



District 6 Toastmasters

Where Leaders Are Made



Key Dates

October

Division [Speech Contests](#)

November 11-12

[Fall Conference](#),
Duluth, MN

November 19

[Evaluation Workshop](#)
(Stillwater)



Fall Speech Contests

Digital contest kits are available free on the Toastmasters International website:

[Humorous Speech Contest](#)

[Table Topics Speech](#)

Are They "Buying" What You're "Selling"?

Which approach do you think is more effective in converting visitors to members: that you clearly show them the value of membership (that it's a good investment of their time and money), or that you clearly give them a feeling of wanting more of what they just experienced? And, which approach is more likely to retain members?



Studies of the psychology of buying tell us that most buying decisions are based on emotion. Then, after making an emotional decision, a person will rationalize the decision using supporting logic and evidence. It's how you make people feel that's most important.

Years ago, I encouraged my husband to visit a club because it would be "fun." For him and for many people, fun is a deciding factor in participating in an activity, even activities with professional development as the stated benefit. The members were friendly, and he had a fun experience at the meeting. He joined on the spot!

How is your club's visitor or member experience? Are visitors "buying" and becoming members? Are members becoming "repeat customers" and renewing?

If you want a better club experience, conduct a [Moments of Truth](#) program, a free club self-evaluation tool that empowers your club members to take action to create a better club. Plus, if your club submits a Moments of Truth summary and action plan to our Program Quality Director, [Harold Osmundson](#), by 1/31/2017, your club also will earn a \$25 TI gift certificate (nearly 40 clubs did so last year). If you haven't already done so, plan your club's Moments of Truth program now!

Diane Windingland, DTM

District Director, District 6 (2016-2017)

Toastmasters International

Where Leaders Are Made

www.toastmasters.org

www.d6tm.org

(District 6: Serving parts of Minnesota and Ontario)

Contact me!

toastmasterdiane@aol.com

612-306-4214

Quality Makes the Difference

Save the Date to Chart Your Course at the Fall Conference!

The District 6 Fall Conference will be held in Duluth on November 11-12. At the Fall Conference, you'll meet many other members, watch and learn from the finalists in the Table Topics and Humorous Speech contests, gain knowledge from the educational sessions, and also enjoy beautiful Duluth. Please save the date and plan to attend. See the [District 6 Fall Conference page](#) for additional information.



Register for the Fall Conference

Online registration is now available for the District 6 Fall Conference, held in Duluth on November 11-12. Register in October to save \$10.



Why attend the Fall Conference? Below are five awesome things you'll do at the conference:

1. Watch the 10 finalists think fast in the Table Topics contest.
2. Laugh and learn from the 10 finalists in the Humorous Speech contest.
3. Learn the latest on Pathways, the new Toastmasters education program.
4. Gain knowledge from multiple educational sessions.
5. Meet many other members from around District 6.

Visit the [District 6 Fall Conference page](#) for registration and lodging information.

2016-2017 Distinguished Club Program (DCP) Pledges

Congratulations to the 81 clubs that pledged to achieve Distinguished Club Program (DCP) honors in the 2016-2017 Toastmasters program year. The submitted pledges can be found at <http://www.d6tm.org/2016-2017-dcp-pledges/>.

Two More Ways for Your Club to Grow and Win

In September, 70+ clubs earned a \$25 TI gift certificate by completing and submitting a [Club Success Plan](#). While the deadline for that reward has passed, below are two more ways your club can grow and earn rewards in the coming months:

1. **Be "Distinguished by December" (\$25):** Get a head start on DCP achievement by being "Distinguished by December." On 12/31/2016, if your club achieves 5+ DCP points and has enough members to qualify for Distinguished status (20 members or +5 members compared to the base membership on 7/1/2016), your club will receive a \$25 TI gift certificate. Stretch to grow and complete education awards now, and strive to keep your club's membership strong now.
2. **Conduct a Moments of Truth Session (\$25):** The [Moments of Truth](#) module is an excellent way for members to give feedback and improve the club. Conduct a Moments of Truth program in your club and send me a 1-2 page summary of the club's findings and action plan by 1/31/2017. As a reward, your club will receive a \$25 TI gift certificate. See the [Speak N' Eagan Club's MoT summary](#) for an

example.

For a list of all club incentives, see the [2016-2017 Club Incentives guide](#).

