



# Toasts from District 63

Volume 2, Issue 7

## IT'S TOTALLY UP TO YOU

How wonderful it is to live in a country where leaders are selected by the people they serve. This is a bedrock of our government. Toastmasters emulates that practice. Each spring we meet at a District-wide business meeting to select those individuals we would like to have in leadership throughout the District. Prior to that election, we also have the opportunity to nominate those we would like to see run for those positions.

I have been told many times that if you don't get involved, you don't have the opportunity to express your opinion about what is going on. That holds true in Toastmasters as well. Recently a call for nominations was sent out District-wide to all members—by email blast as well as in this edition of the District 63 Newsletter—requesting nominations for the elected offices of District Governor, Lt. Governor Education and Training, Lt. Governor Marketing, and for the 6 Division Governor positions. The remaining offices are filled through appointment by the newly-elected District Governor. If you want to be able to voice your opinion on the leadership that will run, you have to get involved in the process. This is your opportunity!

We are seeking input from each of our members regarding those they wish to serve as their leadership. We cannot assume that it is up to someone else to choose who will run for office in the District—it is up to each of us to voice our opinions, and we do that by nominating those individuals we would like to see in leadership...those we would like to work alongside of to make our District succeed. Please take this opportunity to complete a nomination form for the individuals you would like to work with in the 2012-2013 year and turn those in to the chair of the Nominations Committee, Keith McLusky, DTM, PDG or to your District Governor, Andrea Burnette, DTM. The deadline for completing and submitting those forms is given on the form itself; there will be no grace period on that deadline. Nominations may also be made from the floor at the business meeting on April 14. Rules will be reviewed prior to that opportunity.



**2011-2012  
District Governor  
Andrea Burnette**

### How Good Is Your Club?

You may think your club is perfect, but do all members agree? Have members complete the club evaluation checklist to learn what they think about your club. Discuss the results, implement any changes and confirm what you've been doing right.

Checklist can be found at <http://www.toastmasters.org/clubchecklist>.

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# Educational Awards Update



*Lt. Governor Education  
and Training  
Don Bittick, DTM*

Congratulations to our members who have completed educational awards this year!

We just completed our 7<sup>th</sup> month in the current Toastmasters year, and our district is getting closer to reaching the goals that were set at the beginning of the year. Those goals were 131 CC's, 37 AC's, and 84 Leadership awards (e.g. CL, ALB, ALS). As of January 15, we have achieved 64 CC's, 31 AC's, and 67 Leadership awards. This means that we are benefitting from the Toastmasters program by improving our communication and leadership skills, improving our marketability, and helping each other reach personal and professional goals.

If there is an area of concern, it would be with our CC's. I would like to personally challenge our members who have given 6-9 speeches from the CC manual to try and complete your CC by June 15. Please do not rush through your last 3-4 speeches, but rather be more deliberate in signing up for a speaking role at your meetings. If you are having a problem finding a space on your club's agenda to speak, please consider speaking at another club. This would also give

you an opportunity to receive an evaluation from someone who may be able to offer you a fresh perspective of your strengths and areas of improvement.

Finally, I would like to encourage everyone to submit awards in a timely manner and not wait until the end of June. This would allow us to more accurately report our progress throughout the year and recognize members who achieve awards in a timely manner. Thanks for all that you do and continue to set, review, and reach your goals.

## Education Award Incentive

Each time a member receives an education award, they will be entered into a drawing to receive a fabulous award from the District. Drawing will be held at the Spring Conference!

## Talk Up Toastmasters!

Add five new, dual, or reinstated members to your roster between Feb 1 and Mar 31 to receive a special "Talk up Toastmasters!" ribbon to display on your club's banner. In addition to the ribbon, qualifying clubs will also earn a special discount code for 10% off their next club order!

## Mark Your Calendars!

*The Spring Conference will be held April 13-15, 2012,  
in Chattanooga, TN*

*-See Page 8 for full details-*

## Setting high goals

*Will YOUR name be announced at the Spring Conference in 2012? Is one of your goals to complete your High Performance Leadership project this year? Are you struggling for ideas? If so, contact LGET Don Bittick at 615-300-7635 or [dbittick@msn.com](mailto:dbittick@msn.com).*

## LGM News

Just as you as individuals set goals every year, the District sets goals as well. We set a stretch goal of starting at least 12 new clubs this Toastmasters year which runs July 1 through June 30. These goals not only help ensure growth and cover any attrition we may experience within the District, they also serve another purpose.

