

the

Founder

Distinguished District 2000-2002



Toastmasters International • Founder's District • Vol. 42/Issue 1 • Fall 2004

Showcasing the International Convention

By Norm Cook, DTM, District Governor

The International Convention in Reno was a fun and educational experience. One of the highlights was chatting with all the International Director and Third Vice-President candidates. This year's candidates seemed to be, as a whole, the best I've seen in the three years I've attended as a district officer.

The organization will be in very good hands with these leaders. **Ken Garber**, elected without opposition, will be a fine Director from our own Region II. The race for Third Vice-President was very close, with two exceptional candidates.

The winner, with 53% of the vote, was **Chris Ford** from Canada. Chris is a very well-spoken, thoughtful man, who listens carefully. He has many goals for the organization that will surely take us in a very positive direction.

The opening night speaker, **Richard Greene**, got the convention off to a great start. After the always-inspiring parade of flags, Richard presented a wonderful talk about the four qualities of great speakers. Richard is a professor at UCLA and is a consultant for many high-profile business people, politicians, and even royalty. He analyzed several notable speakers using video clips, and tested his theories on Past International President **Gavin Blakey** to the amusement of everyone in the audience.

As Gavin said later, he learned more about the use of the pause in 22 seconds than he had in 22 years in Toastmasters. Definitely a powerful presentation!

The Golden Gavel Award was presented to the best-selling author of *The Seven Habits of Highly Effective People*, by Dr. **Stephen R. Covey**. Stephen spoke about the qualities of leaders, noting that Toastmasters trains its members these same techniques of leadership, and that he will tout the benefits of Toast-



Immediate Past International President Ted Corcoran, DTM, presented Norm Cook, DTM, with the Education and Training award at the International Convention in Reno in August.

masters wherever he goes from now on. The most vivid example he used was the student who crammed for a test, just to get by, and the farmer who planned for long-term success.

One of the best parts about an International Convention is the people you meet. I had the pleasure of talking with Toastmasters from France, New Zealand, Australia, Malaysia, Ukraine and many parts of North America.

Finding out about their Toastmasters experiences was enlightening. On Friday evening, a group of about 30 Toastmasters from Region II went out on the town for a very fun time. The first stop was at EJ's Jazz Café for some Cajun-style cooking, then on to The Magic Underground for an entertaining and highly professional magic show. Several members of our

somewhat rowdy group participated in the show, giving us all a lot of laughs.

The highlight of the convention is always the World Championship of Public Speaking on Saturday morning. This year's contestants were all outstanding, but the winner, **Randy Harvey** of Region I, was by far the best speaker and won the coveted title. His "Lessons from Fat Dad" brought laughter and tears to the audience.

Next year's convention will be in Toronto. I hope you will consider attending. Toronto is one of the great cities of the world, and the convention will undoubtedly be just as fun and exciting as this year's. Most of all, however, with everyone's hard work this year, we expect Founder's District to be honored with the recognition of Distinguished District. I hope to see as many of you as possible join us on stage during the Hall of Fame ceremony when that happens. It will be a thrill of a lifetime!

- Oct 1 (Fri).....Semi-Annual Report Due TI
- Oct 2 (Sat AM).....Div A Contest
- Oct 7 (Thu).....DEC (Div B Host)
- Oct 9 (Sat AM).....Div E Contest
- Oct 9 (Sat PM).....Div B Contest
- Oct 11 (Mon).....Div Treasurer Report Due
- Oct 11 (Mon).....Semi-Annual Report Late
- Oct 13 (Wed).....Speakers Bureau
- Oct 16 (Sat AM).....Div G Contest
- Oct 16 (Sat PM).....Div D Contest

Mark Your Calendars!

- Oct 23 (Sat AM).....Div C Contest
- Oct 23 (Sat PM).....Div F Contest
- Oct 30 (Sat).....Area Governor visit forms due to District Governor Norm Cook
- Oct 31(Sun).....Daylight Saving Time Ends
- Nov 2 (Tue).....Election Day
- Nov 3 (Wed).....Conference Stuffing Party
- Nov 4-7.....Presidential Visit

- Nov 5-6 (Sat).....District Conference/Contest
- Nov 10 (Wed).....Div Treasurer Report Due
- Nov 10 (Wed).....Speakers Bureau
- Nov 13 (Sat).....Founder Articles Due
- Nov 21 (Sun).....Doo-Dah Parade
- Nov 25 (Thu).....Thanksgiving

For area contests, updates and times, visit www.foundersdistrict.org.

"Whether you think you can or you think you can't, you're right."—Henry Ford

Fall Into Success With the Upcoming Conference & Meet Jon Greiner

The opportunity to meet an International President comes along only about every eight years; 2004 is our year!

By Laurie Molsberry, ATM-G/CL, AS

This year's Toastmasters District Fall Conference will be held Saturday, Nov. 6th, and include an exciting Humorous Contest and enlightening Evaluation Contest.

The theme of the Conference is "80th Anniversary Homecoming" to celebrate the first Toastmaster club started 80 years ago by Dr. Ralph Smedley at the YMCA in downtown Santa Ana.

The intriguing part of our conference location is that it is just a block away from the Y, at the Santa Ana Performing Arts Center.

You can walk down and have a look at the birthplace of Toastmasters International.

The Conference is being held at the beautiful and historic building of the Santa Ana Performing Arts Center. They have an on-site catering center that will serve us delicious food and a "tuxedo cake" to die for.

Approximately every eight years, the Toastmasters International President visits our District. This is our year!

We can meet Toastmasters International President **Jon Greiner, DTM**, and hear him speak about reaching outside our clubs with a world view. Also, Friday, Nov. 5th there will be a special Presidential Reception.

Please spread the word *now* to save the date for the Conference.

The scheduled breakout sessions have been designed to help all of us grow as speakers. Isn't that *why* we joined Toastmasters International?

The Conference Committee has worked hard to make this a very special conference.

Let's see how many members we can get there to make this truly a wonderful "80th Anniversary Homecoming."

But Wait, There's More: Conference Details

By Ken Sisco, DTM, Lt. Gov. Education & Training

District Conferences are not just for District Officers; they are not even just for Club Officers; they are for anyone interested in communication and leadership, and in exploring what Toastmasters has to offer above the Club level.

