and win fabulous prizes. Then following the speech contest, we continue our TV Game Show theme with a friendly Toastmasters Family Feud competition!

So whether your favorite game shows were hosted by Bob Barker, Monty Hall, and Richard Dawson or you tuned in to those with Drew Carey, Wayne Brady, and Steve Harvey, one thing's for sure...the TV Game Show theme for the 2017 Spring Conference will be great fun and will appeal to everyone!

Save the dates (May 5-6), and stay tuned to the District 6 website and leadership newsletters for more exciting details to come!

### **Vitalia Bryn-Pundyk, M.Ed/DTM**

Spring Conference Co-Chair

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## **Nominations**

The following report contains the names brought forth by the District 6 Leadership Committee for the 2017-2018 elections that will take place on Saturday, May 6, at the Spring Conference Business Meeting at the Crowne Plaza Hotel (Plymouth, MN).

More information on the Spring Conference can be found here: [www.d6tm.org/2017-spring-conference](http://www.d6tm.org/2017-spring-conference)

### **2017-2018 Candidates**

The District 6 Leadership Committee submits the following candidates for office in 2017-2018. (Multiple candidates in the same position are listed alphabetically by last name and are in blue for clarity.)

<b>Position</b>	<b>Name</b>
District Director	Harold Osmundson
Program Quality Director (North)	Ben Smith
Program Quality Director (South)	Jean Pearson
<b>Club Growth Director (North)</b>	<b>Colbert Fong</b>
	<b>Dave Gibson</b>
	<b>Karolyn Hoard</b>
	<b>Kimberlee Redington</b>
<b>Club Growth Director (South)</b>	<b>Ravi Rai</b>
<b>Division Directors</b>	
Division A	Matt Villella
Division B	Michael Carlton
Division C	Gopu Shrestha
Division D	Suzanne Ryan
Division E	Susan Rajbhandari
<b>Division F</b>	<b>David Pearson</b>
	<b>John Riebow</b>
Division G	John Vu
Division H	Ge Lee
Division I	Darek Prochaska
Division J	Jeni Smith

Respectfully submitted by Larry Marik (District Leadership Committee Chair). Special thanks to our District Leadership Committee: Julie Bane, Helen Grothe, Keith Hardy, Brian Hinton, Dru Jorgensen, Bernardine Krupka, Nick Nelson, Sharon Rollefson, Joan Watson,

and Gayle Zorad.

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## Spring Conference Silent Auction

Building on our Spring Conference TV Game Show theme, this year's Silent Auction invites you to play

# THE RIGHT PRICE!

There are three ways to play: Donate, Bid, and Win!

- **Donate** new or gently used items, themed baskets, or even cash. Donate by April 10 for inclusion in the program book.
- **Bid** on items at the auction -- in person or by proxy. Feel free to take photos of items at the event and collect bids from your friends.
- **Win** a special themed club event where you can play "The Right Price" for real prizes!

Earn tickets through donations, with a drawing for the winning club!

Questions? Contact Pam Hollrah-Asleson, RN, DTM, Silent Auction Chair.  
Call/text: 507-481-4469, email Pam@PoetsHeartGodsGift.com.



Pam Hollrah-Asleson (center) with Spring Conference Co-Chairs Roman Pundyk and Vitalia Bryn-Pundyk.

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## Spring Conference Business Meeting

Dear District 6 Club Presidents and VPs of Education,

**Mark your calendars for May 6!**

The District 6 Spring Conference will be held on May 5 & 6 in Plymouth, MN. On Saturday, May 6, at 10:15 a.m., the Spring Business Meeting will be held. Members carrying votes must visit the credentials desk before 9:45 a.m. that morning.



The location will be:

Crowne Plaza  
3131 Campus Dr.  
Plymouth, MN 55441

Details about proxies and what will be voted on will be posted on [d6tm.org](http://d6tm.org) by early April. More information is available at: [www.d6tm.org/2017-spring-conference/spring-conference-proxies-and-credentials](http://www.d6tm.org/2017-spring-conference/spring-conference-proxies-and-credentials)

If you have any questions about the business meeting ballot, proxy, or credentialing process, feel free to contact me at [swansonmej@gmail.com](mailto:swansonmej@gmail.com).