Club Officer Training - Round 2 Train-the-Trainer on October 15

The second round of club officer training runs from 12/1/2016 through 2/28/2017. Since the second round's content is different, all trainers must attend a Round 2 Train-the-Trainer session. The first Round 2 Train-the-Trainer session will be held 1:00-2:30 pm on Saturday, October 15, in Eden Prairie. Please contact me for details and to RSVP.

Interactive Evaluation Workshop - November 19

Evaluation is essential to the Toastmasters educational program and member growth. To help members strengthen evaluation skills, District 6 will hold an evaluation workshop on the morning of Saturday, November 19, in Oak Park Heights. To learn more and register, please visit the [workshop's Eventbrite page](#).



Distinguished Toastmaster (DTM) Achievements

The Distinguished Toastmaster (DTM) award is the highest honor in the Toastmasters educational program. This award requires at least 45 speeches, 6 months of club leadership, 1 year of district leadership, club building, mentoring, and other activities. Congratulations to the following members on achieving the Distinguished Toastmaster award:

- Jean Pearson
- Josh Rensch

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 \(3 or more education awards in the same program year\)](#)



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](#)

Hope to see you at the Fall Conference. Keep growing!

Harold Osmundson, DTM

Program Quality Director, District 6

Toastmasters International

Where Leaders Are Made

Phone: 763-213-7795

Email: hosmundson@gmail.com

Marketing Matters

Hello District 6!

First, I'd like to welcome District 6's newest club, **Cummins Communicators!** We are excited to have you join our District!



Next, here's a note from our Club Coach Chair, Gary Kivi, about the Club Coach program:

Do you aspire to be a Distinguished Toastmaster (DTM)? For most Toastmasters, the most difficult requirement is serving as a club sponsor or club mentor. These opportunities fill quickly. This DTM leadership requirement can also be fulfilled by being a club coach. A club coach can be more challenging than a club sponsor or mentor but also more rewarding. A coach gets credit when he/she helps a low-member club to achieve Distinguished status. This typically means the club has a net growth of five members (vs. their membership count on July 1). If this interests you, please contact me (gary.kivi@medtronic.com). I can likely get you a coaching appointment within a few days.

We also have a note from our Club Buddy Chair, Mary Adams, about the Club Buddy program:

The Club Buddy program pairs a low-member club (Club A) that has 12 or fewer members, with Toastmasters from a higher-member club (Club B). The goal is to help low-member clubs with a 90-day commitment from members of stronger clubs. One or more members from Club B will pair with Club A. The goal is to visit the club two or three times a month and take on meeting roles, offer suggestions/ideas on how to increase membership, and encourage the club. Also, at the same time, this can rejuvenate the spirits of the members from Club A. The district's goal is that by helping the low-member clubs this will increase membership and help the clubs to work toward their educational goals. At the end of the Toastmasters year, if club A is at 12 or more members, the district will recognize both clubs, and they will receive a "Club Buddy" Ribbon for their banner. This program is also an excellent mentoring opportunity for Toastmasters. Let's all work together to help all of the clubs and members in District 6 to reach their goals for the Toastmasters year. For more information, please contact Mary Adams at adams_mary_j@yahoo.com.



Do you know of a great place to build a club? We have incentives available to you for building a club! Check them out [HERE](#). If you have ideas for starting a club, please let me know! Contact me here: bensmithtm@gmail.com.

Finally, did you see the Toastmasters **billboards** around the metro area? Did you see the Toastmasters ads on **KARE 11**? Or hear the Toastmasters ads on **KDWB**? Did your club gain any new members from any of that advertising? If you did, please let me know! You can email me at bensmithtm@gmail.com.

An advertisement for Toastmasters International. On the left, a silver toaster is shown with two pieces of toast popping out, with steam rising from them. The background is a dark red gradient. The text "We don't make toast. We make leaders." is written in white. Below this, a yellow arrow points to the text "Join a club!" and the website "toastmasters.org" is written in yellow. On the right, the Toastmasters International logo is displayed, which consists of a globe with the words "TOASTMASTERS INTERNATIONAL" written across it.

Thank you for getting your dues in by October 1! Viewing the renewals numbers, we have an opportunity to do great things together. We are at 34% of our goal to meet the membership payments requirement to be a Distinguished District. As we are getting back into the swing of autumn, please share your Toastmasters story with your network and invite them to join your club. We have great videos of District 6 Toastmasters sharing their stories on YouTube. Search D6 Club Growth Director channel on YouTube and share the vids with your network. Working together, we can introduce prospective members to Toastmasters, so they can gain confidence and learn how to be better speakers and leaders!

