



District 40 Success Times

January 15, 2008

District 40 Toastmasters in OH, KY, WV, IN

Vol 2008, Nr 1

E-mail: successtimes@d40toastmasters.org

Welcome to the D40 Family:

Nationwide Rings Road Club

Club # 1015118
At 5100 Rings Rd, Dublin, OH, 43017
PH: 614-435-1732
Meet: Noon, 2nd 4/4th Tue
Criteria: Contact Club
Charter Date: 9/11/2007

New DTMs:

Koti Sreekrishna

Miami Valley Innovation Center Club #9056
Cincinnati, OH
Area 35, Western Div
Sept 30, 2007

Keiderling, Sandra S.

Worthington Club #1028
Worthington, OH
Area 14, Central Div
Aug 24, 2007

Toastmasters on YouTube?

That's right, you can go to YouTube and see Toastmaster videos. Here's the link for it: http://www.youtube.com/results?search_query=Toastmasters. At last count, there were 1,440 videos available there!

Toastmaster Magazines Online:

Did you know you can access back issues of this year's TM magazine? Go to the link at <http://www.toastmasters.org/Magazine.aspx> and click on **Login**. Enter your login id and password, then click on the link for **Archive**.

From the Guv'

Bud Watkins, DTM, District Governor

I hope you survived the Holidays and had as good a time through it as our family did. It is over now, and a new year has begun. January is that time when many make New Years Resolutions. What were yours? Lose some weight? Quit some habit? Become a better speaker? Maybe develop your listening skills or be a better Leader?

They say most resolutions are broken within the first 48 hours, but the good news is you can still develop those Speaking, Listening, and Leadership skills at your Toastmaster Club!

We are now in the Officer and Membership Training season. The Loop and Western Divisions held a great training session and Merle, Jamey and I have already been to training in Cincinnati. We hope to see **you** at training somewhere in the District very soon!

Contests in the club and Areas also are beginning. The Evaluation contest and the International speech contest are scheduled for this round. Someone said that by being in a contest is like 3 months of learning in your club. That being in an Area Contest is like an additional learning curve of 6 months, and going on to Division and District is worth a year in advanced Speaking skill. If you joined Toastmasters for those reasons get into the contest!!!

One of the chief officers of the Proctor and Gamble Corporation said recently at a special visit to one of their clubs, "A Leader has three things they must develop. Direction, Commitment, and Perseverance."

Chris Ford our Toastmasters International President turned to our leadership team and said, "That is the DCP, Distinguished Club Program!"

My challenge to you is where is your club on the DCP? Help your club find its Direction. Show your members your Commitment, and Persevere until your club is Distinguished!

The next Conference is coming up soon in Cincinnati, our Keynote speaker this time is Ed Tate World champion of Public speaking and trainer of CEO, and senior management. His programs and ideas could help you move into the next level in your business career, or life. Don't miss it!

Once again I want to thank each and every one of you for all your hard work and friendship. You have touched someone's life today whether you know it or not!

Bud Watkins D-40 Governor see you in the front Row!!!!



Call for Talent

Maria Austen, ATM-B,CL, Area 24 Governor

It's time for the Central and Eastern Division Winter Toastmaster Leadership Institute (TLI) Training! This event will be held at the Nationwide Building on Rings Rd. on February 2, 2008. We are in need of presenters who are experienced in their area, or anyone who wants to step out of their comfort zone to grow! Training materials are provided for the Officer Training sessions. Standard sessions will include: President, VP Education, VP Membership, VP Public Relations, Secretary/Treasurer, Sergeant at Arms. Other sessions you might well want to look for: Leadership Qualities, Mentoring and Coaching, Contests Well Done, Competent Leadership, Fun Meeting Formats. Keep on the lookout for more information to come.