There will be Celebratory Presentations & Events, Workshops and Prizes for the Pilgrims from the most distant Districts. (I handed out 1,200 Flyers at the International Convention in Reno, and I have already received a call from a lady in District 39, saying she and her husband are "Coming Home To Founder's District")

Registration packets will be sent out to all Founders members on September 25; but if you would like to assure yourself a place at the celebration, you may do so by pre-registering at once. Preferred seating will be assigned according to the date of registration. If you purchase a full package at \$95, you may also purchase a lunch and/or dinner ticket for a guest(s).

Lunch and Evaluation Contest, only, will be \$35; and Dinner and Humorous Speech Contest, only, will be \$55. You may not, at this time, purchase a lunch and/or dinner only, ticket, unless you purchase at least one, full package registration.

Past District Governors will be guaranteed preferred seating at Lunch and Dinner provided their payments are received no later than October 23rd.

Send your checks made payable to Founder's District Toastmasters, to Treasurer Hector Gutierrez, CTM, 6050 Gundry Avenue, Long Beach, CA 90805.

A Funny Thing Happened On the Way to Distinguished

By Ken Sisco, DTM, Lt. Gov. Education & Training

Last year Founder's District barely missed being a Distinguished District. It achieved three out of four goals, but failed in the category of Total Membership. At the risk of sounding like I am making excuses, who would have thought that in replacing eight weak, low-member clubs, with 15 new, charter-strength clubs—and adding more than 1,200 new members—the District would fall short in its membership goals?

But that is what happened. How can that be?

The problem lies in member retention. A review of the stats shows club after club, with, for example, a base of 20 members, 17 renewals in October, and 14 renewals in April.

In my view, the flaw is in the Critical Success Factors and the Distinguished Club Program. There is no direct incentive for retaining members. Theo-

retically, it is possible for a club to fail to retain a single member but gain 20 new members and still be Distinguished.

The new member part is great; but the loss of current members is a real shame.

It is submitted that the retention of current members is every bit as important as acquiring new members: "A member saved, is a member earned."

In fact, a current, active member is more valuable than a new member, who may never attend a meeting or who may drop out after only a few meetings. An added benefit is that focusing on creating an environment conducive to retaining members will also aid in attracting new members.

Accordingly, this year, Founder's District will put a new emphasis on Member Retention. We will do that through education and training.

To paraphrase a great movie, "If we build it, they will come; *and they will stay.*"

If we show them, through excellence in programming, that Toastmasters is the best possible use for their hour or hour and a half, how can they afford not to come and stay?

We realize that this puts a great deal of pressure on the Club Vice President of Education, as well as, the Lt. Governor of Education and Training. So be it, we live for pressure.

It is the job of the Lt. Governor of Marketing, and the Club Vice President of Membership to bring the new members in; it is our job to keep them coming back.



Ken Sisco

An Amazing Opportunity

By Celly F. Adamo, DTM, Lt. Gov. Marketing



Celly Adamo

Hello and welcome to a year of success with opportunities for growth and accomplishments. My role as Lt. Governor Marketing is to provide guidance and support for chartering new clubs, gaining new members, helping to insure the stability and growth of clubs and assuring the needs of our current members are met.

The success of the District can only be accomplished through your help.

We, as members, already know the benefits of Toastmasters. We have the extraordinary opportunity to affect the lives of other people and help them achieve their goals and possibilities through mem-

bership in Toastmasters and thereby making a difference in their own lives, in the community for which they live, and ultimately the world.

I ask you to continue to recognize opportunities to introduce potential members to our organization, sponsor a club, or mentor a new member. Share your Toastmasters experience with at least one person and have them join a club. Be aware of the opportunity to start a club in your community.

We have a team of dedicated chairpersons who are willing to assist you in your quest to establish a new club or recruit new members: New Clubs; **Hugh Sheffy** and **Frank Adamo**, Sponsor/Mentor; **Mark Perew**, Demo Meeting; **Dave Gardner**, Club Coach, **John Maginnis** and **Mary Berg**, Member Extension, **Iris Adam**, Special Projects, **Elizabeth Zangenberg**, Database chair, **Richard Kohlenberger** and the Distinguished Club Chairperson **Wilma Springer**, who is also helping mentor the marketing team. If you need help in your membership needs, contact your respective area governor or me at cadamo@foundersdistrict.org and I can direct your specific needs to the appropriate chairperson.

The goal of the district is to charter one club per area, which means a total of 39 new clubs. I believe that all the Area and Division Governors will accom-

See Marketing Report, page 10

Public Relations: Getting the Word Out

By Alanda Dyer, DTM, District PR Officer

How many times have you said or heard, 'I didn't know about that? We need you to be our eyes and ears in the District—our roving reporters—so we can let everyone know what's going on in your Clubs, Areas, Divisions and the District.

My goal for the District Public Relations Team during the 2004-2005 term is to promote Founder's District and Toastmasters International to our members and to the outside world by using the Internet, print media, television and radio.



Alanda Dyer

What's Happened

Orange County Fair: This was the third year that Founder's District had a booth at the Orange County Fair and I'm proud to announce that we were awarded a Third Place ribbon for Educational booth! There was a lot of foot traffic to our booth, and a lot of information was given out. Special thanks to **Peg Klinck**, who chaired this event, and everyone who gave their time to work

See PR Report, page 4

VP Membership Fall/Winter Contest

By Celly Adamo, DTM, Lt. Gov. Marketing

Founder's District is looking for the top Vice President of Membership in each Division for the first half of the year (July 1–December 31, 2004). The winners will be announced at the first District Elected Leaders and PRO meeting on February 17.

The VP of Membership with the most points for each Division will receive a plaque in recognition of their achievement at the Division Contest. That person will also receive a Founder's VP of Membership Award at the District Conference with free Conference Registration.

The winner must complete at least 11 of the 19 items listed below. (One point will be awarded for each item unless noted differently.)

1. Attend District/Division VP Membership Officer Training by August 30, 2004.

2. Promote Toastmasters International and Founder's District's Membership Building Contests ("Smedley Campaign)." (1 point for every member who signed as a result of campaign)

3. Conduct one formal Club Membership Building Campaign. This may be done in conjunction with the TI's established Membership campaign in No. 2.