Ben Smith, DTM

Club Growth Director, District 6

Toastmasters International

Where Leaders Are Made

Phone: 612-770-8590

Email: bensmithtm@gmail.com

Public Relations

Website Excellence Program (WEP)

Get your club website recognized and linked from the District 6 website. Learn more in the article below from Ravi Rai, or visit www.d6tm.org/website-excellence-program.



Press Releases

Press releases should be an essential piece to your club's public relations strategy. Here are some tips as you write your club's press release:

- Gain attention with an exciting headline that makes people want to visit your club.
- Put the most important information in the first paragraph. Consider event information, date, time, and how they might benefit. For example: *You can excel in your career in as little as one hour per week. Come learn how at the Toastmasters club open house on Saturday, October 15, from 1:00 p.m. to 2:00 p.m.*
- Proofread! You want your visitors to come to the right place at the right time and you want to make sure your grammar and spelling are accurate.
- Don't forget your contact information - your club website is a great thing to include.
- Keep it short! Try to keep it to one page.
- Here are a few template samples from the Toastmasters International website: www.toastmasters.org/Leadership-Central/Public-Relations/Sample-News-Releases.

Proclamation

You might be wondering what that is. A proclamation is an official and formal statement of praise and celebration. The month of October is often the time that city mayors recognize Toastmasters and individual clubs for their achievements. Contact your city mayor's office and ask if your club and Toastmasters International can get a Mayor's Proclamation. If you need a sample proclamation, just ask me. I have one thanks to Ravi Rai.

Contests

Did you know that District 6 has Public Relations contests every year? Here's your chance to show off your club's talents. These are items your club can benefit from right NOW. All four of the contests will have a deadline in early April. The contests are:

- Club Flyer or Brochure
- Club Newsletter
- Guest Packet
- Club Selfie

Learn more about contest rules and deadlines, requirements, and submission directions at www.d6tm.org/prcontest.

Social Media

Are you tweeting, using Facebook, LinkedIn, and other social media? This is where you'll find the people who really need Toastmasters. Start creating or using your club's accounts more actively and look for tips in the November newsletter to use social media to your club's advantage.

Daniel Grundtner, DTM

Public Relations Manager, District 6, 2016-2017
Dan.Grundtner@gmail.com; 651-487-3068 home

Website Excellence Program

Hope you have heard the buzz about the Website Excellence Program (WEP). It is a program designed to encourage all clubs in District 6 to have their websites meet certain web content standards. Many Toastmasters believe that every club website should strive for excellence because a website is the most important way to promote your club on the internet along with other public relations activities.



Instead of a website contest, every club now has an opportunity to get a certain recognition level. Every club is given points for content as listed below.

Requirements:

1. Welcome message or invitation to attend on the home page
 2. Contact Us page (or phone and/or email address)
 3. Meeting information / directions (location, directions, date, time)
 4. Recent photos of club meetings/events that include current members
 5. At least three member bios/testimonials on the Members page (or similar) - state the benefits received from Toastmasters membership
 6. Current club officers listed on the website
 7. Link to a Social Media site (e.g., Facebook, MeetUp, Twitter, YouTube, etc.)
 8. List of CC and CL components
 9. At least three supporting content pages that are not simple links to others' content (e.g., about our meeting, president's welcome message, FAQs, a sample meeting agenda, newsletters, etc.)
 10. Links to both the [District 6](http://www.d6tm.org) and [Toastmasters International](http://www.toastmasters.org) websites
- Finally, there will be a secret shopper: Respond within 24 hours.

Recognition:

- Gold Star Website - 9 or 10 points and responding quickly to the secret shopper
- Silver Star Website - 7 or 8 points
- Bronze Star Website - 5 or 6 points

Submit your entries by visiting the District 6 website:
www.d6tm.org/website-excellence-program

I encourage you to contact me and the WEP team for any question that you may have

regarding the Website Excellence Program.

Ravi Rai

WEP Chair, 2016-2017

toastmaster.ravi@gmail.com

Youth Leadership Program

Youth Leadership Programs are starting to fire on all cylinders! Over the summer, Toastmasters members inquired about taking the first steps toward starting a YLP in their communities. Many leads have been followed, and some of those seeds are blooming! Yes, Fall is a blooming season, too! District 6 does such a good job promoting YLP that we came up as a top result on a web search done by a Toastmaster in New York! She called with questions, stating that even though we are not in the same region, she picked District 6 off all the results in her Google search because "it looks like you folks know what you are doing!" (her words).