The other purpose this serves is sharing the wonderful program that we who are already Toastmasters get to enjoy with new people. It means making our well-rounded educational program more accessible. It's a win-win situation, as it also offers Toastmasters who help new clubs get off to a good start an opportunity to practice leadership skills via a club sponsor and/or mentor appointment.

We had a fantastic start to the Toastmaster's year with the chartering of four new clubs, and things are on fire now!

In the month of January, we had two demo meetings plus a strategy meeting with another potential new club. We also had a club file their intent to charter paperwork along with the initial club charter fee. February promises to keep us on our toes with an organizational meeting at a club that's ready to charter and another demo meeting. Rounding out the first three months, we have a demo meeting scheduled at a company that has already got their organizational meeting scheduled and a charter date target of April. None of this includes the other leads we are working to turn into clubs. All of this means we're busy sharing what Toastmasters is and how it can help people. A lot of the initial work can be done with a small group of people but to ensure that each of these clubs gets chartered with the support they deserve, we need your help filling the roles of sponsor and mentor. These opportunities are coming our way, and we need you.

Please let us know if you are interested in filling one of these roles. If we don't have a good fit for you now, we'll keep you on the list for future opportunities. Don't forget, these aren't the only roles available – we're always looking for Club Coaches to help low-membership clubs as well but more on that next month!



*Lt. Governor of Marketing  
Kristi Coleman*

### Club coaches needed!

**There are several clubs  
in the district that  
need your help.  
If you're willing  
to be a club coach,  
please contact  
LGM Kristi Coleman  
at [d63toast@gmail.com](mailto:d63toast@gmail.com) for  
more information.**

### Will YOU be a recipient of the Triple Crown Award?

**Receive three or more  
educational awards between  
Oct 1, 2011 and Mar 30, 2012  
and you'll be awarded the  
Triple Crown Award at the  
Spring Conference!**

**Visit our newly revised district website at [www.d63toastmasters.com](http://www.d63toastmasters.com).**

## Member Spotlight



**Farosha Loyed**

“If everyone in the world were alike, the world would be pretty boring.” That’s the personal motto of **Farosha Loyed**, our January Member Spotlight’s featured member. Farosha, currently a member of the Monday Mumbblers and the East Ridge Wordspinners, says that she joined Toastmasters “to work on my presentation and delivery skills” and has grown professionally as a result. “I am now able to pull my thoughts together, think about what I want to say, think about how I want to deliver it, and be understood. It’s a good feeling to be able to know what you’re talking about and to present your facts and opinions to others so they completely understand your delivery and appreciate the way it was delivered.”

Farosha, an Insurance Sales Rep, says that although she has been a top performer since she was first hired on, Toastmasters has helped her along the way. “It can become challenging to come up with a ‘thank you’ speech or phrase to peers and/or management every month for the same recognition of outstanding performance without sounding cocky. This is where Toastmasters has played a role in perfecting that for me. I am able to think about how I should address my audience, organize, and deliver with a sincere and different approach each time.”

Among the skills she’s acquired, “body language, vocabulary, speaking, hand gestures, introductions, and recognition” are among them. However, the best thing about Toastmasters, says Farosha, is that “You get the opportunity to speak A LOT, and you don’t have to be ashamed that you talk too much because everyone has to do the same thing!” Toastmasters has guided her through her “transformation of being someone who could reply well by emailing and texting to someone who can now speak and deliver a presentation face to face with confidence.” When it comes to speaking in front of large crowds, Farosha says she can now do so “without losing my train of thought due to being fixated on the number of people that are waiting to hear me speak. Before Toastmasters, there were times where I would not have such an organized speech and, therefore, run out of time.”

Farosha, the mother of two daughters, Quiana and London, and fiancé to Randal Lee, has set a goal to reach her DTM. She is almost there, as she only has her ACG and ALS to go! A Toastmaster since Aug. 2009, Farosha is currently Secretary of the East Ridge Wordspinners club as well as Division C’s Area 30 Governor. She can be reached at [farosha1979@yahoo.com](mailto:farosha1979@yahoo.com).