4. Coordinate and hold a Club Speechcraft. Post dates on the Founder's District web site. (Send to Bob Hudack at rjhudack@uciedu.) 5 points

5. Conduct a Membership Interest Survey (catalog No. 403) and a Club Evaluation Climate Questionnaire (catalog No. 251-C). Report the findings and implement club changes based on the survey results. (1 point each)

6. Club completes Goal 7 in the DCP (Four new members).

7. Club completes Goal 8 in the DCP (Four more new members).

8. Present the Successful Club Series "Finding New Members for Your Club." (catalog No. 291-A)

9. Present the Successful Club Series "Closing The Sale." (catalog No. 293-A)

10. Create a "Guest Package" or "Orientation Packet." Submit a listing of what is included.

11. Bring five different Guests to the Club Meetings.

12. Follow-up on all Club Guests with a phone call, e-mail or US mailing. (Document the guest's name, date of the visit and date of the follow-up.)

13. Conduct the process of Voting Members into the Club. (Names of new members, when they were voted in.)

14. Help ensure that the Club President installs the new members. (Names of new members, when they were installed.)

15. Arrange the presentation of "Moments of Truth" module in the club and send results. 5 points

16. Attend at least two Area Council meetings or at least one Division Council meeting. (1 point per Council meeting).

17. Establish and submit a member retention process update within the club. 5 points (first time)

18. Assist with the Semi-Annual Report and assure that it is in the U.S. mail prior to October 10.

19. Maintain membership retention of 80% or better (when submitting the above Semi-Annual Report).

20. Ensure that an Officer List is sent to TI and the District Governor via the Founder's District web site (by December 31st).

Send verification by February 1 to cadamo@foundersdistrict.org. For more information, visit www.foundersdistrict.org.

The DCP—A Roadmap to Distinguished!

By Wilma Springer, DTM

Why should the Clubs in Founder's District be Distinguished and why should we care?

Distinguished Clubs meet the needs of their members. A Distinguished Club Program plan is the Club's roadmap to success! Speeches are scheduled and delivered. The Better Speaker Series, the Successful Club Series and the Leadership Excellence Series are presented. Duties are assigned and member growth takes place. Meetings are well-planned, vibrant, and exciting. Visitors join and bring in new ideas and experiences. Members are retained and the Club soon has a waiting list.

Does this describe your Club?

Why should Advanced and Specialty Club mem-

bers earn CTMs? Professional musicians practice scales daily. Professional athletes practice routine drills to stay in shape. Getting back to the basics by achieving another CTM will enhance your already developed speaking skills and take you to a higher level. Officers can earn a Competent Leader every year after completing another CTM.

To enhance incentives for new members to complete their speeches, the District offers up to five CTM ribbons per Club for members to wear at speech contests, conferences, and District meetings. After the CTM is completed, the Club could present a CTM ribbon announcing a well-earned achievement to be worn proudly.

More than 100 Clubs in Founder's District submitted DCP plans by DEC, August 12. They earned a Gold ribbon for their banner.

Let's have 100% participation and have the other 100 Clubs turn in their plans by September 30 to earn a silver ribbon.

The Area Governors are working hard to help their Clubs make it happen. Congratulations to Areas B-3, C-2, C-3, C-4, D-1 and D-3 (as of press time) for having 100 percent of their Club plans submitted. Many Areas need only one more Club to submit a plan. Show us a Toastmasters Club with a DCP plan and you will have a Distinguished Club that meets the needs of the members!

Toastmasters Shines on Gems of Diversity

By Barbara Barrientos, ATM-G

Three years ago **Rick Escamillo** and **Rene Estrada** from Division E had a vision: They wanted to awaken the Latino community to the advantages of Toastmasters' educational benefits and leadership skills, and how these vigorous capabilities can enhance and advance the Latino's personal knowledge and professional opportunities, as well as provide a powerful communication forum and platform for the greater Latin community.

The "big break" came with an invitation to share the powerful network of Toastmasters by participating in the Latino "Fiesta Show Case" taking place in Whittier, in the Northern area of Founder's District. Presenters of the Fiesta Showcase invited the Southern area's newly chartered Latino Bilingual Clubs, Los Determinados and Latin Leaders to partner with them in the on-stage performance and excitement of the "Fiesta Showcase."

What a robust and advantageous exchange occurred on Saturday, May 15, 2004, at the Fiesta Showcase in Whittier. On that eventful day, Latino Toastmasters exhibited dynamic communication and leadership ability, as they challenged each other in demonstrating what they have gained from Toastmasters. Their performances delivered a message: Toastmasters opens doors, and windows of opportunity for Latinos.

Latinos who want to sharpen their communication impact, and develop a commanding and compelling presentation of thoughts and ideas were able to participate in the Fiesta Showcase on September 11 at the Crystal Cathedral in Garden Grove.

Look for the results of the Fiesta Showcase—as well as various contest results throughout the District—in the next issue of the Founder.

Spotlight On A Winner:

Jennifer Hahn



Jennifer Hahn won third place in the International Speech Contest last Spring.

Jennifer Hahn won multiple speech contests, from area to division, all the way up to the District. She shares some of the tips that helped her along the way.

After being mentored by World Champions of Public Speaking and sharpened by club feedback, I competed in June in the semi-finals of the World Championship of Public Speaking. It was a tight competition with talented speakers, and I was thrilled and honored to receive third place.

After the contest, I realized I had learned some key speaking skills and secrets from competing. I want to share these lessons with your club.

I have created three speeches. In each 20-minute speech, I reveal three secrets that enabled me to win and share lessons from the World Champions themselves. In the first speech, I share a speaking skill that all World Champions have in common. In the second, I disclose the one skill I used that enabled me to win third place. Without this skill, I would have been eighth.

In the last speech, I talk about the most vital lesson I learned through competing.

If you would like me to give my speeches at your club, please contact me at luzzulaugh@hotmail.com.

PR Report, from page 3

at the booth!