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Quick Directory

Need some help with your club's statement?

statements@toastmasters.org

Want to submit club bylaw amendments or questions?

clubbylaws@toastmasters.org

Want to place an order?

supplyorders@toastmasters.org

Still not sure? Visit the Contact Us section of the TI Web site or e-mail

tminfo@toastmasters.org

Info on new clubs:

newclubs@toastmasters.org

Contact information changes:

addresschanges@toastmasters.org

Club officer questions/requests:

clubofficers@toastmasters.org

TI Club/Area/District Officer Tips Newsletter:

<http://www.toastmasters.org/Tips.aspx>

District 40 Web Site Submission Guidelines:

Go to this web site page for information on how to submit

<http://www.d40toastmasters.org/profiles/webmaster.htm>

Send your emails to:

webmaster@d40toastmasters.org

2008 Catalog

Watch for Toastmasters International's 2008 Catalog coming in January. You'll find exciting new awards, books, promotional items, t-shirts, gifts and more! Whether you want to enhance your communication skills, leadership abilities or build your confidence, everything you need to achieve these goals is right there. Request your copy and start taking advantage of all Toastmasters has to offer.

(Ed. Extracted from the TI Tips Newsletter, Jan/Feb 2008)

Club Success is Key to District Success

Merle Shinault, DTM, Lt. Gov. of Education

How many of you enjoy working jigsaw puzzle? When I was growing up, my family whiled away the cold winter days huddled over the kitchen table, working on the latest jigsaw puzzle. In fact, at age 85, my mother still works puzzles all winter long. What is the allure of spending hours into putting together those small, elusive pieces of cardboard? I believe it is the satisfaction of seeing the final big picture.

The same is true of the work we do for Toastmasters. As we work day-to-day in our clubs, we cannot always see what the end result will be. That one Competent Communicator, or that officers list sent in on time, and dues collected and sent to TI seem insignificant when viewed as a separate task. Every activity that is performed on behalf of every club in our district is one piece of the puzzle that will make District 40 look great when we all work TOGETHER for the success of our clubs. One club, or one task does not make a successful district. However, if all clubs work toward the goals set forth is the Distinguished Club Plan (DCP), then areas, divisions, and the district can be successful.

Let's work hard in the last half of the year to make our clubs Distinguished. As each piece falls in place, District 40 will again be DISTINGUISHED this year. Let's succeed together.



Merle Shinault, DTM
District 40 Lt Gov Ed & Training
mshinaul@columbus.rr.com

District 40-Getting Better-Together

D40 Spring Conference... a TM Summer Olympics!

Harold Walters, ACB, CL, GE Toasters Club

Ready for the competition? You can race for your gold through Toastmasters; become a winner by attending the 2008 District 40 Spring conference Apr 25-27. Crowne Plaza Hotel, Blue Ash, OH). The Olympic theme, *Going for Your Gold – through Toastmasters*, sets up a perfect backdrop for stretching your growth, running with the best, and winning as a leader and winning as a better communicator.

Watch World Champion, Ed Tate, light your flame and competitive spirit with his keynote presentation on leadership and management. Our very own International Director, Gary Mull, and Ed Tate with knock your socks off with a gold metal performance during the Sunday workshop. Twelve educational session, great food, located in a first class venue (Crowne Plaza Hotel, in Blue Ash, Ohio), at an unbeatable bargain package-price of \$89.00. For more information go to <http://www.d40conference.org> and take the first step in achieving your goals as a gold metal Toastmaster. If you have questions, contact District 40 Spring Conference Chairperson, Hal Walters at (513) 243-6707, or email at harold.walters@ge.com.





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The **BE Attitudes** of Building Membership

Jamey French, DTM, Lt. Gov. of Marketing

Any time I hear the word attitude I am immediately reminded of a Zig Ziglar quote; "It is your attitude, not your aptitude, that ultimately determines your altitude." While I agree completely with Zig's words, I believe they are also perfect for Toastmasters Clubs, especially in regards to building membership.

I am blessed to be from a very strong and successful club in Greenville, Ohio, with a membership at forty, guests at almost every meeting, and flying through the Distinguished Club Program (DCP) year after year. However, it wasn't always that way. Every June we put on our "Membership" hats and did everything we could to get those last couple of members to get us back to charter strength (20 members). Then after the new year started we would put the "membership" hat back on the shelf until next year. Some years we found the holdout members, other years we did not. So, what changed for our club to turn things around from barely keeping its head above water to being one of the strongest clubs in the District? ATTITUDE!