**Please contact Anjie Crow, Public Relations Officer, if you or your club would like to see a fellow Toastmaster featured in the monthly newsletter. Anjie may be reached at [yozic@yahoo.com](mailto:yozic@yahoo.com).**

## Newsletter Template Now Available!

*Did you know? Updated newsletter templates have now been added to the Virtual Brand Portal on the TI website at [www.toastmasters.org/vbp](http://www.toastmasters.org/vbp).*

## Just Say It!

Did you know that there are more ways than ever now to communicate with the District? Members can:

Post a comment on the district website at [www.d63toastmasters.com](http://www.d63toastmasters.com) by clicking on the “Member News” tab and posting on the Member News Board

Post a message to the District 63 facebook page at [www.facebook.com/d63toastmasters](http://www.facebook.com/d63toastmasters)

Contact the District PRO at [yozic@yahoo.com](mailto:yozic@yahoo.com) to have your submission included in the district’s newsletter.



Check out our District 63 facebook page and “Like” us at [www.facebook.com/d63toastmasters](http://www.facebook.com/d63toastmasters)

## Top 3 Mid-Year Training

Thanks to our Division Governors and those who have helped them, our club officers have had several opportunities to attend winter training sessions, and there are several more being planned. Did you ever wonder where our District Governor, Lt. Governor Education and Training, and Lt. Governor Marketing get their training?

On Thursday, January 12, we flew to cold, windy, and snowy Chicago. We spent the first night planning and preparing for the first of two presentations that we would give to the Top 3 of the other districts in Regions 4 and 5.

Friday morning we met the others for breakfast at 7:00 a.m. and started our training at 8:00 a.m. We reviewed our district's success plan, reviewed our Team Charter, and learned a few things along the way. We broke for lunch around 1:00 p.m. and gave our first presentation. We continued our educational sessions after lunch and finished our first day around 5:30 p.m. We were told about a second presentation but couldn't start working on it until after the training ended the following day – no pressure.

Saturday morning the day started the same way it did on Friday. However, around 2:30 p.m., the training ended and we were given the requirements for our second presentation, but this time it was going to be a competition between districts. We had one hour to prepare a professional presentation on what we learned at the training and how we would put it to use when we returned to our districts. Thanks to an amazing presentation created by Kristi Coleman (using a tool called Prezi) and a smooth, professional delivery by the team, our presentation was chosen as the best. Go District 63!!!

After two days of travel, two days of intense training, and networking with leaders from other districts, we have returned home and are looking forward to finishing the year strong—with ideas to hopefully make next year even better.

***Don Bittick, DTM***  
***Lt. Governor Education and Training***

### DTM Ceremony

*Members achieving a DTM designation will be recognized at the Spring Conference  
It's the district's honor to line up existing DTMs and to  
welcome new ones to the group with a DTM medal!*

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**Please be sure to visit**  
**[www.d63toastmasters.com](http://www.d63toastmasters.com) in order to find**  
**registration forms or additional**  
**information for any and all educational**  
**workshops, TLIs, conferences, etc.**

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Club Base	89	Membership Base	3762	CCs to date	68	ACs to date	32	Leadership Awards to date	73
Active Clubs	94	Paid Memberships	1981	Goal for June 30	131	Goal for June 30	37	Goal for June 30	82
Paid Clubs	91	Goal for June 30	3837	Still need	63	Still need	5	Still need	9
Goal for June 30	91	Still Need	1856						
Still need	0								

***Our District 63 numbers for the month of January***

Members: Please keep in mind that every achievement obtained which impacts your club also impacts the District. Keep challenging yourselves to reach your goals. Every time you reach a goal, you help the District meet its goals!