Youth Leadership Program: Some of the upcoming events the PR Team is working on include the Youth Leadership Program (YLP), chaired by F5 Area Governor, **Ed Vaughn**. Ed, assisted by Division A Governor, **Norm Stein**, held a YLP training on August 7th in Buena Park. Sixteen people attended which included District Governor, **Norm Cook**; Lt. Governor Marketing, **Celly Adamo**; two division governors; and several area governors.

What's Next

Presidential Visit: The PR team is also working with District leaders on the upcoming visit by Toastmasters International President, **Jon Greiner, DTM**. We will be responsible for promoting his visit and the benefits of Toastmasters to the media. Everyone will have an opportunity to meet him at the November 6th Fall Conference in Santa Ana.

Doo Dah Parade: Founder's District will once again participate in the 28th Pasadena Doo Day Parade on November 21st so put this date on your calendar to join us. **Arvee Robinson** is chairing this event and it promises to be as unconventional as ever. There will be more information coming, so stay tuned!

Q:
A:

How can I keep track of District events in between issues of the Founder?

That's easy! Just go to the newly designed, easier to navigate District web site—thanks to web site coordinator Bob Hudack, DTM. Visit www.foundersdistrict.org to get your news fix.

Two Ways to Be Recognized

Earn the DG 2004-05 Pin

Weave a Winning Web Site

Earn this year's District Governor's pin¹ by accomplishing one of the following between July 1, 2004 and June 30, 2005:



- CTM ATM-B
- ATM-S ATM-G
- CL AL
- DTM

- Sponsor three new members
- Conduct a Speechcraft
- Conduct a Youth Leadership Program
- Complete service as a Club Coach
- Sponsor a New Club
- Mentor a New Club

¹ Only one pin per person

The Founder's District Diamond Web Award was created to recognize the significance of the Internet as a communications tool. Because of the explosive growth of the web as a means to access information, clubs cannot afford to ignore the impact that this new form of communication will have on Toastmasters. This award recognizes the excellence of club webmasters in presenting their club and Toastmasters on the web.

Even though a club may have a web site, each club must submit an entry for the Diamond Web Award contest for every year that it wishes to enter. Once the entries are received, a team of judges will evaluate the web sites and select a winner. The Diamond Web award winner will be announced at the Hall of Fame presentation at the annual Founder's District Spring Conference.

Eligibility: The contest for the Diamond Web Award is open to all club webmasters in Founder's District. To enter the web site contest, please send an e-mail to webmaster@foundersdistrict.org stating your intention to enter. The entry must also clearly list the following information:

- Name of the club
- Name of the webmaster
- Number of the club
- Address of the club web site (URL)

Judging Criteria: Entries will be judged on the site's content and design, with the emphasis on the quality of the content:

- Content—65%
- Presentation—35%
- Administrative Content—10%

Please visit www.foundersdistrict.org for more information on specific elements of the criteria.

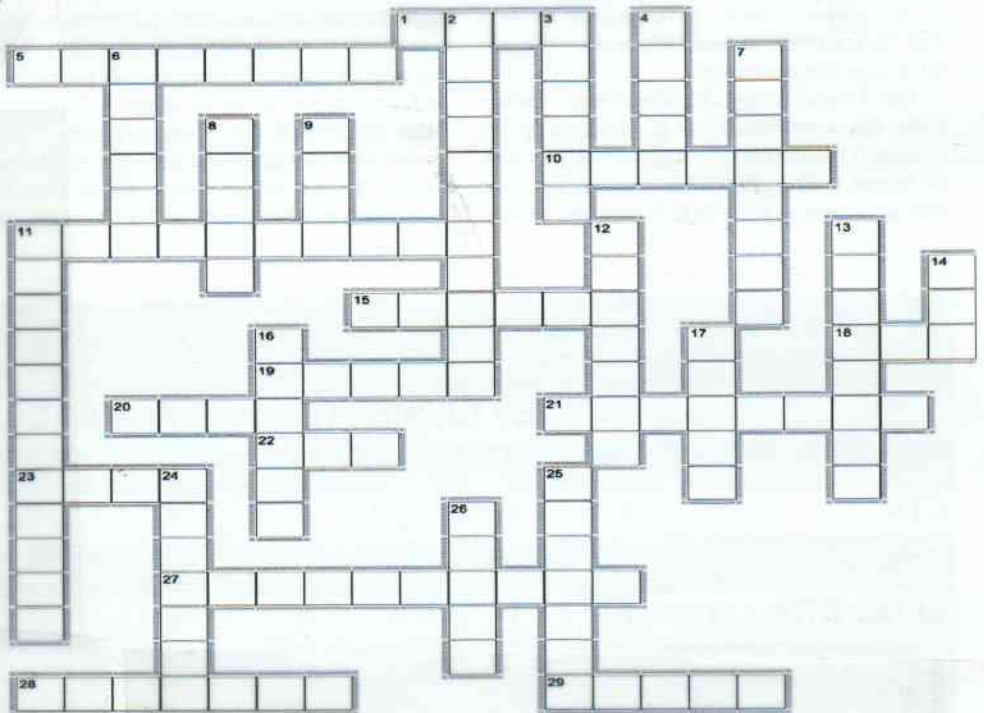
Word Up! Founder Brain Teaser

ACROSS

1. Norm Cook's theme, 'Succeed with a _____!'
5. Approval shown by clapping hands
10. A to-do list for a meeting
11. First CTM speech
15. To alter
18. Number of speeches in CTM manual
19. Authority to act for another
20. Cast a ballot
21. Accomplishing tasks with others
22. Make _____ contact
23. A social organization
27. 'In Search of _____'
28. Competition
29. Talk in a monotone

DOWN

2. Yearly observance of an event
3. International
4. Person who determines a winner
6. To bind by a promise
7. An evaluation
8. Plot of a novel, play, etc.
9. Popular Village People song
11. The act of making strangers acquainted.
12. TI Founder
13. Using body language
14. TI President _____ Greiner
16. Talk given to an audience
17. Uses a stopwatch to keep meeting on track
24. Perks
25. Accomplish a goal
26. Visitor



If you find your brain taxed enough with contest season, the answers are at www.foundersdistrict.org/members. But don't give up too quickly!

