

The Transmitter

Volume 3 Issue 3

January—February, 2002

Calendar of Events

Jan 4— Des Moines, TLI
Jan 11—Iowa City, TLI
Feb 1— March 31
Talk up Toastmas-
ters Membership
drive
March — Collect Club Dues
Apr 10 — Club Dues to
Toastmasters Inter-
national
May— Elect 2003-2004
Club Officers
May 1—June 30
Beat the Clock
Membership Drive
May 15-16 — District 19
Convention, Sioux
City, IA

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Trekking To the Summit

Believe it or not, we are more than 1/3 of the way into the Toastmaster year; in mountain climbing terms, this would put us at Camp 2. It's still a long way to the top, with lots of crevices, avalanches and ice fields in our path.

I have been so impressed with the team work and enthusiasm that District 19 has had so far. This is what it takes to climb to the summit. We have already established a base camp, we have the resources and foundation in place to be Distinguished. The officers have been trained, the budget is approved, Area visits have been completed and we have a "plan of attack" with the High Performance Report the Senior officers had to complete. What we need now is to pursue our goal with all the energy we can muster.

Our primary objective is to get to Camp 3 and beyond. This means we have to charter new clubs and grow membership. We have 2 new clubs in the making, but we need a longer rope, one that stretches to all corners

of the District. We need to be exploring new areas of the mountain. Look in the crevices, behind rocks, any place that you can think a club may be hiding. When you find a likely suspect, tell Diane. It is her job to organize a scouting party and explore this area. Who knows, it may even prove to be a new route to the top.

New clubs automatically mean new members, that means more CTMs and ATMs. Everything is tied together as we climb this mountain. One person can not do it alone, they need support and cooperation of a team, a climbing partner. Each link is crucial. Should one member fall, the whole expedition could slide down 1000's of feet, sometimes even to their death! Yes, we will have set backs. We will lose some clubs, we will lose some members, but with everyone helping, it will only be a slide backwards and not a fatality.

As we approach the summit, the air will get thinner, the temperature will



Martha Tinker
District 19 Governor

get colder and each step will be a major effort. The excitement will begin to build. Climbers wait for the perfect weather conditions and then make the final push to the top. We will make the final push in April and May to be Distinguished. For now, we need to be making the final preparations. Storing up on food supplies with CTs and ATMs, putting our teams together with new members and clubs and anticipating those backward slides.

The summit is in sight, we can see it every day from our camp, it is waiting for our assault. We will Reach the summit in 2003!

Please submit your nominations for 2003-2004 District Governor, Lt. Governor of Education & Training, Lt. Governor of Marketing, and Division Governors to Reginald Williams, PDG. You can find the rules on nomination at the District 19 Website (www.kirkwood.cc.ia.us/tm/).

Take Time to Reflect



Jim Gilbert, ATM

Lt. Governor of Education
& Training

Thanksgiving is over, the turkey was wonderful and I am stuffed. At this writing there are only 24 days left until Christmas. I am in a festive spirit and I am sure you, the Toastmasters of District 19, are busy with plans for Christmas and the holidays. It is at this time of the year that I like to take time out and reflect upon where I have been and where I am going. I invite you to do the same.

I am still excited from the Fall Conference in Iowa City. There were great educational sessions, wonderful speeches and evaluations and of course the opportunity to see old friends and meet new ones. What I

enjoy is the networking opportunities the Conference provides those Toastmasters that attend and take advantage of the opportunity. Although it is still six months in the future I invite everyone to plan on attending the Spring Conference in Sioux City and Explore Old and New Territories with your fellow Toastmasters.

But I diverge. Reflection is the topic. Members of District 19 have done an outstanding job this past six months. Officer training went well. TLIs have been scheduled for the continued training of Officers. Remember this second training is necessary to complete the Distinguished Club Program goal for Officer Training.

This is also a time to reflect on the past six months and your Toastmaster goals. Personal goals, Club goals,

and Area and Division goals. Where do you stand? Have you obtained that CTM or ATM? How about that CL? Are you working on your CL? Every Club Officer should receive a Competent Leader award. How is your Club doing in the recruitment of new members? Time to look back and plan for the next six months.

