

The Transmitter

Volume 2 Issue 2

October—December, 2002

Calendar of Events

October 10 — Club Dues
TM International

Aug- Sept.– Oct.
Club/ Area/ Division
Contests

Nov. 15-16
District Conference
Iowa City

Nov
Elect semi-annual
club officers

Dec-Jan-Feb 2003
Officer Training

Jan– 2003
Toastmaster Lead-
ership Institutes
(See Article)

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WHAT IT MEANS TO BE DISTINGUISHED

Now that the Toastmaster year is about 3 months old, you have probably heard the word “Distinguished” at least 3 times. Why are we so concerned about Distinguished Clubs, Areas, Divisions and Districts? Does this really matter? In a simple word – Yes! The Distinguished Club program is the only measure we have for determining if clubs are doing their job and meeting the goals of their members. We all joined Toastmasters for different reasons and if we don’t feel that we are “getting our money’s worth” then we are not likely to remain a member. It is the job of the club officers and members to make meetings interesting, diversified and goal-orientated so that members will want to come.

To achieve a Distinguished Club status, it simply means that the club has enough members to function properly and is providing the opportunities for those members to achieve their goals. Achieving the Distinguished status is not difficult. All

you have to do is meet 5 of the 10 goals in the program. The trick is to have 20 members or a net gain of 5 before any of these counts. This places a great deal of emphasis on membership – but, after all, members are the foundation of the organization. Without a solid base it is hard to have a successful club.

I have just returned from the Annual Convention in San Antonio where hundreds of Toastmasters were honored for having achieved these goals. Excitement oozes from these people – being Distinguished is a great feeling! I have set a goal to make District 19 Distinguished this year but I cannot do it alone. I need help from all the members, clubs, areas and divisions. Success is totally within our reach. All it takes is the right attitude and some action. If we believe in our goals and expect to achieve suc-



Martha Tinker
District 19 Governor

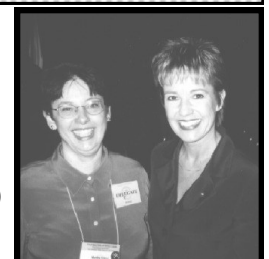
cess, we will. Every club should be active in recruiting new members, acquiring CTM’s and ATM’s. Don’t wait until next spring to take action. Have a winning attitude and begin reaching for the summit now.

It would be a tremendous honor to attend the Annual Convention next year in Atlanta and receive the award of Distinguished District. Furthermore, I would hope lots of District 19 members would join me in the celebration. We can do this – we can Reach The Summit.

Pictures from Toastmasters International Convention, August 2002



Martha Tinker with
International Presi-
dent, Gavin Blakey,
(Left) and with In-
ternational Director
Linda Hawk (Right)



Reaching Distinguished



Jim Gilbert, ATM

Lt. Governor of Education & Training

District 19's theme for this year is "Reach for the Summit". Club officers, now is the time to set your goals for the year. Set your sights high. Have a written plan, review the plan with Club members and Reach for the Summit. Determine at the outset that you are going to be a President or Select Distinguished Club. Know your goals and track them. You can do it!!

The Distinguished Club program measures success. Set your goals for success. The most important aspect of Toastmasters is the Club meeting. How are your meetings? Present the "Moments of Truth" module from the Successful Club Series as an aid to new and existing members. This can also be used for partial credit for earning a Competent Leader Award.

The Distinguished Club program requires 20 members. Every Club needs at least 20 members. Twenty members prevent the need for multiple duties. Every member can have a duty and participate without getting burned out sharing several duties week after week. Membership recruitment is a full time job. No club can ever have too many members, just too few. One excellent source of increasing members is a Speechcraft. Do a Speechcraft at the beginning of the year to increase Club membership. It is a win/win situation. The Club gains a potential new member and the participants of the Speechcraft benefit from the accelerated start.

Successful Clubs mean **CTMs** (ten speeches). Each Club should strive for the completion of CTMs. Why? Because speaking is the reason we joined Toastmasters. Completing the Communication and Leadership manual earns the club and member a

CTMs award.

ATMs means completing two advanced manuals (10 more speeches). If you think there is no more to be learned after 10 speeches, select an Advanced manual of your choice. You will discover there is much more to learn. There are several Advanced manuals from which to choose. My first choice was the Story Telling manual. You may wish to consider Speeches by Management, or Technical Presentations. Manuals are designed to challenge your speaking skills. The three levels of ATM, bronze, silver, and gold move you along in Toastmasters helping you to achieve maximum benefits.