There are four attitudes of being that can make a difference in building and maintaining club membership:

Attitude #1 - BE BRIEF

How many times in our enthusiasm for Toastmasters, and rightly so, do we tend to overwhelm people. We try to tell them everything they'll get from Toastmasters... all the programs, awards, contests, conferences, etc., etc. We were like the country preacher on Sunday morning when the only congregational member to show up was an old pig farmer. The preacher went on with the service... hymns, announcements, offering, sermon, and benediction. Afterwards, he asked the farmer what he thought of the service and the farmer replied: "Preacher, if I went out to slop the pigs and only one sow showed up, I wouldn't give her the whole bucket." Yet, we have a tendency to give everyone we come across the "whole bucket" about Toastmasters. Being brief, giving the highlights, inviting visits, and feeding a little at a time will result in more guests, and more of those guests will turn into members.

Attitude #2 - BE READY

What do you do when you know you are going to have company over? Sweep the floor, clean the bathroom, pick up shoes, wash dishes, and straighten cushions. Why? Because you want your guests to feel a certain way. Our Toastmasters Clubs are no different, except we may not know when we are expecting "company." So our house must always be in order. How do we do this?:

- Run quality meetings that start and end on time.
- Welcome all guests and seat them next to an experienced member.
- Give them a guest packet.
- Ask them for comments at the end of the meeting.
- A Club member should be assigned to talk with them after the meeting and follow-up with a phone call a few days later.
- Make your meetings fun and professional.

When guests attend and these bullet points are met every meeting, the chances of them returning, joining and remaining a member go up tremendously. People want to be a part of something that is fun, rewarding and with quality. Be sure to give it to them.

Attitude #3 - BE OPEN

Our club periodically held an "Open House". We thought that if each of us invited someone on a specific night and had food, then we had an open house. Not So! When our VP Membership heard about open houses from Gary Reece at a Toastmasters Leadership Institute, she came back with a new idea. We stepped out of our comfort zone and had 100 people attend. If not for VPM Dana Puterbaugh attending that training, sharing that idea, and our club deciding to try something different, we would not have gained 6 members on the spot and 12 over course of the next several months. If you want information on how to hold a WOW! Open House, call me at (937) 459-2624 or contact me at jamey_french@optibility.com

Attitude #4 - BE POSITIVE

A positive attitude is an amazing and powerful thing. It is so easy to just accept that your club is always going to struggle with membership, and probably never be distinguished because you can't get to 20 members. Henry Ford said, "Whether you think you can or if you think you cannot, you are right." The amazing thing to me is that every club, world-wide, at some point in time had 20 members, because a club must have that to start. Getting those 20 is a lot harder than getting back to 20. It all revolves around a can do attitude. Remember that your club was once at 20 or more members and believe that it can be again.

The Greenville Club adopted the nickname **The Can Do Club** many years ago, and while I am extremely proud to call this my home club, there was a time we did not live up to that moniker entirely. By adopting the four **BE Attitudes**, we truly are a **Can Do Club** and your club can be to. Feel free to visit the Greenville, Ohio Toastmasters club anytime, we love guests!



Jamey French, DTM
District 40 Lt Gov Marketing
jamey_french@optibility.com



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Leadership: The Wizard of Oz Way (Part II)

Wayne E. Baughman, DTM, Anderson Hills Toastmasters

In the last part of this article, we looked at an overview of the book "The Oz Principle" by Roger Connors, Tom Smith and Craig Hickman and how their book can be compared to Toastmasters, especially to your Club. In this article, we will look at what it means to be operating below the line.

The authors look at several areas as to how people operate below the line or as they also call it, the blame game. First there is the propensity of some people to ignore or deny that anything is wrong. It is like being in the forest and not being able to see the trees! I have seen Clubs that were not doing well and if you asked the membership, they would say that nothing was wrong.

Then there is the "it's not my job" syndrome. For example, is the only person in your Club that knows about and handles the membership forms, the Vice President of Membership? If so, what do you do when he or she is not at the meeting? I have seen cases where a guest wants to become a member and no one knows where the forms are or who fills them out. They tell the guest to come back to another meeting so that they can join. My question is, if this person finally got up what it takes to become a member and then is told to come back to another meeting to join, will they ever return?