I need two more speeches for my next CTM. I am three speeches away from my ATMG. I will accomplish these goals within the next few months. Have you got your goals set down on paper so you know exactly what you need and when you will achieve your goals? June 30 will be here before you realize it and with that date a new Toastmaster year. Plan now to achieve and accomplish your goals. Reach high. Reach for the Summit.

Promoting Your Promotion

By Jeff Clothier
Public Relations Officer

Those of you who dropped by my presentation on electronic marketing (available online at <http://www.clarityiniowa.com/files/ElectronicMarketing.htm>) at the District 19 Fall Conference in Iowa City know that once you have a club website, Yahoo Group or other online promotional vehicle out there, your job is not done. How do you get people to look at your site, or even find it on the web?

Posting to search engines such as Google, Yahoo, Excite, etc. can be helpful, but the traffic you want is mostly local. Therefore, your market-

ing strategy must be local. Here are a few practical suggestions for promoting your club website to your community:

- Have a "launch party," open house or similar event to celebrate the startup of your site.
- Send a press release to your local newspaper.
- Offer to "trade links" with other community organizations and businesses with websites. That is, ask them to post a link to your site on theirs, and vice versa. Check with your local Chamber of Commerce to find out who's online.
- Make sure your web address is on every piece of club literature, business cards, outgoing

mail and email, etc.

- Ask your members to include a link to the site on their personal email signature.
- Offer to send presenters to Kiwanis, Optimist, Rotary, and other group meetings to promote both your club and your website.
- Make sure TI knows you have a site so they can add you to their list of links at www.Toastmasters.org.

A website can be a wonderful marketing tool, but it is useless unless it can be easily found and viewed. Make your product as attractive as possible, then promote, promote, promote!

Toastmaster Leadership Institute

Toastmaster Leadership Institutes are for all Toastmasters. TLI's offer club officer training and other topics of interest to all Toastmasters. Club officers will find this an excellent opportunity

to complete the second half of your training needed for Goal # 9.

Division B & E — Jan 11, 2003
Kirkwood Community College,
Iowa City, 9:00 AM

Division C & D — Jan 4, 2003
Iowa Methodist Medical Center,
Des Moines, 8:00 AM

News From Summit Express, Marketing Column



Diane Stone, DTM

Lt. Governor of Marketing

Marketing promised to give any club that had an open house or special meeting in September through November, a leadership manual of the club's choice. Also all clubs that had guests that joined would be mentioned in the Transmitter. Please let me know as soon as possible if your club had an Open house and if any visitors joined as a result. Here is the story of four clubs and their success with their open houses.

Ralph Hoksbergen, president Of Oskaloosa Toastmasters #6021, reported that his club had two special meetings. The Oskaloosa club hosted special guest speaker Danny Carroll, Iowa House representative for District 58 on September 19th. He spoke on honesty and the integrity in politics. The club then invited the community activists to a September 26th meeting that kicked off the club's seven-week speechcraft. The club advertised in the Oskaloosa Daily Herald and the Shopper. The result is that the club

gained three new members.

Helen Jacobs, President of Toast O' Town Toastmasters #2904, reported having a Halloween themed open house October 17th. There were 20 guests and 15 members were spooked by ghosts and goblins tale. The club gave away door prizes (one of which was a free 6-month membership). The club gained one new member.

Helene commented, "As a note of interest, I was able to get a few door prizes that I give away at the meetings. Once a month I draw a winning name. Everyone qualifies for the drawing, both guest and member. I do this at random to encourage attendance. In a couple of months, I should know if it has helped."

Terri Smith, president of Waterloo Speechmasters #9708, reported that the club's open house at Waterloo Industries drew 35 guests on October 31st. A news brief in the business section of the Waterloo Courier announced the club's open house. Terri also wrote a "letter to

the editor" that appeared in the local newspaper and was interviewed on MIX 96.1 FM.