Created by Alanda Dyer, DTM,
with EclipseCrossword;
www.eclipsecrossword.com

Founder's District Honors

The last DEC meeting showcased Founder's District leaders

Founder's District Toastmaster of the Year

Norm Stein, DTM (with Immediate Past District Governor R. Kent Jones). Stein was also the Division A Toastmaster of the Year.



Founder's District Division Governor of the Year

Ed Coffey, ATM-G/
(Division
Runner-up: Alanda Dyer, D'
(Division

Division Area Governors of the Year

A-4—Michael Thomas, ATM-B/CL

B-1—Jim Raney, ATM-B/CL

C-1—Elizabeth Martin, CTM

D-5—Vincent Bradshaw, ATM-B

E-5—Richard Escamillo, DTM

F-1—Mark Abraham, ATM-G/CL

G-1—Marla Lund, ATM-G/CL



President's Distinguished Areas

B-3—Arvee Robinson, DTM

B-5—Trevor D' Sousa, ATM-S/CL (not pictured)

F-1—Mark Abraham, ATM-G/CL

F-7—Lee MacMorris, ATM-B/CL



the Class of 2003-2004

ers, including Toastmaster of the Year: Norm Stein, DTM



Founder's District Area Governor of the Year

Vincent Bradshaw, ATM-G/CL (D-5)

Runner-up: Jim Raney, ATM-B/CL (B-1)



Division Toastmasters of the Year

B—Tim Campbell, ATM-S/CL (Club 2151)

C—Dan Moran, ATM-B/CL (Club 4842)

D—Mike Crosby, ATM-B/CL (Clubs 602, 5542, 9591)

E—Ursula Bell, ATM-B/CL (Club 1456)

F—Sandi Queen, ATM-B (Clubs 7278)

G—John Maginnis, ATM-B/CL (Clubs 2657, 4552)



Roy D. Graham Award (Gov. of Area Most Represented at a Conference)

A-3—Barbara Arrientos, ATM-S/CL (Fall)

B-1—Jim Raney, ATM-B/CL (Spring)

President's Distinguished Divisions

A—Mark Perew, DTM

B—Hugh Scheffy, ATM-B/CL

F—Ed Coffey, ATM-G/CL



Division A: 'A' is for Achievement

By Norm Stein, DTM, Division Governor

We hope everyone enjoyed the year's first DEC meeting on August 12. It was special because it gave Immediate Past District Governor, **R. Kent Jones, DTM**, an opportunity to recognize the achievements of a large number of Toastmasters who make our District so outstanding.



Norm Stein

We in Division A were pleased to have had the opportunity to host this gala Awards Dinner. It takes many people to plan and present such an event. The one person who coordinated all that took place that evening was our Division A Senior Administrative Associate, **Mary Berg, DTM**. She did an outstanding job, stayed on top of every detail, and got us all home on time. Thank you Mary.

We look forward to Mary's next event as she plans our Division A Fall Speech Contest for Saturday morning October 2. Please plan to join us for this exciting morning of fun and learning. The location is the 4th floor of the Robert Schuller Center on the campus of the Crystal Cathedral. Please watch for the flyer that will give all the details. Of course, before we get to the Division Contest we

will have a full day of Area Contests. These will be held at the same venue on Saturday, September 18. Come to listen, come to cheer and come to learn at all our Fall Contests.

Assistant Division A Governor for Marketing & International Projects, **Barbara Barrientos, ATM-G/CL**, has been very busy for the last few months planning for the "Fiesta Showcase III" in Spanish. This is an important occasion to highlight the public speaking skills of our Spanish speaking members. The third "Fiesta Showcase" event was held on Saturday, September 11. (*See page 4 for more info.*)

We are pleased to have Barbara continue the development of International Clubs which give educational and growth opportunities to those members whose first language is not English. The Toastmasters program is an ideal opportunity for members from a wide variety of cultures to develop their primary language and speaking skills. Many of the members in these clubs will go on to develop their communication abilities in the English language. In the diverse cultures we have in Southern California,

Founder's District Toastmasters have a special opportunity to serve this rich and diversified population. We are grateful to Barbara and all the other

Toastmasters who are helping us add new members and build new clubs, extending and expanding the Toastmaster's experience.

Assistant Division A Governor for Education & Training, **Sandy Printer, ATM-G/CL**, is serving double duty as Area Governor for A-5. Sandy is setting a pace for all of us. In the recently completed Officer Training Program, Area A-5 had 100 percent of its officers trained. In addition, Sandy has visited every club in her area twice and completed all official Governor's Visitation Forms and sent them on their way to the District Governor, **Norm Cook, DTM**. That's not all. Sandy is also mentoring one of the many newly chartered clubs in Division F.

With all that is going on, and all that we hope to accomplish this year in Division A, we are looking with enthusiasm to the future. However, much of what we have learned and accomplished so far has been built on the efforts of the previous year. So, let us close by adding a warm congratulations to our Immediate Past Division A Governor, **Mark Perew, DTM**, who led Division A to President's Distinguished last year.

Thank you, Mark, for your leadership and thanks to all those who served with you last year and made Division A President's Distinguished.

Division B Focuses on Building & Blessings

By Arvee Robinson, DTM, Division Governor

The "B" in Division B stands for "Builders," a motto we gladly inherited from our past Division B Governor, **Hugh Scheffy, ATM-B**.



Arvee Robinson

However, as I take on the new responsibilities of Division B Governor, in two short months, I have come to realize the "B" really stands for "blessed." I am blessed to be surrounded by committed individuals whose strong leadership has started this year off with a bang!

It all started last March when before the month was over, my entire team was in place. Complete with seven of the Area Governors, seven assistants and an additional 13 division chairs.

As "blessed builders" we proceeded to open the first club in the Founders District for 2004-2005, Words of Hope. This new club is a company club for the City of Hope in Duarte and was chartered on July 22.

With the help of **Wilma and Fred Springer**, we chartered the club in only four weeks. **Lisa Slaton, ATM-B**, Area B-3 Governor is the club mentor, and **Jim Raney, ATM-B**, Past Area B-1 Governor is a sponsor. Under their leadership, the club is 100 per-

cent trained and recently held its first club contest.