The authors talk about finger pointing. I know of a Club that for years had always been distinguished or above. Then one year they weren't. Almost all of the blame went towards the president. Although he may not have done the best possible job, there were six other officers and many members who could have assisted the success. This also goes along with the CYT (Cover Your Tail) attitude. So that one person will not look bad, they push the blame onto others.

If any of these conditions exist in your Club, now is the time for you to step back and see what can be done to correct it. The longer you allow below the line activities to go on, the longer it will take to get above the line. And above the line activities are what we will look at during the next article.

Ed: Wayne Baughman, Distinguished Toastmaster and Accredited Speaker, is a twenty-four year member of Toastmasters and a member of Anderson Hills Toastmasters in Cincinnati, Ohio. He has organized twenty-six Clubs, mentored thirteen, and has coached two Clubs back to Distinguished or above. He can be reached by calling 513-324-5744 or email at speakupweb@aol.com.

DISTRICT 40 FLYER CONTEST FOCUSES ON THE FUN!

Kevin Vorheis, DTM, D40 Dir Public Relations

How many of us in our clubs wish to add more members? Almost all of us! How many of our clubs have special events to grow our club membership? Almost all of us! How many of us, to advertise these events, create a flyer?

To combine all of those activities, District Leadership has created the District 40 Flyer Contest - to encourage clubs to conduct events to grow their clubs, to advertise those events, and to show other district clubs how they did it and how well they did.

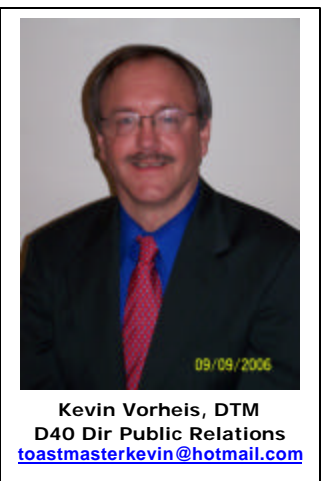
To enter, all a club has to do is to submit a copy of a flyer they used to advertise an open house, a speech craft or an anniversary party, conducted between July 1st 2007 and March 15th 2008.

And what is a contest, without prizes? There will be 7 prizes

- One winner for each of the 6 Divisions - to be announced at the Division International Speech Contest
- One winner for the club with the flyer achieving the best result
- From the six division winners - One grand prize winner, which that club will win One Full Registration to the 2008 Fall Conference.

For details, go to <http://www.d40toastmasters.org/flyercontest.htm>. To enter your flyer in the contest and for any questions regarding the contest, send them to d40flyercontest@hotmail.com.

Lets grow our clubs and have fun at the same time!





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Governor's Reception Matters, Too

Carol L. Kormelink, DTM, Area 53 (Loop Div) Governor

(edited by John Humpert CTM, CL ACE #8119)

A special invitation-only reception occurs at each Spring Conference on that Saturday, just before the evening banquet. Invitations will go out soon to members of all clubs achieving Distinguished Club status or higher on or before April 15, 2008. It will be a great memory for all who attend.

Now just imagine this: District Governor's Distinguished Club Reception must move to a much larger room than usual this year because so many club officers throughout District 40 did see just exactly how "Distinguished Matters."

I thank the many Toastmasters in Area 53 who heard and understood the message about how "Distinguished Matters" and who worked together as teams to achieve goals that keep their clubs strong. I am pleased to report that Toastmasters in Area 53 are on track to be well represented at the reception.

All six clubs in Area 53 sought all officers' attendance at Toastmasters Leadership Institutes (TLIs) in January, to achieve Goal 9 in the Distinguished Club Plan, that is, a minimum of 4 officers present at training twice: one time in summer, one in winter. Long after they leave Toastmasters, they can make use of their training in daily life. All were clear on why they all want to achieve Distinguished Club status by April 15.