# Congratulations are in order!

***The following people obtained educational achievements during the month of January:***

*Competent Communicators:* Matthew Bane, Jennifer Barrie, Cameron Dean, Clive Delaporte, Timothy Goss, Paul Kelso, Erik Lang, Felicia McCollum, Deborah Lee Morrison, Lana Scott, Monica Thomas, Lucy Wetherington, Anna Burba, Cheryl Ann Carrico, Ingo Lindemann, Lucy Lu and Linda Rowland

*Advanced Communicator Bronze:* Derek Martin, Anita Monohan, Melissa Rhodes, Kimberly Santan, Christine Tietjen and Jesse McBrayer

*Advanced Communicator Silver:* Tim Wright

*Advanced Communicator Gold:* Sheila Wells

*Competent Leaders:* Adam Bogren, Leona Johnson, Charlie Rosenquist and Traci Hale

*Advanced Leader Bronze:* Melissa Rhodes, Tim Wright and Paul Austin

*Advanced Leader Silver:* Sheila Wells

*High Performance Leadership:* Farosha Loyed, Karen Sprinkle and Jayne Phillips

*Distinguished Toastmaster:* Effie Boothe, Roxanne Martindale, David Pearce, Harold Reed, Steve Willis, and Sheila Wells

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**Congratulations to all!**

## District 63 Spring Conference

Come one, come all! You don't want to miss this three-day spring event! It is sure to be both memorable and enlightening for everyone.

Not only will you enjoy yourself listening to International and World Champion Speakers but there will be workshops, silent auctions, door prizes, and plenty of fun!

Reserve your hotel today by going to [www.d63toastmasters.com](http://www.d63toastmasters.com) and clicking on "events" then "conferences" and then "spring conference website." Registration form located on website.

When: April 13-15, 2012

Where: DoubleTree Hotel, Chattanooga, TN

Early Bird Deadline is March 15, 2012

Keynote Speakers will be:

Andrew Little, DTM—Region 5 International Speaker

Darren LaCroix—World Champion Speaker

A District Business Meeting will be held for the election of new District officers

### Three-Day Agenda:

**Friday evening**—Keynote speaker, Table Topic contest, educational sessions

**Saturday**—Keynote Speaker sessions, business meeting,

International speech contest, and two hours of free time

**Sunday morning**—A non-denominational service, breakfast, keynote speaker, and a judges' workshop session

## Acorn Award

Just as an acorn is a seed, inviting members to attend a Toastmasters meeting is planting a seed as well. Invite 25 people to attend a meeting, fill out an acorn award sheet with the names of the invitees, and submit the completed sheet to [d63toast@gmail.com](mailto:d63toast@gmail.com). You will be acknowledged at the Spring Conference and will receive an Acorn Award!

**District 63 members would like to offer our condolences to  
Past District 63 Governor and current  
NES Toastmasters member  
Sally Dunn-Thompson who lost her husband, Charles K.  
Thompson, in January. Our thoughts are with you, Sally.**

**Anjie Crow, District 63 Public Relations Officer  
2011-12, at [yozic@yahoo.com](mailto:yozic@yahoo.com)  
wants to hear from you:**

**\*Why did YOU join Toastmasters?**

*Tell us your story and you could be featured in our next newsletter.*

**\*Does your club have something newsworthy?**

*Please share with the district by contacting Anjie.*

## **Newsletter Award**

**Does your club, area, and/or division have a newsletter? If so, you could win the annual District Newsletter Contest! Just email a copy of your newsletter to the District PRO, Anjie Crow, at [yozic@yahoo.com](mailto:yozic@yahoo.com) by March 15. This award will be presented at the Spring Conference!**



## **Public Relations Award**

**The district's PRO will be giving this award to clubs who participate in at least four of the eight areas of public relations: 1) three club newsletters, 2) public service announcement, 3) feature article published, 4) publicity plan submitted for the year, 5) press release, 6) new web page or three updates to an existing club website, 7) guest package, and 8) table top display. Submissions for this award are due to the PRO by Mar. 15; award will be presented at the Spring Conference. For more information, please contact Anjie Crow, PRO, at [yozic@yahoo.com](mailto:yozic@yahoo.com).**

## Highlights of Toastmasters' new branding guidelines

As you know, Toastmasters International (TI) unveiled a new logo, tagline, and positioning last August. The rebrand was a significant step forward in achieving the mission of TI. By creating a consistent identity across the globe, they ignited efforts to build membership and increase recognition of the organization. This consistency informs prospective members, regardless of location, that Toastmasters is the leading organization dedicated to helping them become the speakers and leaders they want to be.