Terri stated, "For our open house, we had food and an actual meeting so that our guests would know exactly what happens at our meetings. We had two drawings, new membership packets, and business cards of our group to hand out. At the club's next meeting three guests from the open house came, one joined and another guests brought two more guests. Also in attendance was a student from the University of Northern Iowa that was not able to make the open house."

Three clubs in West Des Moines coordinated their open houses over Columbus Week. Westlakes #6000 had a presentation on visionary leaders on October 16. Four people joined the club.

Good Job, Everyone! By the way, please let me or Jeanne Hunt, speechcraft chair, know if you have had a speechcraft and the results of it.

Exploring Old and New Territories: Spring District 19 Convention

Conference Registration Form,

Sioux City, Iowa, May 16 and 17, 2003

Please type or print (one registration form per person)

Name _____ Check if attending your first District 19 Conference _____
 E-mail _____ Day Phone _____ Evening Phone _____
 (Conference information updates will be e-mailed)

Address/City/State/Zip _____
 Club Name _____ Club Number _____ Division A ___ B ___ C ___ D ___ E ___

Are you a 2002-2003 Club Officer? Pres ___ VPE ___ VPM ___ VPPR ___ Sec ___ Treas. ___ Sgt-at-Arms ___

TM level(s) achieved CTM ___ ATMB ___ ATMS ___ ATMG ___ CL ___ AL ___ DTM ___

Are you a past District 19 Governor? _____ (Year served)

If you are you a non-Toastmaster guest, whose guest are you? _____

REGISTRATION

November 15-16 ONLY	\$55	<input type="checkbox"/>
November 17-April 15	\$70	<input type="checkbox"/>
April 16-May 15	\$75	<input type="checkbox"/>
On-site Registrations	\$80	<input type="checkbox"/>
Saturday Lunch	\$20	

Registration Fee (Advance)	\$15	<input type="checkbox"/>
Registration Fee (On-Site)	\$20	<input type="checkbox"/>
<u>PLUS</u>		
Friday Evening	\$20	<input type="checkbox"/>
<input type="checkbox"/>		
Saturday Banquet	\$30	<input type="checkbox"/>

GRAND TOTAL (write in) \$ _____

Make check payable to: "District 19 Toastmasters" and mail with registration form to: Registration Chair, Maralyn Grimoskas, 2805 S. Coral St., Sioux City, IA 51106-3333 (Full size registration form will be in the next Transmitter, and on the District 19 website.)

Changes to District Directory

Darla Welch, District 19 Secretary, has compiled a list of club Presidents and Vice Presidents of Education. This list has been distributed to district officers. If you would like a copy of this Directory, please contact your Division or Area Governor. Please make the following changes to the Directory:

District Historian & Credentials Chair, Mary Young, 3204 E. Ovid Ave, Des Moines, IA 50314-3827, 515-263-1392

Hy-Vee Corporate, West Des Moines -Charter: 8/95 Mon. noon; Hy-Vee Corporate Conference Center, W. Des Moines
PRES: Shelley Haberkorn, 5820 Westown Parkway, W. Des Moines 50266- (B) 515 327-2168; (H) 515 964-4279; shaberkorn@hy-vee.com

VPE: Sylvia Williams, 5820 Westown Parkway, W. Des Moines 50266- (B) 515 267-2800; Swilliams@Hy-Vee.com

Red Oak, Red Oak
Charter: 2/90 Thur. 6:30am; Red Coach Inn, Hwy 34, Red Oak
PRES: Bill Drey, 1491 "J" Avenue, Red Oak 51566- (H) 712 623-9414; (B) 712 623-2592; drey@iastate.edu
VPE: Trisch Walker, 1015 E. Valley Street, Red Oak 51566 (H) 712 623-6899; (B) 712 623-4960; puzzled@heartland.net

Capital, West Des Moines
Charter: 4/59 Thur. 7:15am (except June-Aug.) Farm Bureau Building, Private Dining Room, 5400 University Ave., W. Des Moines
PRES: Mark Wierson, 9825 Iltis

