



# Join Us On the Path To ToastMASTERY

## WELCOME AND HAPPY NEW YEAR!

### District 27 Newsletter

Vol. 1 Issue 1 – Summer 2009

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### Current Happenings

- > **District 27 Fall Conference**  
November 14, 2009  
Hilton Garden Inn  
Fairfax, VA
- > **Club Officer Training**  
(see Page 2)

### District 27 Officers

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District 27 Governor  
John Lesko, DTM

### Fellow Toastmasters and Friends:

When was the last time you contributed to something extraordinary?

Has it been awhile? Or was your extraordinary accomplishment something that happened just last month, when you submitted an application for the Competent Communicator (CC) or Advanced Communicator (AC) award? When you serve as a club or district officer, these too are extraordinary achievements. And because of our efforts, District 27 is a distinguished district for the fifth year in a row! Let's go for six.

### CCs' Redefined

Recently I've come across some very interesting research about CCs. (See Mark Weber and Keith Murnighan's work as cited in Rotman magazine,

University of Toronto, Spring 2009.) Note that CCs in this case DO NOT stand for Competent Communicators, but rather equate to Consistent Contributors in an organization. According to these two professors of management science, Consistent Contributors:

- > Have a positive impact on their fellow group member's choices
- > Obtained significantly better outcomes than the members of groups that did not include CCs
- > Led to more cooperation by members of the group than groups without CCs
- > Influenced (in a positive way) how the members of groups saw themselves.

### So What!?

I think Consistent Contributors in Toastmasters clubs are those members who are true servant-leaders. CCs become mentors to others. CCs serve as club officers, club coaches, and/or volunteer to serve on area, division, and/or district committees. And although there has been no university-backed study to prove my hypothesis, I posit that our consistently high-

performing clubs are most likely led by Consistent Contributors who attract other CCs into their ranks and clubs. Our extraordinary future starts today.

On July 1, 2009, we collectively push the RESET / RESTART button. The awards earned during the past TM-year are history. So what are your plans for the 2009-2010 Toastmaster-year? Are you ready to begin again and contribute to something extraordinary?

Let's continue to listen to our mentors and speech coaches. When we 'evaluate to motivate' this feedback helps everyone grow toward becoming better communicators and leaders. Practice, practice, practice under the watchful eye of your mentor, coach, and evaluators. Surrender to the discipline that we find in the Toastmasters program. Mentally rehearse your speeches and your actions as a leader before you step up to the lectern. Push the edge of the performance envelope by stepping outside your comfort zone. Join us on the path to ToastMASTERY!





## EDUCATION & TRAINING TRAIL BLAZING

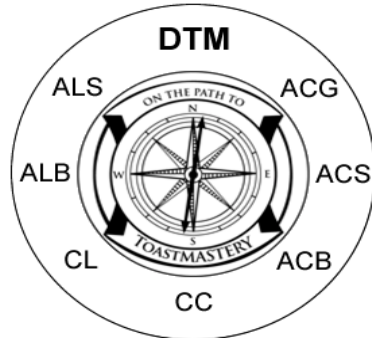
by LGET Paul E. White, DTM



Lt. Governor of Education and Training  
Paul E. White, DTM

“The LGET’s BIG AUDACIOUS GOAL is to lead the District to achieve 400 or more CC and 200 AC awards.”

In the age of the great explorers no one would think about launching on a voyage of discovery without a compass, quadrant, sextant, and other navigation instruments. As we embark on the Education and Training Path to ToastMASTERY this year, we too have guiding instruments.



The LGET (Lieutenant Governor of Education and Training)’s BIG AUDACIOUS GOAL for the year is to lead the District to achieve 400 or more Competent Communicator awards and 200 Advanced Communicator awards.

These goals are achievable if we collectively “work” the program together, and of course have “fun” doing so. If members select a “destination” from the compass and keep their eyes on the path, then members, Clubs, Areas, Divisions and the District will be successful in reaching these seemingly high educational award numbers.

We all learn by seeking assistance from those who have gone before us. As LGET, I am pleased to have two POWERfully-experienced mentors who will help me traverse this year’s leadership path: Immediate Past Distinguished District Governor, Lillian Cooke and Past District Governor Viki Kinsman.

When you are in unexplored territory, a guide can be a big help. Who have you chosen to coach and guide you this year?

