

The FOUNDER

The Founder's District Quarterly Newsletter

Yours Can Be a Successful Club **Richard Elliot DTM**

Two important features of a successful Toastmasters club involves new members for goals 7 & 8 of the Distinguished Club Plan (DCP) and retaining existing members, so that the club has 20 or more members at the end of the Toastmasters year (June 30).

Clubs lose, on average, one or two members per month. In order to maintain charter strength, those members need to be replaced.

The best way to do that, without causing undue stress on the existing members and the education program, is to make sure that the club is putting on a good show. Putting on a good show is more than having an agenda and starting and ending on time. It also means that your guests have the feeling that you are a class act and that everything that happens at your club meeting was supposed to happen, whether you have 3 or 30 members present. One way to do that is to have all of the members of the club understand all of the duties of all of the technicians and be prepared to take on any job at any meeting. There is no reason for a guest or prospective member to know that the Toastmaster, Topicmaster, and General Evaluator should be three different people if you have only 3 members present and one is a speaker and the other is the Timer, Ah Counter, and Evaluator. Just make the guest feel that you have something that they want. Remember, invite guests, "Put on a good show" and goals 7 & 8 will become the easiest goals in your DCP.

Clubs lose, on average, one or two members per month

SPRING 2009



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Community Events Seeking Judges

Avis French,

Chair Community Relations Judges Bureau

We all know that Toastmasters International has begun their Spring contest schedule. Well, so have local community event coordinators. And these events are seeking qualified Toastmasters to serve as judges for these events.

We have already seen the successful Orange County Academic Decathlon and the equally successful All-California National Qualifying Tournament held at Concordia University. In the offing are more events,

such as Rotary clubs and Lions clubs contests, which are multi-leveled events for high school students. All upcoming events are listed on the district's website under [Community Events/Judges](#).

Of special note are two national conferences that are seeking judges: The Distributive Education Clubs of America (DECA) is an international association of high school and college students studying marketing, management and entrepreneurship in business, finance, hospitality and marketing sales and service, holding conferences for college students on April 24 and for high school students on May 1. Future Business

Leaders of America (FBLA) is an educational association of students preparing for careers in business; holding their national conference on June 6. Both of these conferences include a wide variety of written and oral presentations on all facets of business and marketing.

If you are interested in assisting with any of the community events that are seeking judges, please contact me, Avis French, Community Relations Chair, at eavisf@sbcglobal.net. If you've never had an opportunity to work with some of the young people at these events, you'll be pleased and awed at the level of professionalism and commitment.

Your Leadership Team

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Join the fun, Sunday, June 7th, 11 A.M to 6 P.M.

Founders District will sponsor a booth and you will have the opportunity to tell thousands of attendees about the benefits of membership in Toastmasters.

To participate, contact Erik Martinson at 714-412-1529
 eman_no1@yahoo.com

News from the PRO
Ede Ferrari-D'Angelo DTM
Founder's District
Public Relations Chair



The District leadership is half-way through the term with lots still to accomplish. We are looking forward to the spring speech contests,

which will be International and Table Topics. Many clubs have already begun to hold their contests, looking for winners to send to the Area contests. After that, will be the April 25th District Conference, where all the speech contest winners will be competing for a chance at the Region Conference in June. So warm up those vocal chords!

I have someone whom I want to recognize for her outstanding work on the newly char-

tered Speak and Lead club. Anupama Desai, the founding sponsor and mentor of the Irvine club put on a dynamic chartering ceremony in July. The special guests were the Mayor and Mayor Pro Tem of Irvine, and Lance Miller, the 2005 World Champion of Public Speaking. The crowd of eighty-five, which included district leaders, was treated to a gourmet cuisine, along with all the other festivities.

Anupama's success in drawing so many people to the chartering event suggests an idea that you might try for your clubs. Why not invite dignitaries and leaders from the community to speak at one of your meetings? You can publicize it on the district website, in local newspapers and libraries to draw people outside of the club. This will add an element of excitement to your club meeting, create a presence for your club in the community and bring in new members.