If you are thinking about how a Youth Leadership Program can help with your club's bottom line - membership - that is great! But YLP is also for *your* development and engagement in your *personal* goals. Everyone wins! Young people, communities/schools, clubs, and YOU!

Reach out to me for more info about taking the first step, the second step - or even if you are just wondering if starting a Youth Leadership Program can help you on your Toastmasters path and personal goals. I am here to help - no matter where you are in your Toastmasters career or where you are in the District (...or out of the district!)

Speak well and BE well!

Ray Young III, ACB, ALB

Youth Leadership Program Chair 2016-2017

raymondmyoung3@gmail.com

612-986-3628

District 6 Social Events

I have come to appreciate, value, and treasure the many wonderful relationships I have with my Toastmasters "family" that developed over the course of my active participation in district-wide Toastmasters events, and so in the spirit of continuing to foster friendships not only within our Toastmasters clubs but throughout the district, it is my pleasure to serve as the District 6 Toastmasters New Social Events Chair!



Periodically (seasonally ... or just whenever I feel like it ... LOL), I will be organizing a variety of group events that offer interactive experiences and engaging activities where we can all get to know each other better outside of our traditional Toastmasters club settings and have some FUN!

Speaking of Fun ... it is time for a little bit of FALL FUN! We hope you can join us for this first seasonal social event, the District 6 Fall Festival on Friday, October 21. Join with other Toastmasters in one or all of several fun activities that day ([click here](#) for more information).



If you have any questions or future social event ideas/suggestions, please contact me!

Vitalia Bryn-Pundyk

Social Events Chair

vitalia@powertalkseminars.com

952-221-1701

Call for 2017-2018 District Leaders

Fellow Toastmasters members,

It is time to start thinking about a leadership role for the 2017-2018 year.

If you are thinking about declaring your candidacy for one of the following roles - Division Director (10 positions), Club Growth Director (2 positions), Program Quality Director (2 positions), or District Director - you must declare your candidacy to the Leadership Committee Chair (Larry Marik) by **Thursday, December 15, 2016**.

For more information about the nominations for any of the above roles, please contact Larry Marik or visit the District 6 Nominations webpage at www.d6tm.org/call-for-nominations.

Larry Marik, DTM

Immediate Past District Director & Leadership Committee Chair

toastmasterlarry@gmail.com

651-955-7390



Needed: Event Sponsor Chair (and Committee)

District 6 is planning on introducing a new Sponsorship Pilot Program to bring greater awareness of Toastmasters to corporations and small business as well as to reduce the costs of District 6 events. The first event for the pilot program will be the 2017 Spring Conference. The committee will: 1) seek out sponsors (small business sponsors and corporate sponsors, primarily from companies where Toastmasters clubs meet), with a goal of 10 sponsors for the Spring Conference, 2) promote and accept advertisements for the Spring Conference program, and 3) ensure that promotional obligations to sponsors are met.

[Click here](#) to read the preliminary plan (created by Vitalia Bryn-Pundyk). Please contact Diane Windingland to submit your recommendations of candidates for this opportunity.



Has Someone Helped You to Be a Better Toastmaster?

If your answer is "yes," nominate that person for District 6 Mentor of the Month.

Send a picture of the two of you (a selfie would work) and a short description of how this person has helped you to Sharon Rollefson, DTM, rollefsldw@msn.com.

Look for your nomination as the District 6 Mentor of the Month!

Fall Business Meeting

The District Fall Conference will be held on November 11-12 in Duluth. On Saturday, November 12, 11-12 PM, the fall business meeting will be held. The location will be:

Holiday Inn
200 W 1st St
Duluth, MN 55802

One key part of the convention is the semi-annual business meeting.

Each club has two votes, typically carried by the President and the Vice President of Education. If only one of these two officers attends the business meeting, he or she may carry the vote for the other, with no proxy needed. If neither can attend, then another club member can carry the two votes, as long as a signed [District Council Proxy Form](#) (signed by the president or VPE) is presented to the credentials desk prior to the start of the business meeting. Certain district leaders also carry a vote, which they can carry in addition to any club votes. District leaders may carry up to three votes; other members may carry up to two votes.

[Click HERE](#) for more information.

If you have *any* questions about the business meeting ballot, proxy, or credentialing process, feel free to contact me at swansonmej@gmail.com or call 507-649-1879 cell.

See you in Duluth!

Sincerely,

Mary Swanson, DTM
2016-2017 District 6 Proxy Chair

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

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