I had the honor, along with five other District Leaders to accompany **Norm Cook, DTM/DG**, as he handed the Words of Hope club charter to the new International President, **Jon Greiner, DTM**, at the International Convention in Reno last August.

It was exciting to stand up on the huge stage at the Hilton Hotel looking out to a crowd of thousands, while cameras were flashing brightly from every direction. Again, I felt blessed.

The entire B team worked hard to get their club officers trained and as a result the division is 82% trained, totaling 234 officers, which is a 7% growth over last year at this time. Out of 41 clubs (the largest division in the district), we had 23 clubs 100% trained. A special congratulations goes to **Lisa Slaton** for achieving 100% officers trained for all six clubs in her area.

Division B is blessed with a great team of leaders and the Club Extension chair is no exception. Under the leadership of **Hugh Scheffy**, we have two demo meetings scheduled for September and six more leads to follow-up. We are on our way to achieving our Division goal—to build one new club in each area and to have each area be "President's Distinguished."

Reviewing Division F's Focal Points

By Maira Pineda, ATM-B, Division Governor

Division F Toastmasters are Focused on Professional Development, Personal Success. Our theme this year speaks of our dual dedication to developing communication and leadership skills that benefit us as individuals as well as contribute to team achievements.

At the heart of this amazing body of communicators and leaders are the club members.

Some of their to-date accomplishments include 12 clubs with 100% officers trained and nine other clubs with four or more officers have been trained (counting towards their DCP goals) with a total of 71% of club officers trained for the Division.

Also, 14 certifications have already been awarded; and 45 new members have joined one of our 37 Division F clubs in the Newport Beach, Corona del Mar, Costa Mesa, Santa Ana

Division D's Driving Forces

By Vince Bradshaw, ATM-B, Division Governor



The mission of Division D is dedicated to the goals of each member. We are driven by enthusiasm and the fire from within striving for excellence.

"Toastmasters: Changing Lives, One at a Time" is Toastmaster's International President **Jon Greiner's** theme for this year. The mission of Division D is in alignment with this focus on club members. Ask members why they joined Toastmasters, and you will be inspired by stories of personal growth, transformation, and sacrifice. We are dedicated to the goals of each member. Division D is driven by enthusiasm and the fire from within striving for excellence.

Division D is off with a B.A.N.G. this year. Those accomplishing Distinguished Program Goals already for the 2004-2005 year include **Bob Janicki** from Excel Orators Club. Bob is a dedicated toastmaster who continues to lead his Club, Area and Division to excellence. Bob is the first Distinguished Toastmaster in our Division in this Toastmaster year.

Lynton C. Elston-Hurdle has achieved an ATM-B for Club 37 in Fullerton. **Laverne Leonard**, Area

D-3 Governor, was the first Area Governor in Founder's District to submit her Club's Success Plans to **Wilma Springer, DTM**.

Division D is proud of the achievements of all of its members. Those that have finished 10 speeches from the Communication and Leadership manual include **Sonja A. Fister** from the Yorba-Linda Placentia Club, **Margaret Adams** from Club 5270-Diverse Voices, **Violette E. Berns** from Tongues-a-Flame, **Brigitte A. Gibb** from the Anaheim City Communication Club.

The Anaheim Boeing Toastmaster Club is flying high and can be proud of its three new Competent Toastmasters: **Mary D. Glaser**, **Brad L. Carlson** and **Raymond J. Plummer**.

Donald A. Ozello has achieved his Competent Toastmaster Award for Run For the Borders-Club 4433. The Titan Club can boast of its two new Competent Toastmasters **Irene B. Pergamo** and **Emeline May Yong** and seven new Speechcrafters. Raytheon Smooth Talkers can take pride in four Competent Toastmasters: **Robert Tinkham**, **Steven P. Davies**, **Robert B. Bell** and **Margee Hills**. Congratulations to each of you.

Division D was proud to have sponsored Officer Training on August 28, 2004. More than 68 officers

were trained at the event. I want to especially thank Past International President **John Latin** for training club Presidents, **James Holder** for training Vice Presidents of Education, **Diane Beall** for training the Treasurers, **Herb Stockinger** for training the Secretaries and **Stacy Bradshaw**, who, on her birthday, trained the Vice Presidents of Public Relations. The event left participants energized and inspired to take new ideas back to their clubs.

A special thanks also goes to **David Cates**, the District Judges Chair, for training Judges and Chief Judges and **Ed Vaughn** on a well attended Youth Leadership Program training.

Great things are happening in Division D. Open houses, Speechcrafts, demonstration meetings, round-robin evaluations, club speech contests and meeting new members.

In this 80th anniversary year of Toastmasters, let's pay tribute to Ralph Smedley's vision of helping individuals improve their public speaking and leadership skills. If your club is the biggest kept secret in your neighborhood, try inviting a neighbor, co-worker, colleague or friend to visit your club.

In Division D we are driven to change lives—one person at a time. It is by working together we can accomplish great things.

Division F, continued

and Irvine areas.

The arms and legs, hands and feet, of the Division are the Area Governors. We are blessed with seven servant leaders who are excited and passionate about their area clubs.

While the Area Governor position is one of the most rewarding roles one can undertake, it is also one of the toughest. Aside from their own membership duties, the Area Governors manage and mentor up to 6 clubs each—the Toastmasters success of an average of 100 members are their personal responsibility!

Additionally, all Area Governors have been trained in district leadership; some have received further training as judges, contest/project planners, and Youth Leadership Program coordinators.

Those people are: F1 **Amy Hale**; F-2 **Mary Jane Vietza**; F-3 **Dave Hardenbrook**; F-4 **Corina Pierson**; F-5 **Ed Vaughn**; F6 **Cynthia Morse**; and F-7 **Susan Knoeppel**.

Together, the Division F Toastmasters are focused in body, mind, and spirit toward accomplishing our private and public objectives. We have started 2004-2005 with a B.A.N.G., and we anticipate a year full of fireworks to celebrate our many successes.

Division C Shares Current Events

By Don Stewart, ATM/CL, Division Governor



Don Stewart

During the first two months, Division C has focused on training, establishing council meetings and getting to know the clubs within the Division.