As club and district officers learned in their training, a brand is an exclusive and desirable idea embodied in products, places, services, people, and experiences. A great brand has the power to change perception, influence preference, and command loyalty. If people *prefer* us, they *join* us. People interested in self-improvement won't just go to any speaking and leadership organization; they'll go to Toastmasters. If we all work hard to unite the Toastmasters brand, our organization will position itself in a way where it can truly achieve its mission.

The Brand Manual, available for free on the TI website, is an excellent resource for brand information. The following information can be found in the Brand Manual, but let's review a few of the major points regarding the branding guidelines:

- The new tagline is "Where Leaders Are Made"
- The color palette changed (new colors shown on p. 29 of brand manual)
- A new logo and wordmark were created (available online for download)
- Incorporate callouts, gradient rays, and solid rays into your materials (more info can be found in the brand manual)
- The primary typeface is Gotham, used for headlines and subheads. The secondary typeface is ITC Lubalin and should be reserved for call-out boxes and taglines. The body copy typeface is Myriad Pro.
- Arial typeface is to be used for all website content as well as any external communication in MS format (Word, PowerPoint, etc.). Arial should also be used if you do not have access to the three typefaces listed above.
- Images should include photos of people who look engaged, approachable, and empowered. You should never use images of animals, children, landscapes, food and appliances (that includes toasters!), medicine, and cartoons. Clip art should never be used as well.
- Most created materials need to be sent to [brand@toastmasters.org](mailto:brand@toastmasters.org) for approval. This includes contest brochures, holiday fliers, promotional materials, newsletters, invitations, agendas, etc, provided they were not downloaded from the TI website. All created materials that have the TI logo and/or wordmark need to be approved. You can always email the District PRO, Anjie Crow, at [yozic@yahoo.com](mailto:yozic@yahoo.com) for assistance.

### Are You a Club Officer?

If so, here is an example of what your email signature should look like:

First Name Last Name  
Position, Club Name  
**Toastmasters International**  
Where Leaders Are Made  
Phone:  
[www.toastmasters.org](http://www.toastmasters.org)  
Club website

### Are You a District Officer?

If so, here is an example of what your email signature should look like:

First Name Last Name  
Position, District 63  
**Toastmasters International**  
Where Leaders Are Made  
Phone:  
[www.toastmasters.org](http://www.toastmasters.org)  
[www.d63toastmasters.com](http://www.d63toastmasters.com)

Need stationery, business cards, sample agendas, or email banners?  
Check out

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

Need a PowerPoint presentation template? Need fliers? Need brochures?  
Download for free at

[www.toastmasters.org/marketingmaterials](http://www.toastmasters.org/marketingmaterials) and  
[www.toastmasters.org/marketingresources](http://www.toastmasters.org/marketingresources).

Need club website info?

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

### Other Helpful Brand Website Links

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

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

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

### Brand Update Wins Industry Award

TI has been recognized with a Gold Award in the  
“Branding Refresh” category of the 2011 MarCom Awards.  
This annual international competition recognizes outstanding  
creative achievement by marketing and communications professionals.  
Way to go, TI!

# 2011 - 2012

## District 63 Officers

**Andrea Burnette**

District 63 Governor

**Don Bittick**

Lt. Governor of Education &  
Training

**Kristi Coleman**

Lt. Governor of Marketing

**Anjie Crow**

Public Relations Officer

**Eric Stephens**

Treasurer

**Yvonda Ridley**

Secretary

**Charlie Rosenquist**

Immediate Past District Governor

**Kathy Padgett**

Division A Governor

**Joe Rookard**

Division B Governor

**Carol Putnam**

Division C Governor

**David Pearce**

Division D Governor

**Effie Boothe**

Division E Governor

**Roxanne Martindale**

Division F Governor

### District Mission

*The mission of the District is to enhance the performance and extend the network of Clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program by:*

- *Focusing on the critical success factors as specified by the District educational and membership goals.*
- *Insuring that each Club effectively fulfills its responsibilities to its members.*
- *Providing effective training and leadership development opportunities for Club and District officers.*

**TOASTMASTERS**  
INTERNATIONAL

**WHERE LEADERS  
ARE MADE**

**[www.d63toastmasters.com](http://www.d63toastmasters.com)**