FTMT on Campus Club #907534, Area 53's only corporate club, should achieve their ninth point by 2/14/08 for President's Distinguished Club and 10 of 10 by April 10th. This club has 14 new members since the new Toastmaster year began last July. It is one of five clubs in the District with three or more CCs to its credit and expects to have 10 CCs this year. Every officer attended Winter TLI and 5 in summer.

A Toast of the Town, Kenwood Toastmasters Club #7780 has quickly involved their 10 new members in club roles and raised the level of enthusiasm in the club. Their conversion rate of guests to members is phenomenal. President Rick Becker has encouraged members to have all paperwork submitted to achieve President's Distinguished Club by April 15th. All can envision themselves now, attending the Governor's Reception at the conference.

ACE Advanced Communicators & Evaluators Club #8119 is planning a unique Panel Discussion for Open House on February 18. They are expecting 3 or 4 DTMs before the Spring Conference. The Governor's Reception is a biggie for them, also.

TV Toastmasters Club #9523 has its Open House scheduled for February 9 with International Director Gary Mull, DTM, as Keynote Speaker. For Steve Ahrenholz, the Open House represents his High Performance Leadership project and the last hurdle for qualifying to become a Distinguished Toastmaster. Guest speakers are able to purchase a DVD of their presentation; members receive the DVD for free. All seven officers attended TLI in summer, and six attended in winter. They are well on their way to qualifying to attend the Governor's Reception.

Seven Hills Club #1578: Tiffany Everett from FTMT was appointed club coach. Enthusiasm abounds again, with Club President Michael Washington, ACG, ALB, and fellow members building team spirit by having 10 of 14 officers attend TLIs. Their Open House in April will feature Gary Reece as Keynote Speaker. Governor's Reception for them, too.

Cincinnati Club #472 President Polly Giblin and VPE Ron Althaus developed an orientation meeting to make that first few months easier for new members who want to understand all that goes on in Toastmasters. For the seasoned members who conducted the eight sessions about the many facets of the Toastmasters organization, it was also a learning experience. Another club for Governor's Reception.

In two and one half months in April will you be saying "I'm glad we did" or "Gee, I wish WE had . . ." Make plans now to be at the Governor's Reception!



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Interesting Web Site

Each issue we try to highlight a different, interesting Toastmaster club web site. This time we point you to the Franklin Toastmasters web site. To see it, go to the URL <http://www.franklin524toastmasters.com>

Ed: OK, so there is a little special interest here. This is my club's web site. Hope you like it.



Are YOU New to Toastmasters?

The TI web site has a special page just for new members. Go to see it at: <http://www.toastmasters.org/Members/MemberExperience/NewMember.aspx> and see what it's all about.

For Club and/or Dist Reports:

For info on how your club is doing (or the District itself) go to the TI web page at: <http://www.toastmasters.org/Members/OfficerResources/Reports.aspx>

District 40 Web Site Submission Guidelines:

Go to this web site page for information on how to submit <http://www.d40toastmasters.org/profiles/webmaster.htm>

Send your emails to: webmaster@d40toastmasters.org

Toastmaster Billboards on the Horizon?

Jamey French, DTM, Lt. Gov. of Marketing

Does this look familiar? A few years ago billboards were placed around the district and a boost in membership and club leads were the result. The District will once again be placing billboards around the District, so keep an eye out for them. In addition to the billboards, keep an eye on the newspapers and ear to the radio stations as a series of Public Service Announcements (PSA's) and articles are being released over the next several months.

TIP: As your clubs get inquiries or guests, remember to ask how they heard of Toastmasters and why they decided to attend/join. This kind of marketing information

is valuable to your club to determine what types of marketing activities are resulting in visitors and members. In addition for use in your club, please share your research with your Area Governor, Division Governor and me. This helps the District to know what activities are increasing awareness of Toastmasters throughout the District and what is driving people to inquiry and visit clubs



TV Toastmasters Schedule Open House

Steve Ahrenholz, ATM-G, CL, VPM, TV Toastmasters #9523

See yourself as others see you! Come attend TV Toastmasters' open house on Saturday February 9, 2008. Our open house will be from 9:45 to 11:45 a.m. TV Toastmasters will be hosting their first open house at the new Anderson Township Civic Center community access television studio. Our regular monthly meeting is the third Saturday of each month starting with studio setup at 9 a.m. Come and check us out!