CTMs, ATMs, CLs, new members, and exciting educational meetings, all add up to a Successful Toastmaster's Year. A Successful Year and a Distinguished year. Reach for the Summit.

The Art of the Press Release



By Jeff Clothier

Public Relations Officer

The press release is the principle tool by which an organization or individual makes contact with the media, releases its breaking news, and gets its own message across all in one fell swoop. There is an art to writing an effective release. It must tell your story effectively AND attract a newspaper editor's eye so that it has the best chance to be printed. To do this, you must think like a journalist. Here are some tips:

- The "lead," or main point of the story must be clearly put forth in the headline and opening paragraph. Don't "bury" your lead. Suspense is for mystery novels.
- Supporting material and additional details should be put in subsequent paragraphs. This is called "inverted pyramid" writing.

- Include contact information so that the editor or writer can get back to you for more detail if desired. This is usually done in a "header" above the headline.
- Time statement such as "For immediate release," or "Embargoed until [date and time]" either before or after the story, is standard.
- Often, some "boilerplate," or a canned paragraph describing your organization appears at the end. This lends credibility to the piece, and gives the editor or writer an idea about your point of view.
- Use quotes sparingly to lend credibility and a human touch.

See the **fictional** example below.

FOR IMMEDIATE RELEASE

Contact: Jeff Clothier 515.710.6782

DISTRICT 19 TOASTMASTERS

NAMED BEST IN NATION

A recent survey of Toastmaster District officers nationwide named District 19 best in the United States. The survey is given annually in conjunction with the Toastmasters International conference.

"This is a tribute to the dedication and hard work of our District organization, and the quality of members our clubs attract," said Martha Tinker, District 19 Governor.

Toastmasters International is a non-profit organization dedicated to helping people speak more effectively. TM District 19 encompasses some 70 clubs in Iowa and Illinois.

I encourage Vice Presidents of Public Relations to use the press release to announce club business to their area press. A customizable template I use frequently may be downloaded from my website in Word format at: <http://>

News From Summit Express, Marketing Column



Diane Stone, DTM

Lt. Governor of Marketing

October is Founder's Month. District 19 is celebrating this occasion by encouraging all clubs to have an open house in September, October or November. Plan a special meeting and invite guests.

Let me know if your club has an open house. Any club that has a guest join as a result of the open house gets one of the Leadership Excellence modules and will be mentioned in the Transmitter.

I was talking to Kathy Rooney, Club Extension Chair, about the best way to recruit new members. I believe that open houses are the best way. Kathy said that her club, Ankeny #4477 Toastmasters, has more success with speechcrafts than

open houses.

Ankeny runs the speechcraft within the club's meeting time. It runs for five weeks and costs the participants \$25. If a speechcrafter joins the club, then Ankeny will pay the \$18 member fee.

What do other clubs do? Early Risers #3135 ran a speechcraft in July. Executive #335 Toastmasters finds that a three-week course works best for them. They run a speechcraft two to three times a year. They encourage the speechcrafters to join the club.

I would like to test this idea out. I'm encouraging every club to run a speechcraft. It can be anywhere from three weeks to eight weeks. The speechcraft can be run separate from the club meet-

ing or in conjunction with it.

District 19's marketing consultant Phyllis Allen, Past District Governor, said, "Low member clubs can run the speechcraft in lieu of their regular meetings. The club members can do the educational portion of the program. This is a great way to build members."

Phyllis also suggested that clubs could teach speechcraft through the Community Adult Education Program. "Not only is this a great way for the club to make money and get new members, but Adult Ed does the promotion."



Let me know how your club does. I'm looking forward to hearing about your results. Did you get more members with an open house or the speechcraft?

Conference Schedule

Friday, November 15

5:00 – 9:00 p.m.