It should be the goal of all of us to make Toastmasters a household word everywhere. When people

hear the name Toastmasters, their response should be "Oh, yes, *Toastmasters. What a great organization*". How can we become a household word? Get to know the leaders in the community where your club meets. Get yourself invited to a Rotary or Lions meeting. Meet the principle of your high school, the dean of the local college, the police chief, mayor and city council members. If those people can put a face to the Toastmasters name, then it becomes more personal and real to them, and it is no longer just another community club.

Toastmasters has over four million success stories to share with the world. I encourage club Public Relations officers to send out press releases and human-interest stories to the media. Post your successes on your club and district websites. Get yourself invited to speak to other community groups where you can share the Toastmaster success story. **Beause... Toastmasters really is "so much more"!**



Using a “Clicker” Bob Hudack DTM

Sooner or later, most white collar professionals will have to give a presentation with Microsoft PowerPoint or a similar presentation program. We’ve all seen presentations by an untrained speaker where he or she is “tethered” to the computer. The answer is to have a remote control – this frees the speaker to gesture and move about the room with ease.

Remote controls come with many projectors – if you’re using one of these, there’s usually a USB cable that must be connected from the projector to the computer to control the slides. This is in addition to the video cable. There are variations and advances in technology, so refer to the projector’s instruction manual.

A safer bet is to bring your own “clicker” that hooks up to the computer’s USB port. These devices, formally called “presentation remotes” or “wireless presenters”, have two pieces: 1) the main remote, and 2) a small receiver that plugs into the computer’s USB port. Wireless remotes work with almost all modern computers (Windows 2000, XP,

Vista, MacOS X). Prices range from \$30 - \$100. Many people find an inexpensive remote to be quite adequate. More expensive remotes have greater range (you can be further away from the computer). Expensive remotes also may add full mouse control.

All three of the educational presenters at the Founder’s District conference used a wireless presenter during their talks. That model was a Targus Wireless Presenter with Laser Pointer (model AMP03US), \$29.24 at Amazon.com. The AMP03US has an effective range of 30 feet and includes a laser pointer.

A tip for when you first use the remote – it’s easy to forget where the receiver is. Point the remote in the right direction... If the remote came with the projector, point it at the projector. If the remote directly controls the computer, point it at the computer. And even though you want the screen to change, don’t point the remote at the screen – no electronics are there!

Membership Building Contest Reports

Recognize membership-builders for their performance. **(For interactive version, go to TI website)**

Most members of Toastmasters joined a club because someone invited them to a meeting. These reports reveal the individuals and clubs who have taken the initiative to give others the same opportunity to learn and grow that other “someones” once offered to them.

Districts can use these reports to recognize clubs and individuals for their contributions to membership growth. The reports are in district order so, depending on your district number, you may need to scroll through the report to find your district’s information.

Individual Member Sponsors

Program Dates: July 1 – June 30

[2008-2009](#)

[2007-2008](#)

[2006-2007](#)

Smedley Award

Program Dates: August 1 – September 30

[2008](#)

[2007](#)

Talk Up Toastmasters!

Program Dates: February 1 – March 31

[2008](#)

[2007](#)

Beat the Clock

Program Dates: May 1 – June 30

[2008](#)

[2007](#)



Go to the T.I. website and download the [2008-2009 Membership Building Contest Brochure](#) for program rules.



Proxy forms are coming!

Bob Hudack DTM

A proxy is the authority to act for another, as in voting, or a person so authorized.

Each year, issues are presented to the members of a district that requires their vote. These issues affect the operation of the district and will set policies for Toastmasters International. District voting is done twice a year during the Fall and Spring conferences' business meeting. Voting on issues put forward by World Headquarters is done at the Region II Conference in June and in August at the Toastmasters International Convention.

District Voting

Each club receives two votes which are 'carried' by the current Club President and the Vice President Education. In the event that neither can attend the Business Meeting at the district conference, the club president can sign the proxy naming the

club member who will vote on behalf of the club. The proxy form is included in the conference registration materials sent to all members. District Voting is important because the District Governor, Lt Governors, and Division Governors are elected there.

Regional and International Voting

Each club receives two votes which are 'carried' by the current Club President. If the president cannot attend the Business Meeting, he or she can sign the proxy naming **any member** who will vote on behalf of the club. If no member will attend the convention, the District Governor can vote the proxy according to the club's instructions. The proxy form is mailed to the Club President at the end of March. **The Toastmasters International Proxy/Credential Certificate should be completed and returned to the District Governor and not World Headquarters.** This proxy is divided into two parts. One part is for the Regional Conference held in June, and the other part is for the Annual Business Meeting held at the International Convention in August.