We have a very motivated and talented group of Area Governors: C-1; **Raj Manek**, C-2; **John Muse**, C-3; **Dan Moran**, C-4; **Wilton Roddy** and C-5 **Artie Hardison**.

The Area Governors all pitched in and supported going out and promoting officer training. The results have been very good. Our goal was 100% and we achieved 85.7%.

Of particular note: 10 out of the 23 clubs had all officers trained. Area C3 achieved 100% training status for all four of its clubs. Congratulations to Dan.

In addition, no club had less than the minimum of four officers trained. This took a concerted effort by all officers and we appreciate the results and know that the members in the Division will benefit by having so many officers trained. The clubs achiev-

ing the relished 100% mark are: C2-100, 2230, 3686; C3-165, 4842, 6851, 8771; C4-770, 4232; and C5-8951.

Club visits have started and although not all the numbers are tallied it is believed that the award for most proactive club visitor is Wilton, who has visited each of his five clubs three or more times.

Also Artie has visited three of the four clubs in her area and is well on her way of completing all clubs visits by the end of September.

We want all members in Division C to feel welcome to contact any officer to discuss any question that they have regarding toastmasters. We are all here to serve you and your needs.

Speech Contests: Area C1 will be on Oct 2 at the Buena Park Library. Area C2 and C3 will do a combined contest on Oct. 2 at the Boeing Conference Center. Area C4 will be on Oct. 9 at the Westminster Senior Center. Area C5 is tentatively scheduled for Oct. The Division C Contest is Oct. 23 at the Boeing Conference Center

Double Mailing: On Sept. 25 Division C is hosting a double mailing. The location will be at the Anaheim Hilton home turf of club 8849.

Division G's Golden Giants are Gearing Up for Success!

By Richard Daugherty, ATM-S/CL, Division Governor

Division G has definitely started the year with a B.A.N.G.! We're well into making initial Club visits, and at least one of our Area Governors (G5's **Michael Heath**) has already made all but one of his official visits for the Fall term!



Richard Daugherty

There has been much welcome cooperation between the current and immediate past Area Governors, making the transition very smooth. We've also taken advantage of these early visits to perform several Club Officer Installation ceremonies, giving well-deserved recognition to individual Club members for stepping up to leadership.

Plans are in the works for all Area Governors to set up monthly council meetings and to encourage broad participation by all Club officers in those meetings. We encourage all of our Clubs to actively participate in Area Council meetings and take advantage of the synergy they provide.

Many thanks are due to Area G3 Governor **HD Boesch** for taking on the role of Division Contest Chair. HD is actively coaching the other Area Governors in preparing for their Fall contests, and is a leading force in the planning of our Division G Fall Speech Contest, to be held on October 16th. He is a model of leadership, and we're grateful to have him on our team.

Our Education and Training Chair, **Lauren Kelly**, did a marvelous job of orchestrating our Division G Club Officer Training event on July 24th. We trained 41 Club officers that day, including some from as far away as Division B! Lauren also present-

ed a workshop on Team Building that was very well received. HD Boesch, **Laurie Jacobs**, **Matthew Stern**, **Alanda Dyer**, **Sherry Kornbloom**, **Herb Modelevsky** and **Solon Goodson** conducted the individual Club Officer training sessions.

David Cates, Founder's District Trained Judges Chair, wrapped up the event with a full 1½ hours of valuable judges training. In Division G we are all about leadership, and it definitely showed at this event! A hearty thanks to all who made it happen!

Mary Berg, our DEC Chair, has already secured Mrs. Knott's Chicken Dinner Restaurant for the Division G-hosted DEC meeting on January 20, 2005. Stay tuned for further details on this event!

We are currently working with a dynamic group of twenty-somethings at Sole Technology in Lake Forest. This company uses state-of-the-art, high-tech methods to design and manufacture shoes and other accessories for the extreme sports markets, including users of skateboards, roller blades, BMX cycles, snowboards and much more.

Area G4 Governor, **Camille Pettigrew**, the primary Club Sponsor, is spearheading this effort, arranging the agenda for each meeting and following up with our company contacts on a regular basis. Progress has been slow, due in part to excessive travel schedules, but the momentum is building as more employees find out about the meetings and come to learn about the program. We are confident that the club will charter very soon.

We have two additional leads that will be pursued in the near future: Ladera Ranch Fine Arts Academy and Metagenics in San Clemente. Our

Division's Club Extension Chair, **Lou Ann Frederick**, is pursuing these leads and will form teams to start the process as soon as these leads become fully qualified.

We have not yet had a response to our inquiries from Hard Drivers in Lake Forest. Our plan is to broaden our outreach to include more employees of Western Digital who were Club members of record, to see if we can arrange a brief meeting with them.

The brand new Laguna Beach Toastmasters Club is in transition and is struggling. Their numbers are very small (seven or eight per meeting), attributable in large part to the inconvenient day/time/location.

Marketing Report, from page 3

plish this goal. A hearty congratulations to the first club we chartered in July from Division B (**Arvee Robinson**, Division Governor), Words of Hope.

Our goals are to add 1800 new members and boost our 20-plus members clubs from 112 to 165. Out of our current 204 clubs, 39 clubs are at 12 and under in membership. This means that you have an extra ordinary opportunity to be a coach for one of these clubs. Step up to the Leadership challenge. Send me your name and be one of the coaches for one of these clubs.

You have an extraordinary opportunity to make a difference in somebody's life by being involved in helping Founder's establish more clubs, in bringing in new members, and in helping low member clubs be Distinguished by June 2005. Let's end the year with "with a B.A.N.G." The time to act is *now!*

A Look at Founder's District Achievements

By Division (Through August 26, 2004)

	A	B	C	D	E	F	G	Total	Year-end Goal
CTM	4	9	3	12	7	6	10	51	420
ATM	4	3	0	1	1	3	2	14	200
CL/AL/DTM	3	7	1	3	0	4	2	20	200
New Members	27	71	13	27	37	45	29	249	1800
Total Members	478	923	458	459	438	807	650	4213	4300
New Clubs	0	1	0	0	0	0	0	1	38
Paid Clubs	26	41	23	24	24	37	29	205	241

There's No Place Like Home to Succeed With a B.A.N.G.!