By his words and deeds, Dr. Ralph Smedley continues to serve as a guide for all Toastmasters. Dr. Smedley wrote:

*“Let us continue to be a ‘movement’ rather than an ‘organization’ or an ‘institution.’ A movement is headed in a definite*

*direction, with clear motives and destination...”*

If we all choose a TM destination on the compass, follow the Distinguished Club Plan as our map, practice teamwork as our vehicle, and seek the benefit of a **Coach**, then with the strength of our District 27 **Culture** of success and with a strong **Commitment** by all, we will continue to reach our goals and have a highly successful 2009 – 2010 TM year.

Clubs that are Distinguished (or better) year-after-year maintain a club strength of 20 members or more and send their officers to the Toastmasters Leadership Institute (TLI) for training. Please see details on this year’s TLI programming on page 6.

Plan your club’s success now by assuring that all 7 of your club officers are trained this year. You will not only earn a Golden Toaster, you will set your club and its members up for an enjoyable and successful Toastmaster journey.

*“We learn best in moments of enjoyment”*  
– Dr. Ralph Smedley



### D27 TLI Schedule Summer 2009

- July 18, 8:00a-12:30p  
South County
- August 1, 8:00a-12:30p  
Fairfax County
- August 20, 6:00p-8:30p  
NRECA
- TBD, 6:00p-8:30p  
Washington, DC



### TLI Training – Did You Know?

If you can’t find a convenient time and place to take your training, check the [District 36](#) and [District 18](#) websites for their TLI sessions. You will receive credit just as if you had attended our own TLI session. Since District 36 includes many parts of Maryland and the northern part of DC, you may find their training locations and dates particularly useful!

# EXPECT A YEAR OF GROWTH, EDUCATION, AND FUN! By Julie Brown, Lt. Governor Marketing, ACS, CL



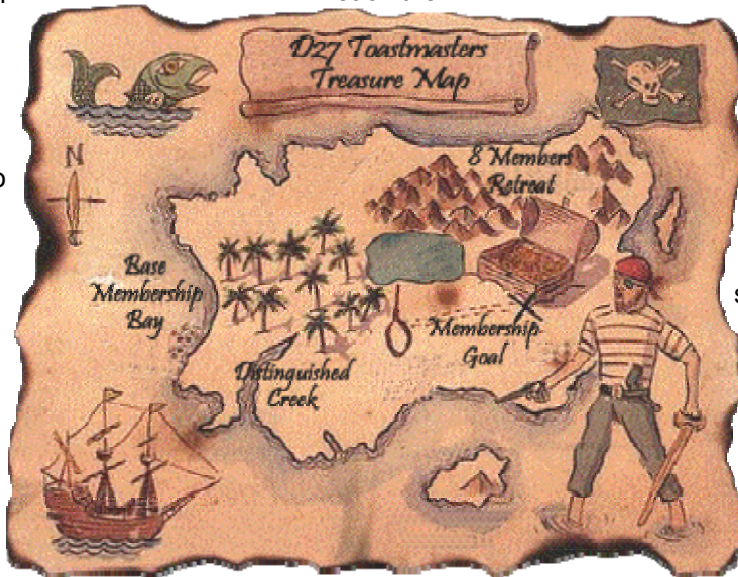
Lt. Governor of Marketing  
Julie Brown, ACS, CL

Welcome to the 2009-2010 Toastmaster year! This year is going to be full of exciting opportunities for growth, education, and fun within District 27 Toastmasters. Many of the same activities that have been around for years will be implemented again. Several new opportunities will be added to enhance our membership building experience.

One of the superb qualities possessed by Toastmasters International (TI) is that they provide healthy goals for our Toastmasters clubs to reach. Within the Distinguished Club Plan (DCP) there is a balanced requirement for reaching educational, membership, and operational objectives. Membership goals within the DCP suggest that each club bring in at least 8 new members each year. This goal can be easily reached by engaging in membership building programs such as the

Smedley Award, March Madness, and Beat the Clock.

This year, District 27 is adding two new opportunities to our membership building program. The first is a Treasure Map that will give clubs a path to follow as they seek the reward of 8 new members, and achieving / maintaining a club level of 20 members (or, net gain of 5). It is my belief that as long as membership building practices are put into action, clubs are guaranteed to reach their



membership goal. The Treasure Map will help us put those practices into action to help us find that long-awaited buried treasure of new members.

The second opportunity the Marketing team will provide is four training sessions. One session will be presented each quarter throughout the year. These workshops will focus on topics such as 'Club Coaches Training', 'Membership Building

Contests', 'Planning Your Club's Marketing', and 'Getting your Club to 20 members in less than 20 days.'