- Registration/Credentials Desk Open
 - Buffet
 - Ice Cream Break in Hospitality Room
 - **Tall Tales Contest** (hosted by Crossroads Storytelling Club)
- 9:30 – 11:00 p.m. Hospitality Room

Saturday, November 16

7:00 a.m. Registration/ Credentials Desk Open
7:40 Welcome Ceremonies

Parade of Banners
Welcome from
D19 Governor
Martha Tinker, DTM
Inspirational Thought
by Momodu Kamara, CTM
8:15 – 9:00 Two concurrent educational sessions
9:10 – 9:55 Two concurrent educational sessions
10:05 – 11:15 Business Meeting
11:20 – 1:15 p.m.
• Lunch Buffet
• Awards
Keynote address by Joe Tye

(Never Fear, Never Quit seminars, and author of *The 12 Rings of Leadership*)
1:25 – 2:10 Two concurrent educational sessions
2:20 – 3:35 **Evaluation Contest**
3:45 – 5:15 **Humorous Speech Contest**
6:00–6:30 Social Time / Cash Bar
6:30– 9:00 Banquet
9:00 - ? Hospitality Rooms

District 19 Bookstore will be open both days. More detailed information available soon on the District web site (www.kirkwood.cc.ia.us/tm/)

Upcoming Contests

Area Contests:

Area 12 — October 12, 9:00 AM
Northwest Federal Service Center, Spencer

Area 31 — October 12, 9:00 AM,
Waterloo Public Library
Area 32 — October 5, 9:30 AM,
Cedar Rapids Public
Area 33 — Oct 3, 6:00 PM,

St Paul's United Methodist Church,
Cedar Rapids

(Contests Continued on Back Page.)

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:

Credentials and Historian

Mary Young, 212 Mercy Park #36
Des Moines 50314, (H) 515 263-1392—

mrosalieyoung@juno.com

DIVISION B GOVERNOR: Judith Wetzels, 5115 Holly Avenue, NW, Cedar Rapids 52405 — (cell) 319 560-7944; (W) 319 369-3692
judith.wetzels@intermec.com

Area 31 Governor:

Robert Hill, 1208 Maynard Avenue, Waterloo 50701
H) 319 233-8011; (B) 319 233-8011;
rallenhill@mchsi.com

Area 34 Governor:

Jennifer DeJong, 321 Leisure Boulevard, NE, Cedar Rapids 52402 —(H) 319 551-5544; (B) 319 790-3142;
jennifer.ejong@yellowbook.com

Area 36 Governor:

Mark Latta, 1425 Eastview Drive, Coralville, IA 52241 —(H) 319 338-2641; (B) 319 358-4511
lattma@ncs.com

5654 River City

Iowa City, Charter: 1/97

— Tue. 5:00 PM; NCS Pearson, 2510 N. Dodge Street, Iowa City

PRES: Mark Latta, 1425 Eastview Drive, Coralville 52241 —(H) 319 338-2641; (W) 319 358-4511
lattma@ncs.com or **ironhazel@aol.com**

VPE: Karen Black, 3524 H Avenue, NW, Cedar Rapids 52405 — (H) 319 390-3413; (B) 319 841-4969
blacka@ncs.com

1857 Marshalltown

Charter: 5/55—Tues. 6:00 PM; Fisher Community Center, 709 S. Center St., Marshalltown

PRES: Edward Parker, 2601 S. 2nd Ave., Marshalltown 50158 — (H) 641 752-0118; (B) 515 752-4714;
erparker@adiis.net

VPE: Roger Polt, 509 New-castle Rd., Marshalltown 50158 — H) 641-753-1444;
rogerpolt@marshallnet.com

7813 Opportunity Knocks

Des Moines, Charter: 3/96 —Sat. (2nd & 4th) 9:30-11:30 AM; Evergreen Church of Christ, 2207 Evergreen Ave., Des Moines

PRES: Connie Gordon, 2400 26th Street, Des Moines 50310 —(H) 515 277-9842;
cmgordon@midamerican.com

VPE: Tom Stockebrand, 425 Valley West Drive, W. Des Moines 50265 — (H) 515 225-4840;
csstess@msn.com

9513 CONscious Communica-

tors— Ft. Madison Charter: 10/00 Correctional Facility—Sat. (1st & 3rd) 3:00-5:00 PM; Iowa State Penitentiary, 31 Ave. G, Ft. Madison
Facilitator: Tom Traynor, P.O. Box 33, Fairfield 52556— (H/B) 641-469-6917;
traynor@kdsi.net

2790 Moline, Rock Island, IL Charter: 3/66 —Tues. (2nd & 4th) 6:30PM; Rock Island Public Library, 401 19th Street, Rock Island

PRES: Vince Trnka, 18854 Wells Farry Road, Bettendorf 52722 —563 332-9477;
trnka!@mchsi.com

VPE: Srikan Ramasseshan, 3524 70th Street Apt. 101, Moline, IL 61265
309 792-0306

7889 Hilltop Toasters

E. Moline, IL— Charter: 6/00—Correctional Facility—Wed. 3:00 PM; Sun. 1:00 PM, E. Moline Correctional Center, 200 Hillcrest Road, E. Moline, IL

Facilitator: Pam French, 1305 Sunset St., Apt 2, Iowa City 52246,
frenpa@ncs.com

3744 DeWitt, Dewitt

Charter: 3/64 —Wed. (1st and 3rd) 7:00 PM, Dewitt Public Library, Community Room, 505 10th Street —

PRES: Sue Peters, 1136 Bobetta Ct., Clinton 52732 563-243-3565

VPE: Mike Myers, 30 Oak Lane, Davenport 52803

How Full of It Are You?