Drive, Urbandale 50322—(H) 515 276-9517; (B) 515 245-2885; mwiers@worldnet.att.net
VPE: Becky Scott, 4669 Wakonda Drive, Norwalk—(H) 515 285-2289; norwalkscott@yahoo.com

Talk of Des Moines, Des Moines-
Charter: 11/98 Wed noon; Park Place, 3rd Floor Lounge, 615 Park Street, Des Moines
PRES: Miriam Sayre, 1238 48th Street, Des Moines 50311- (H) 515 279-5091; seanmiriam@aol.com
VPE: Virginia Palmisano, 32907 690th Avenue, Collins 50055 (H) 641-385-9110; (B) 515 558-6536

Mid City Toastmasters, Des Moines,
PRES: Nancy Mauderer, 3917 51st St, Des Moines, IA, 50310, 515-276 -7051; nmauder@aol.com

Miscellaneous

Tracking Progress

Do you have trouble keeping track of your club's progress? A spreadsheet has been developed that clubs can use to track their progress in the Distin-

guished Club Program. The spreadsheet can be found on the District 19 website at www.kirkwood.cc.ia.us/tm. The spreadsheet is entitled "Club Success Plan."

Training Opportunities

Watch for information on training dates from your Division and/or Area Governors. Training dates can also be found on the District 19 website.

District Library

Did you know that District 19 has a library from which you can check out materials? To check out items from the library contact Marvin Johnson at marbud@cablone.net or 712-258-1992. Marvin will let you know the deposit amount for the item requested. After receiving your deposit he will make arrangements to get the requested material to you. Your deposit will be returned after the materials are returned.

What is in the library? The following items can be checked out:

Videos— Be Prepared... To Lead, For Meetings, To Sell, To Speak (4 videos); Meeting Excellence, TM International World Championship of

Public Speaking— 1990-1997 (8 videos)

Books — The Story of Toastmasters, The Great Peacemaker, Personally Speaking.

The Better Speaker Series— Beginning Your Speech, Impromptu Speaking, Preparation & Practice, and Take the Terror Out of Talk.

Success Leadership Series — How to Conduct Productive Meetings, Improving Your Management Skills, Leadership (Part I & II), How to Listen Effectively, The Art of Effective Evaluations, Building Your Thinking Power (Part I & II), and From Speaker to Trainer

Success Communication Series: Speechcraft (Coordinator & Participant manuals), How to Advise the speechcrafter, and Expanding Your Horizons.

The Successful Club Series— Closing the Sale, Meeting Roles and Responsibilities, Creating the Best Club Climate, Evaluate to Motivate, Finding New Members, Mentoring, Moments of Truth, and Setting the Stage for Success.

Miscellaneous — Debate Handbook, Put On a Good Show; and TM International's Meeting Planners' Handbook.

Ask District 19

This section of the newsletter is for District 19 Toastmasters to ask questions concerning a situation or scenario happening in their club with which they need help. Fellow Toastmasters are encouraged to think about the situation and to then tell how they would respond to the situation. Responses should be sent to the Transmitter Editor at cmgordon@midamerican.com within two weeks of the newsletter and be brief in nature.

Situation # 3:

Dear District 19,

Each year we have trouble filling club officer positions. What can I do to convince fellow Toastmasters that obtaining a leadership position is worth the time and effort.

Concerned Toastmaster

Situation #2:

(situation from last newsletter)

Dear District 19,

I'm having trouble getting club officers to attend the second training in the winter. Many of them tell me that they have held this club position in the past and they got training the first time around. They don't see why they need to do it again. Why should they attend anyway?