By Norm Cook, DTM, District Governor



Norm Cook

Dorothy, the Scarecrow, the Tin Man and the Cowardly Lion stepped into the Great Hall. "Oh, Great and Powerful District Governor, can you help us?" asked Dorothy.

"The Scarecrow needs a brain, the Tin Man needs a heart, the Cowardly Lion needs courage, and I want to

go home," she said.

"You already have what you wish for," replied the District Governor. "The Scarecrow had the brains to complete his Basic Communications and Leadership manual for his CTM.

"The Tin Man had the heart to finish the Advanced manuals for his ATM-Tin. The Cowardly Li-

on had the courage to start a New Toastmasters club.

"And, Dorothy, your leadership has Grown your circle of friends and you now have a home away from home with friends that you can go to and rely on to help you succeed in your quest for improvement."

Like Dorothy and her companions, we all need improvement in our minds and hearts. We need the courage to explore new opportunities. We need to be able to share our successes and help new friends to succeed.

Toastmasters satisfies these needs. We excel through the teamwork of our fellow club members. We excel through the teamwork of the club, area, division, and district officers. We excel through the teamwork of the staff in Rancho Santa Margarita who prepare our world-class educational materials.

Who do you know who has had their world changed by Toastmasters? Who do you know who needs to change? Toastmasters changes lives, one at a time, and in doing so changes the world.

A Chinese proverb states: "To be happy for an hour, take a nap. To be happy for a day, go fishing. To be happy for a year, inherit a fortune. To be happy for a lifetime, help somebody."

Who are you going to help? Dare to dream of yourself a year from now. Will you have accomplished your goals? Will your club be President's Distinguished? More importantly, dare to dream of yourself 5, 10 or even 20 years from now. Will you and your friends be celebrating your improved lives? Will your world be a better place?

During this year, I ask each and every one of you to "Succeed with a B.A.N.G.!" This means that whatever you do, do it to the best of your abilities. Celebrate your successes and help us honor 80 years of Toastmasters excellence.

And be sure to remember the lessons from Dorothy and her friends. **B** for Basic manual, **A** for Advanced manuals, **N** for New clubs and **G** for Growth in membership—**B-A-N-G!** Succeed with a B.A.N.G.!

If...

Poem by Nick Babani, ATM-S

If you carefully research material for your speech
While others are relaxing or swimming at the beach.
If you read about the subject, and absorb it like a sponge
While others skim the surface and don't even take the plunge.
If your speech has the proper introduction, body and conclusion
While others receive Oscars for providing mass confusion
If you organize your speech, and know where you are going.
While others are dancing the Macarena and tangoing.
If you know when you have reached your destination
While others only create road rage and consternation
If you refresh your audiences and make them come alive
While others must call paramedics to help them revive
If you use clarity and avoid slang and poppycock
While others give their audiences speech aftershock.
If you add a dash of humor, improvise and rhapsodize
While others often make their audiences agonize
If you can motivate your audience to forget about the clock.
While others put theirs to sleep with tales of their pet rock.

If you can clarify meanings when you paraphrase
While others use jargon, slang or a hackneyed phrase
If you obey the speaker's commandments that astound
While others cannot keep their audiences spellbound.
If the ah counter and grammarian find no fault with your speech
While others with ah's, uhms and you know's are rich.
If the timer states that you met the club's guideline
While others ignore the red light and do not toe the line.
If your evaluator found minimal fault with your performance
While others with all the speaking rules are not in conformance
If your audiences often shout bravo and ask for an encore.
While others make theirs stampede toward the exit door
If each of your performances is better than the one before
Yours will be the best speaker award and - which is more -
If Dr. Ralph C. Smedley knew ye lad, or lass he would say about you,
"The speaker who has a message, and delivers it with form and style,
Becomes more than just a talker, he becomes a real public speaker."
Nick Babani is with Club 716, Talkmasters, in Division F.

Toastmasters 'On the Air' Launches New Fall Season

By Frank Blasingame

Club 4629, Toastmasters "On the Air", has launched its new fall TV project.

"Everyone in the club is very excited about this new adventure," said **Theresa Blasingame**, president of club 4629, "and the really cool part is Toastmaster clubs everywhere are welcome to join in."

Here's how it works. Toastmasters "On the Air" is looking for clubs who would like to sponsor a show by having their club members be spot lighted on the show. That's right; the show will feature nothing but members of your club in its very own show. Not only is it easy and fun, but Toastmasters "On the Air" will train you in everything you need to know. Just imagine...the TV commercial

fades, the music starts and the next thing you know your club is being showcased in more than 850,000 homes. Talk about adding more excitement to your club!

This one-time opportunity is not for every club and there is a limit to how many clubs we can train and air on TV. So don't put off this limited chance to push the envelope, increase your comfort zone, and add more drama to your toastmasters experience.

For details on a customize show just for your club contact us at frank@tmontheair.com or call **Chuck Liebelt** at (714) 540-6358. Visit our web site at www.tmontheair.com.

From the Editor ...

I hope you're having a productive year in and out of Toastmasters. As Fall approaches, so do thoughts of year-end goals and desires. What do you hope to achieve as a Toastmaster this year?

Reading about your goals and accomplishments could motivate someone else to take steps they've been putting off. Please remember that this is *your* newsletter. Got something to say? Something you'd like to learn? Let me know and you might see your article or idea in a future issue!

The deadline for the next issue is November 13. Photos welcome. Please send your article and any accompanying photos to me at ToastmasterE@aol.com.

By the way, most of the photos you see here were taken by Will Tolles, DTM. Thanks for capturing those Kodak moments, Will!

Happy Toasting!
—Elizabeth

Q: Where can I find the list of CTM, ATM, DTM, CL and AL accomplishments for the past quarter?

A: Often seen in the Founder, that list can be found at www.foundersdistrict.org. The web site team also includes Elaine Randolph and Steve Wiideman.

The Mission of Founder's District

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.
- Ensuring that each Club effectively fulfills its responsibilities to its members.
- Providing effective training and leadership opportunities for Club and District officers.

the **Founder**

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Publisher: Norm Cook, DTM
dg@foundersdistrict.org

Editor: Elizabeth Anderson, ATM-B/CL
ToastmasterE@aol.com

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