Tall tales: Comic stories of preposterous exaggeration that defy logic. The delight is in their absurdity.

Wanted: Toastmasters who know how to spin a good yarn! Sign up

now for the Friday night Tall Tales Contest at the D19 Fall Conference.

Prepare a 5-7 minute story full of overblown characters accomplishing impossible feats. Register as a team

or solo act by contacting Julia Venzke at **visual-eyes@trxinc.com** or 319-364-7703. Props and costumes allowed, even encouraged.

Win fabulous prizes! Become a legend in your own time —or at least in

Ask District 19

This section is where Toastmasters ask questions about a situation happening in their club and request help. Fellow Toastmasters are encouraged to think about the situation, then tell how they would respond. Send responses to the Transmitter Editor at cmgordon@midamerican.com within two weeks of the newsletter. Please make your responses brief in nature.

Situation #2: (New Situation)

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

Situation #1

(Situation from last newsletter)

A club has a speaker that is very skilled in presentations. They rarely have filler words and their English is very good. However, the speaker will rarely do a manual speech. How do you get this person to do manual speeches?

—Responses to Situation # 1—

Review the "Toastmasters Promise" with the club - the second bullet point states, "To prepare all of my speeches to the best of my ability, basing them on projects in the Communication and Leadership Program manual or the Advanced Communications and Leadership Program manuals." (Darla Welch, Club #1412)

Reiterate the purpose and benefit of Toastmasters, as well as the example that advanced members SHOULD be setting for Junior and New members. While we are cheaper than the National Speakers Association in membership, our cause for existence is different as well... (Reginald Williams, Club

9592)

Purchase the speeches for CTM at \$1.25 and use it for evaluating them. When he or she tells the title of their speech, try to help correlate it around one of the basic manual speeches to help them. (Sandra Allen, Club # 4219)

If you don't know where you're going, any road will lead you there. What's the point of giving a speech if it's not to grow as a speaker? You don't need to re-invent the wheel, Toastmasters has done all the research. Use their roadmap. (Mike Adams, Club # 7813)

Have the VP of Education have a one-on-one conversation with this individual, reminding them of the promise they made to Toastmasters upon becoming a member of the organization. Focus on items #2 and #9 of the Toastmaster Promise. (Barb Ranck, Club # 5819)

Toastmasters has something for everyone, whether you are a one-year member or a seasoned member of many years. Polished speakers should act as good examples and mentors to those who are learning. Go through the basic manual again or an advanced manual. Challenge yourself and help our newer members by using a manual when you speak. (Pat Amadeo, Club #9047)

Our club systematically assigns roles, including speaking roles. We encourage the members to trade weeks with another member when they are unable to attend a meeting in which they have an assigned role. We've found it is easier to stay active when we know the club is depending on our participation. (Penny Hoeper, Club # 8669)

Take this member aside and let them know that their great speaking skills have caused other Toastmasters in the club to look up to them as an example. Let them know you'd like to enlist their help in getting other Toastmasters to improve their skills, specifically by using their TM manuals. Then ask this

member to lead by example and work on some manual speeches as a way to encourage other members. (Jennifer Dejong, Club # 1954)

If a member hasn't done manual speeches, maybe you could fill out a manual evaluation for the type of speech you think their speech fits. Maybe if they see that their speeches could be put in these categories in a manual and help the club at the same time, they would be more willing to try to get their manuals to the meetings. (Carol Peterie, Club # 1263)

Compliment the member on his presentation and since he has conquered the filler word and grammar problems request he take on the challenge of giving manual speeches. Perhaps he is unsure which designation he wishes to attain. If he is unsure what to do next, encourage him to repeat his CTM, fine tuning the skill of presenting information as requested until he is comfortable in going forward to attain the next level. (Barb Prochaska, Club # 4894)