Puzzled & Perplexed President

Responses to Situation # 2

I have empathy for this view. Members of your club are busy people. There are two reasons your members may choose to attend the second session: 1. The information shared will be different. The information will likely be presented by a different individual with a different point of view. And, 2. Networking with others in attendance may produce new and productive ideas on how to make your club more effective. Your goal is to have club officers who grasp an understanding of the duties they have agreed to assume. (Ken Popken, Club #2388)

I have attended officer's training many times. None of them were the same. Each time we can learn something new and different. Exchanging ideas of each office is really inspiring. Officer training is a requirement for each officer but it is our privilege to do so since we can get more opportunities to learn. We can get to know other excellent Toastmasters outside of our club by attending these. Twice a year we can get this wonderful opportunity for almost free. (Kayoko Kimura, Club 875)

The second training is required to meet the goal for distinguished club program. It offers less experienced officers ideas and the benefit of experience. A new officer in fall may not even know what they need to ask but after a few months of doing the job may have questions. If training is given in a TLI format they may benefit from other educational opportunities. (Kathy Rooney, Club 4477)

There are many compelling reasons to have officer training again. If you've been through the training and know the role, you are now a candidate to help with the training! Things change. Sometimes responsibilities change. Items may have been missed the last time through. Maybe you can learn a new and more fun approach from another officer. (Jeff Christiaansen Club 8132)

They should attend for no other reason than to interact with other Toastmasters. A Toastmaster's greatest tool is other Toastmasters, and the only way to utilize that tool is to take any opportunity to interact with others. I would remind the club officers that Toastmasters is a learning experience, but you cannot learn simply by doing things the same way every time. You have to be willing to open up to new experiences to ensure you are maximizing the potential to learn. (Thomas Lindaman, Club 8826)

There are several reasons to attend the second round of training. They are: Meet new officers and lend them support and encouragement that their job will be easier if they network with other officers. Receive positive feedback on ideas they've tried that have or have not worked. New people, different people = new and different feedback. Goals, objectives, and requirements change from year to year. This training session will give them an "up-to-date" status of the Areas, Divisions, and Regional or International changes that affect our District. (LaDean Ahrens, Club 6443)

Attending the officer training each 6 months is a growing and learning experience for all who attend. It is a mentoring, as well as, a learning experience. New officers learn from seasoned officers who come to the training sessions to share what works and, more importantly, what doesn't work. This way nobody has to reinvent the wheel. (Judith Wetzel, Club 684)

Dear Perplexed, Do you intend to hold this position FOREVER? How about being a leader and bring a fellow club member along. Buy their lunch, sneak in some shopping and presto--- you have your replacement trained (and perhaps a new loyal friend)!!!!!! (Pat Bazal, Club 6787)

It is beneficial to the club that officers attend the required training sessions. According to my observation of our district Toastmasters' performance, club officers attending training is an indicator of club success. Comparatively, clubs whose officers attend training sessions are more likely to follow Toastmasters International guidelines. Their meetings are more effective, with manual speeches and constructive evaluations that lead to membership satisfaction and the attraction of new members. (Kueier Chung, Club 875)

Highlights from the Fall District 19 Conference



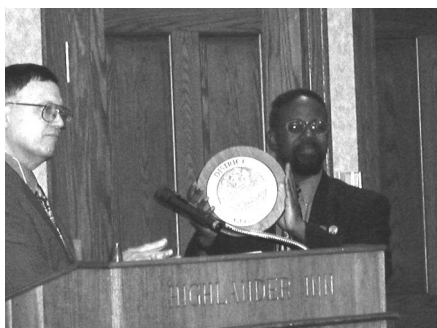
Jeff Christiaanson was presented with the first place award in the Tall Tales Contest by Mark Latta and Julia Venzke.



Networking Opportunities



Nancy Mauderer, Mid City President, waits her turn in the Parade of Banners.



Reginald Williams receives his District 19 Governor plaque from Jim Gilbert, Lt Governor of Education.



Reginald Williams, Past District Governor (PDG) and AL Edwards, 2001-2002 Division Governor of the Year.



Reginald Williams, PDG and Marvin Johnson, 2001-2002 Area Governor of the Year.