There is no need to separate the certificates when you mail or deliver it to the District Governor.

If a club member is named on the Proxy/Credential Certificate proxy, the District Governor will give the ballot to that person at the Conference and or Convention. If the no one is named on the proxy, the District Governor will cast the vote for the club per their instructions.

Regional and International voting is important because The president of Toastmasters International, as well as VPs and International Directors are chosen. In 2009, clubs will also vote on far-reaching proposals that will extend the regional system throughout the globe. Monitor

<http://www.toastmasters.org/future> for more information. Just like our governmental voting process, we all have a voice in the policies and issues presented to us. Make your vote count — if you can't attend, ask a member to attend in your place

Clubs win Fame and Fortune While Improving and Having Fun! District Governor, Bob Hudack DTM

Founder's District has sponsored several campaigns to reward those clubs striving to improve. Clubs were awarded \$10 gift certificates redeemable at World Headquarters for any of the following activities:

- ⇒ Any club that has completed five or more of the Distinguished Club Program goals on the January 30th report
- ⇒ Any club that has a net growth of five new members or more (since July 1) on the February 6th report
- ⇒ Present the **Moments of Truth** and send us a digital photo with the presenter and the poster to truth@foundersdistrict.org. (We're extending this one through April 30th!)
- ⇒ Have all seven club officers trained at LACE during January.

Gift certificates will be presented to clubs via district officers or sent via U.S. Mail. To view the winners to date, go to: <http://www.foundersdistrict.org/wiki/IncentiveProgram0809>



Does Your Club Reel 'em In?

**Bob Hudack DTM,
District Governor**

Some clubs maintain full rosters almost effortlessly, while others struggle to maintain membership. If your club is one of the struggling ones, your members must take corrective action so that your club grows.

First, does your club have regular visitors? Most clubs have at least one visitor at every other meeting. If your club has few visitors, either

The location is hard to find

The time and/or location of your meeting is inconvenient

The club's publicity is poor and/or the club has incorrect information on file with headquarters

Meeting Time, Place and Location

Does the club meet downtown in the late evening? In the morning in a bedroom community? Is

the building easily accessible? Is the parking lot well lighted? Too many steps? Bad neighborhood?

Too noisy? Often changing the meeting time, place and/or location has a major positive

impact on the club's rebuilding efforts.

Poor Publicity

These days most people turn to the Internet for information. World Head-

quarters maintains a web site where visitors can easily find nearby clubs. Unfortunately, due to inattention by club members, at least 10% of our clubs have incorrect information online. Club officers (not District Officers) can correct this information. Either login to the Club Business section of members.toastmasters.org

or send e-mail to clubofficers@toastmasters.org with subject "Club meeting place and time" or phone (949)858-8255 and explain the error.

Make sure that people in close proximity to the meeting know about your club. For example, if yours is a community club meeting at city hall, be sure there's a flyer or poster on display where city hall employees and others can see it.

Second, do visitors join? Most clubs have 30-60% of visitors sign up. If guests don't join,

Do you have a well-run meeting with a pre-planned agenda and manual speeches? Members want value for their time spent.

Do you take the time to explain the Toastmasters educational program to each visitor?

Do you charge dues that are noticeably higher than other clubs in the area?

Is your group cliquish? Members and guests alike should be greeted as they arrive and are made to feel welcome.

Third, how long do new members stay with the club? Are they members for at least a year? Do they earn a Competent Communicator and Competent Leader award?

Poor club programming is usually the cause of member attrition. In successful clubs:

Evaluations are helpful, constructive and contribute to members' personal growth and improvement.

The club places high emphasis on educational development (i.e., CC, ACB, ACS, ACG, CL, ALB, ALS, or DTM accomplishment, program progress charts).

Members are enthusiastic and are enjoying themselves and it shows.

Meetings are varied, dynamic and enjoyable.

Members receive positive support and recognition.

Members are encouraged to get involved in Toastmasters activities outside the Club.