See you in May!

Sincerely,

**Mary Swanson, DTM**  
2016-2017 District 6 Proxy Chair

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## Advertise Your Club & Support the Conference

Exciting new promotional opportunity for District 6 Toastmasters Clubs! Special priced business card ads for clubs only!

Promote your club in the Spring Conference program book and come support this great district-wide event!

For a short time, business card sized ads are available to District 6 Toastmasters clubs for just \$35.00 (only until March 25th). After that, the ads will be available for \$50.00 until April 24.

Hurry and take advantage of this special discount today!

Please submit your ad information ([download official template](#)) to Carol Duling at [danielcarol@comcast.net](mailto:danielcarol@comcast.net) and \$35.00 check to District 6 Toastmasters to: Kimberlee Redington (Treasurer), 651 Skillman Ave. W., Roseville, MN, 55113-6443.

Note: no additional art can be accepted for the business card ads; however, larger ads are also reasonably priced. See next article for details.

Thank you to all our participating clubs - we appreciate your support!



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## Promote Your Business at the Spring Conference

Fellow Toastmasters:

Toastmasters District 6 formally invites you to attend the [Toastmasters Spring Conference](#), May 5-6 at the Crown Plaza in Plymouth, MN. The conference promises to be a unique event this year, featuring new events and perks that have been specially tailored for Toastmasters members!

This conference will also feature the Evaluation Speech Contest on May 5 immediately following the Friday Dinner Buffet and the International Speech Contest on May 6 immediately following the Saturday Grand (Formal) Banquet.

New this year is a fundraising committee. We are looking to do more for Toastmasters members and make the conferences more engaging. If you, your department, or business unit can make a donation ([click here](#) to learn about Sponsorship Opportunities), it would be much appreciated.

**Want to advertise your product or service? Vendor tables are available (includes both days) for only \$100.**

Advertisements are now being accepted for the conference program book. Preferred formats are PDF or JPEG. (Design services available for a nominal fee.)

- Full page: 8" wide x 10" high = \$150.00
- Half page: 8" wide x 5" high = \$125.00
- Quarter page: 4" wide x 5" high = \$75.00

*Contact me for information on premium placement ads.*

Please contact me with any convention questions, donations, or advertising opportunities. We look forward to seeing you on May 5-6 at the Crown Plaza in Plymouth!

**Gayle Zorad**  
District 6 Toastmasters  
Spring Conference  
Fundraising Committee  
[gayle\\_zorad@cargill.com](mailto:gayle_zorad@cargill.com)

952-742-5170-w  
612-239-6553-cell

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## Youth Leadership Program



Fellow Toastmasters,

Has someone in your club or someone you know in another club taken part in a Youth Leadership Program in the last year? I am gathering information about all Youth Leadership Programs that have taken place across District 6.

I ask that everyone who reads this would check around at their club, and with other Toastmasters that they know, and send an email to me about any and all who have carried out a YLP since July 2016. Some Toastmasters have been able to handle serving up a YLP on their own, or with the help of TI headquarters, and some have reached out to me to let me know they have a program going. I have a short list of a few YLPs that (I know for sure) have taken place, but I want to hear about ALL of the Youth Leadership Programs throughout District 6! Part of the reason is to collect marketing data to support future YLP initiatives in the district and also to make sure everyone who has put in the time and effort is acknowledged.

I am grateful to all D6 Toastmasters who have taken part in a Youth Leadership Program and the many who have shown interest in helping get a YLP started! As always, feel free to reach out to me with any questions about YLP or if you know of possibilities for upcoming Youth Leadership Programs.

Sincerely looking forward to all of your emails,

**Ray Young III**

612-986-3628

raymondmyoung3@gmail.com

Youth Leadership Program Chairperson 2016-2017

Toastmasters, Diane Windingland, DTM, District Director, St. Paul, MN 55116

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