Toastmaster of the Year award presented to Kayoko Kimura by Reginald Williams, PDG



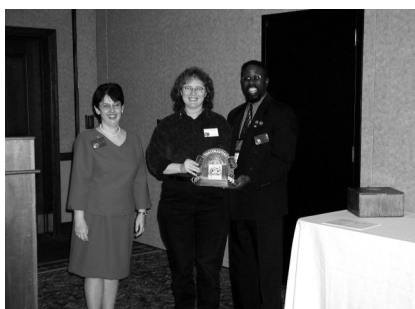
Evaluation Contest Contestants: Steve Carpenter, Tom Stockebrand, Edward Parker, and Cliff Scherrer, Sr.



Humorous Speech Contest Contestants: Edward Parker, Albert Lin, Barbara Hermon, Roger Larson, and Joe Collins.



Evaluation Contest Winner, Cliff Scherrer, Sr, District Governor Martha Tinker, and Humorous Speech Contest Winner, Albert Lin.



The traveling trophy was awarded to Opportunity Knocks President, Connie Gordon by Martha Tinker, DG and Reginald Williams, PDG.



Promoting the Spring Convention, "Exploring Old and New Territories", are Misty Harnisch and Dawn Moore.

Awards/ Recognition

CTM

164 Robin Ungar
 187 Denise Petersen
 504 Michael Wagner
 335 Phyllis Allen
 1205 Momodu Kamar
 1325 David Sheffield
 1564 Nancy Bicket
 1765 Tara Wirth
 1937 Glenda Daub
 1954 Mausumi Hoharar
 1991 Kim Robinson
 2382 Sheila Gunten
 2383 Karin Woltjer
 2382 Kathleen Staab
 2790 Margo Mcinnis
 2790 Vincent Trnka
 3193 Jay Walker
 4605 Casey Burks
 5271 Patricia Torpy
 5271 John Gerdes Jr.
 5533 David Tharp

6628 John Danielson
 6628 Melissa Mosley
 7229 Mary Reddel
 7515 Thomas Traynor
 7515 Keith Davis
 7978 Brenda Bradley
 7978 Sandy McKeown
 9211 Judy Cline
 9211 Bradley Schumacher

CL

2670 Catherine Bishop
 3250 Randy Schmadeke
 3298 Mary Young

ATM-B

164 Eric Roalson
 1263 Richard Pulse
 3049 Michael Hubbard
 3050 David Horner
 3250 Paul Huber

4219 Mark Gillette
 4477 Brent Wiersma
 4605 Steve Panyan
 7542 Gerald Rath
 7515 Susan Herzberger

ATM-S

875 Kayoko Kimura
 1325 Gerald Arp
 1529 Manuel Lara
 2094 Beverly Roarson
 3250 Jamie Ward
 3298 Mary Young
 4804 Robbin Beeler
 7542 Kimberly Wilson
 7889 Phillip Hodge

ATM- G

2670 Catherine Bishop
 2670 Maralyn Grimoskas

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DISTRICT 19
OFFICIAL NEWSLETTER**

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Toastmaster District 19

www.kirkwood.cc.ia.us/tm/

Promoting Toastmasters



A special **Thank You** to Julie Venze and everyone who helped her to make the District 19 Convention such

Jeff Clothier, District Public Relations Officer, was on Jan Mickelson's show on WHO 1040 AM, and WMT AM 600 on Tuesday, October 1 at 9:00 AM. He announced that Governor Vilsack is proclaiming October as Toastmasters Month

in Iowa. He also promoted the benefits of Toastmasters. **Good Job, Jeff!**



A Toastmasters booth was set up at

Pat Amadeo, Deb Briggs, and Tina Gordinier help a visitor at the booth.

the Des Moines Marathon on October 4th and 5th. More than 5,000 people worldwide came to Des Moines to run the marathon. The

Des Moines Marathon was a preliminary run for the Boston Marathon. Thanks to everyone who staffed the booth.



(picture by Julia Venze)

Area

36 Governor Mark Latta accepted a proclamation from Mayor Ernie Lehman declaring October 20th, "Toastmasters Day" in Iowa City.