Toastmasters headquarters, as well as many Toastmasters clubs around the world, have posted many articles about club rebuilding on the web. One of the very best is Toastmasters' "**How to Rebuild a Toastmasters Club**", which includes a Club Coach Troubleshooting guide. For links to this booklet and other suggestions, see the Club Rebuilding section of

<http://www.foundersdistrict.org/wiki/ImportantLinks>



Coming April 25th

**Founders District
Spring Conference**

Watch the district website
for more details.

THE MISSION OF THE 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 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 New Founder's District Web Site

By now you may have noticed that Founder's District has a new web site. When I first started this project in July of 2008 I was a little overwhelmed at the volume of information that needed to be organized, and a little surprised at how quickly this all came together. Fortunately I managed to launch the site without any major problems and I would like to send my thanks to Barbara Giordano for her help on portions of the site's content. We have worked very hard to build a site everyone can use.

The Founder's web site contains a large amount of dynamic information. I have attempted to organize this information in the most logical manner. This article will give you a brief overview of the site and help you to find what you are looking for. Visit the site often because new information and new features are updated frequently.

Every page contains a menu bar at the top of the page with links to the different sections of the web site. Most of the information you will need is contained in one of the three primary sections, the **Main Page**, **Education page**, or **Marketing page**. Check the **Events page** to view the District Calendar, or the **News page** to read the latest news going on in the District. When you need to contact any of the district officers, district chairs, your area governor, or me, just click on the **Contacts page**.

Main Page

The Main Page contains a list of upcoming events from the district calendar and useful links to other important areas of the site as well as other important sites to visit. The "What's Happening Now" box contains a quick link to whatever district event is currently in progress. Most interesting is the District Status box with links to view the status of each of the eight divisions. Click on any of the division links to view the current division report.

Education Page

The Education page is where you will find everything related to education and training, including the club officer training schedule and status, speech contests and the district con-

ference registration. Most notable on this page is the Educational Achievements box which lists the latest educational achievements of the members of Founder's District. Click on the "View all achievements" link to view the entire list of achievements for the year.

Marketing Page

The Marketing page contains a great number of resources to help your club succeed. From membership building programs to marketing guides, this area will continue to grow as more resources are collected and published. Check this area often for new ideas for keeping your club strong.

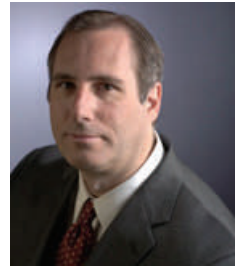
Founder's Forums

By the time you read this article, the most exciting addition to the Founder's web site will be available. The **Founder's Forums** at <http://discussions.foundersdistrict.org> is a discussion group for all of the Toastmasters members of Founder's District. Join this community and communicate with other Toastmasters who share your interests. You'll find forums for area governors, club presidents and other club offices, and a forum for web masters. Ask questions and get help on important issues relating to your Toastmasters experience. Discuss problems and collaborate on solutions. Communicate your ideas and share them with everyone. The **Founder's Forums** is the best way to stay in touch with the Founder's District community.

The Founder's District web site is still a work-in-progress and work continues on the site every week. I am always receptive to your suggestions and comments on the site. Feel free to leave me a message and tell me what you think. If you would like to contribute, either as a developer or to submit a news article, please contact me and let me know how you'd like to get involved. The Founder's District web site is not only practical, but is a wonderful learning experience for all those involved.

Daniel Cossack

webmaster@foundersdistrict.org



Free Promotion Ideas

Everyone appreciates getting something free, and Toastmaster members are no different. If you need fresh ideas for a club promotional flyer, just visit the sites below for templates that you can use to make a personalized flyer for your club.

<http://www.tmdistrict38.org/targetmarketingflyers.htm>

<http://www.district23.org/marketingflyers.html>

<http://www.district31.org/flyeroftheweek.htm>



For those who love competition, here is one for you. Create a flyer for your club and send it to webmaster Daniel Cossack who will post it on the district website. Everyone will be invited to vote on the best-looking flyer, and the top three will win a gift for the club. Have your submissions in by **March 31st**, and we will then invite you to vote for your choice of the best.

To submit your flyer, use flyer-contest-submissions@foundersdistrict.org

Be sure they are in PDF format.

Good Luck!