My goal with these membership building programs is to not only promote successful opportunities, but more importantly, to teach clubs how they can strengthen their membership by putting in place several simple, highly successful habits.

Healthy clubs are happy clubs, and happy clubs have happy members. This year we will provide the tools and training to help every club achieve and maintain a strong base of 20 members. All clubs will have the opportunity to reach this goal, and it is my intention to work side-by-side with you as the plan and the action are put into place. We're looking forward to celebrating great successes this 2009-2010 year as we travel down the path to ToastMASTERY!

“One of the superb qualities possessed by TI is that they provide healthy goals for our Toastmasters clubs to reach.”

### Accepting Nominations for:

- > Toastmaster of the Month
- > Area Governor of the Month

Send nominations to [awards@d27tm.org](mailto:awards@d27tm.org)





## TOASTIMONIALS

### Relishing In A Successful Year!

submitted by Immediate Past Distinguished District 27 Governor, Lillian O. Cooke, DTM

Life as the Immediate Past "Distinguished" District Governor (IPDDG) is sweet. I am so proud of the accomplishments made by the 2008-2009 team, and I will continue as a member of the District's Executive Committee as a mentor to the 2009-2010 team. It feels good to know that I have been instrumental in helping some of the team members to enhance their

leadership skills. I want to mentor the current leaders, and future leaders, as I have been mentored during my Toastmasters journey which began in April of 1998.

This year's theme of On the Path to ToastMASTERY echoes my feelings of this organization. Education is the key to opening the doors of opportunity and success. My goal as

IPDDG is to share as much knowledge as possible with as many people as possible so that the District 27 family has the tools needed to make the Toastmasters' journey easy and fun.

*"On the path to ToastMASTERY...I took the road less traveled by, and that has made all the difference."*

-Robert Frost



If you have a *Toastmasters* question for your...  
**District Governor • LGET • LGM**

Please send an email to:

[Dist27PRO@gmail.com](mailto:Dist27PRO@gmail.com)

## DISTRICT 27 HAS NEW CHARTERED CLUBS!

We are proud to announce our most recent clubs and members to the District 27 family. Welcome!

Club #	Charter Date	Club Name	Location
1153498	10/28/2008	Fredericksburg Speech Easy	Fredericksburg, VA
1205249	7/24/2008	BAE Systems 80 M Street	Washington, DC
1218929	8/4/2008	The Burgay Advanced Club	Annandale, VA
1239522	2/9/2009	CEmply Speaking	Mc Lean, VA
1259472	2/5/2009	BE Toastmasters	McLean, VA
1268944	12/15/2008	Speak By Design	Alexandria, VA
1269860	12/16/2008	ASBC Toastmasters	McLean, VA
1270321	1/1/2009	REI TMC	Herndon, VA
1272226	1/1/2009	Lee Roadies	Chantilly, VA
1279743	2/10/2009	Fortuna Forensis	Culpeper, VA
1299290	3/13/2009	Aerospace Toastmasters	Washington, DC
1306291	3/25/2009	St. Margaret's Achievers	Seat Pleasant, MD
1306641	3/26/2009	Eastern Federal Lands	Sterling, VA
1307401	3/27/2009	UST SAY ITT!	Alexandria, VA
1313267	4/2/2009	Elocution	Lexington Park, MD
1316377	4/10/2009	Ridge Star	McLean, VA
1320400	4/15/2009	George Washington University VA Campus	Ashburn, VA
1320487	4/15/2009	RSC Toastmasters Club	Reston, VA
1322450	4/20/2009	SymSpeak	Alexandria, VA
1322550	4/20/2009	ASCO Speak EZ	Alexandria, VA
1336556	5/22/2009	Signature Speakers of Verisign	Dulles, VA
1347288	6/12/2009	Ballston Articulators	Arlington, VA

# TOASTMASTERS IN THE NEWS

## Youth Find Their Voice submitted by Mary T. Bowman, CC

Youth Leadership and Life Skill Program teaches students of Calvert County the art of public speaking.

It is commonly thought that the number one fear for people is public speaking. Children are no exception, they know what they want to say but most times are afraid that no one will listen or worse they feel that adults don't care about what they have to say or that they look silly and laugh at them.

Huntingtown High School TEAM Care and Calvert Toastmasters sponsored their first free Youth Leadership and Life Skill Program for students of Calvert County.