The new Anderson Township Civic Center is at 7850 Five Mile Road, Cincinnati, OH 45250. For more information contact Steve Ahrenholz, ATM-G, CL, VP Membership, at 513-841-4471 or at sta2z@zoomtown.com

Ed: How about news of YOUR club? Send input to successtimes@d40toastmasters.org for inclusion in the NEXT issue of the ST. Let everyone know how well your clubs is doing.

Stuck For Word For The Day?

Jay Eikes, DTM

There are many ways to select a word of the day, either for your own personal use or for a meeting. Recently, I came across a new way that also serves a higher purpose.

The website <http://www.freerice.com> is a designed as a vocabulary drill for college entrance exams. It offers a word to be defined and four possible synonyms. The goal is to correctly guess which is correct. The correct answer leads to a more difficult word, a wrong one to an easier one. There is bound to be one to use for the day.

The higher purpose is reflected in the name. Each correct answer results in 20 grains of rice being donated to a UN food program. Each day, over 100 million grains are donated by sponsors whose ads run as you play the game.



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Success Times Article Submission Guidelines:

Articles can be up to about a thousand words if there are no photos included. For each photo, deduct four hundred words. The goal is to keep articles on one page for ease in arranging layout.

The editor reserves the right to edit input to fit pages and for readability. The author will be notified of changes made and given opportunity to approve/modify same (minor grammatical and/or spelling changes will be made without notice). If no reply to such a change notice is received, consent is implied.

All entries should include the author name/email address, TI title (as in CL, ACB, CC, etc.), club officer position (if any), and club name/number.

Input cutoff dates: target dates are the 15th of January, March, August, and October. Publication will be as soon as possible after such dates (probably within two weeks). These dates are fluid and may vary depending on current circumstances.

The ST editor is seeking active and continuing editorial assistants. YOU can be part of creating the next Success Times!

Send inputs and comments to: successtimes@d40toastmasters.org.

Building YOUR Network

Jay Eikes, DTM

Your Toastmasters club is the nearest part of a huge network of people dedicated to helping one another. Area, division and district events like contests and conferences connect you to progressively larger pieces of that network. I encourage you to take advantage of such opportunities. but in the end your network is only as valuable as you make it.

One way to get more impact out of all the people you know is to use a networking web site called www.linkedin.com. You create an account for yourself then invite friends and colleagues to join your network by creating accounts of their own. The web site tracks statistics on your friends, their friends, and a third level beyond that. By tracking a network three layers deep, the number of people you have access to grows to huge numbers.

I have found this is a good way to keep track of both my active contacts and those who aren't current. This has worked particularly well tracking former members who have moved out of town. After a couple months, I am getting invitations from people I list contact with years ago. Some are Toastmasters, the rest are potential members

What's Missing Here?

YOUR article, YOUR news, that's what's missing! All it takes is a few minutes. Give credit where credit is due. Spread those warm and fuzzies. We are in the Communicating business. So... COMMUNICATE! There are lots of folks that deserve recognition that don't get it. Area and District Governors, Club Presidents and VPs PR, shine that spotlight where it belongs. Don't be late next time. Send it and it will appear. ☺

The Success Times Needs YOU!



The Success Times is seeking those of a creative nature: one person per Division in District 40. Look for and/or create articles for publication. Be a part of the Team. Contact the editor at: successtimes@d40toastmasters.org

Toastmasters International

Check Our Website at <http://www.d40toastmasters.org> for the Latest Information

District 40 Success Times Editor

Steven Guenther

Cell: (614) 581-4289

E-mail: successtimes@d40toastmasters.org

Address: 1631 Minturn Drive
New Albany, OH, 43054



District 40 Success Times Publisher

Walter "Bud" Watkins

Home: (937) 599-4851

Cell: (937) 441-3613

E-mail: bud_watkins@optibility.com

Address: 3271 CR 130
Bellefontaine, OH, 43311

Please share the Success Times with your club by distributing via email and at your meetings!