The children that attended the program ranged in ages 6 – 15 years old. The program was co-hosted to teach school age children about public speaking and leadership.

During the classes, students learned the art of preparing a speech and how to give a speech about topics that interested them, ranging from Fire Safety in the White House, to Caring for an aging Pony.

The children learned how to maintain eye contact, the importance of shaking someone's hand, controlling being fidgety and avoid peppering their speech with "ums" and "ah's".

One parent, Juanita Tayman, states her daughter Rachel greatly

benefited from the program. "My eight-year old daughter, who was extremely shy, recently completed the Toastmasters Program. She is now very comfortable and confident while speaking in public. In fact, she loves it and wants to enroll in the next session! I highly recommend this course for all youth to boost their self-confidence and provide a sound life skill. The results are amazing!"



Front row Participants: Rachel Tayman, Jacqueline Bowen, Jacob Bowen. Back Row: Linda Craven, VP Education Calvert Toastmasters, Mary T. Bowen, Coordinator, Participant Edward Bowen, Su Crutchfield, President Calvert Toastmasters, Calvert County Commissioner, Susan Shaw, Participant and President Chasen Hughes, Calvert County Delegate and member of Calvert County Toastmasters Sue Kullen.

A tenth grader, Chasen Hughes, participated in the program and says "I thought public speaking was simply getting up in front of a crowd and talking. The Junior Toastmasters program has taught me the finer points of speaking and to be aware of using words like "um", "uh", and, "so" during pauses in a talk. I listen very closely now when others speak, and notice the number of times they use the "um" word. I notice, as a whole, not many people speak clearly without using these words. I believe

the Junior Toastmasters program should be instituted not only countywide, but also statewide."

Mary T. Bowen is the Youth Program Coordinator, and is a member of the Calvert Calvert County Toastmasters program. Bowen loves Toastmasters so much that she became the first Competent Communicator in the newly formed Calvert Toastmasters. Bowen says, "Look around and you see so many children and adults that don't know how to properly greet or talk with one another, these are important life skills that everyone needs, but aren't taught in school." "I wanted to facilitate this program to teach the students the skills and tools to build self-confidence and how to function in the real world."

To kick the program off Delegate Sue Kullen gave a very inspiring speech to the youth members about reaching beyond the expected to stretch themselves for higher levels of achievement. Kullen, also a member of Calvert Toastmaster's, inspired the children to find their voice during the program and was so pleased to come back at the end of the program to see how much the children had improved and shined.





**ARTICLE & PHOTO CONTRIBUTIONS WANTED!**

The District 27 Toastmasters Newsletter is produced by and for members of the District.

The Newsletter Team welcomes your contributions. Please submit your article, photos, or any questions to the editor.

[Dist27PRO@gmail.com](mailto:Dist27PRO@gmail.com)

## HUMAN INTEREST

### Your Toastmaster Resume

If you are passionate about your Toastmasters membership and you remain active in the organization, what a great way to keep track of your accomplishments and achievements. Highlighted from an article written by Bonnie Maidak, DTM, of our sister District 36, Bonnie asserts that the "Toastmasters resume is beneficial whether it is in your personal Toastmasters life or in your professional career life", and notes that while your traditional resume tracks your career accomplishments and is distributed for purposes of a job application or review, your Toastmasters resume makes it easier to earn your next Toastmasters award, especially if returning from an extended hiatus.

As you accumulate Toastmasters accomplishments and activities over the years, your resume gets filled out; you begin to realize how much you have achieved, and see all the skills you have gained that have translated into your work and personal life. You will impress yourself and others on how far you have come!

A condensed example of a Toastmasters Resume is shown below. For a full version of the sample resume, you can click on it if viewing this online, or you may wish to download it from:

<http://ashburn.freetoasthost.ws/files/sampleTMRResumeTemplate.doc>.



[Click Here](#)



## Join Us Online!





## Collaborate!

### On the Web

Visit the District 27 Web Site at <http://www.d27tm.org> and read the District 27 blog at <http://blog.d27tm.org>. For your convenience you can subscribe to the blog via RSS or email.

### Social Networking Sites

You can also ask questions about District 27, express an opinion, or share information on a number of social network sites:

-  Facebook <http://bit.ly/4dW6r>
-  LinkedIn <http://bit.ly/FmypR>
-  Twitter Search hashtag [#d27tm](#)
-  Ning <http://bit.ly/GqUdQ> (VPMS)

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