When I encounter that speaker, who has seen and done everything and just can't find the right speech for his/her speech, I always use the evaluation form for Speech #7 from the Communication and Leadership Manual. Speech #7 covers all the bases; vocal variety, organization, gestures, etc. This usually works for me. My plan is to carry an extra copy of this evaluation form, so when I run into this situation that I am prepared. (Diane Stone, Club # 9047)

We join Toastmasters to help us with our speaking skills. In the outside world there is structure. If a TM chooses to give non-manual speeches, the TM is denying himself/herself the opportunity for maximum growth and also denying the TM, the club, the area, the division, and the district credit for accomplishments. (Tom Stockebrand, Club 3135)

HEAD OF THE CLASS

November 15-16, 2003

The Highlander Inn (formerly Radisson), 2525 N. Dodge, (I-80 exit 246), Iowa City

Conference Registration Form

Please type or print-- one registration form per person

Name _____ Check if your first District 19 Convention

E-mail: _____

Address/City/State/Zip: _____

Day Phone: _____ Evening Phone: _____

Home Club Name: _____ Club Number: _____

Club Office? (2002 – 2003) Pres. VPE VPM VPPR Sec. Treas. Sgt@Arms

Are you a Toastmasters guest?

Circle TM level(s) achieved: CTM ATM ATMB ATMS ATMG CL AL DTM

Full Conference Registration Individual Event Registration

May 19 – September 30 * \$70

Registration Fee (Advance) \$15

October 1 – November 14 * \$75

Registration Fee (On-site) \$20

On-site Registrations * \$80

PLUS:

Friday Evening Dinner \$15

Saturday Luncheon Buffet * \$20

Saturday Evening Banquet * \$30

Raffle Ticket Special (7 for price of 5)

tickets will be held in your registration packet

\$5 x ____

GRAND TOTAL (write in): \$ _____

Make check payable to: "District 19 Toastmasters" and mail with registration form to: Registration Chair - Eric Roalson, 920 4th Ave Iowa City, IA 52240

Accommodations

A block of rooms has been reserved with The Highlander Inn. Call 319-354-2000 before October 15, 2002 for the special Toastmasters rate of \$79 plus tax, per room. **After October 15, rooms and/or rate are subject to availability.**

Complimentary breakfast is available for Highlander Inn guests. Overflow accommodations are available at the Country Inn located across the street,

2216 N. Dodge Street, Iowa City. Call (319) 351-1010 or (800) 456-4000 for reservations.

*** Please choose from these meal options:**

Saturday Lunch: Buffet or Vegetarian Plate

Saturday Banquet : Vegetarian

Awards/ Recognition

CTM		6628	James Kammerer	ATM-B	
504	Richard Hugdahl	7889	Javier Rodriguez	617	Diane Christiaansen
335	Srinivas Somayajula	7889	David Brunson	617	Rod Simonson
380	Randy Beavers	7889	Ron Comer	685	Carl Yerington
625	Kent Ryerson	7889	Randy Robinson	1954	Cristy Hulst
875	William Cahill	7889	John Dansby	2791	Janna Arndt
876	Chiou-Guey Liam	7978	Kevin Grieme	3049	Dale Richardson
875	Xuezheng Wang	7978	Gayle Jaacks	4804	Robert Burns
1039	Dana Hatfield	9592	Jay Brady	6582	Ray Brown
1564	Lauri Hughes				
2061	Charles Bechtold	Excellence in Leadership		ATM-S	
2382	Larry Hoing	684	Judith Wetzel	1765	Margie Oldehoeft
2382	Stephanie Hunstad			2094	Beverly Roarson
2382	Christy Hartman	CL		2790	Gilbert Norris
2382	Catherine Seaton	1205	Jerry Matchett	2791	Fred Kekstadt
2790	Merlin Swanson	4804	Shelly Brotherton	3049	True Wheeldon
3049	Bruce Lehnertz	7515	James Farkas		
3049	Lesa Veith	7889	Phillip Hodge	ATM- G	
3049	Sharon Dixon	7889	Althes Johnson-Bey	875	Kueier Chung
3193	Julie Belknap			1325	Nancy Boyer
4219	April Knapp	AL			
4219	Donald Werner	9513	Tom Traynor	DTM	
6582	Crystal Moore			7515	Tom Traynor

Contacts

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**TOASTMASTERS INTERNATIONAL
DISTRICT 19
OFFICIAL NEWSLETTER**

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Toastmaster District 19

[www.kirkwood.cc.ia.us
/tm/](http://www.kirkwood.cc.ia.us/tm/)

Upcoming Contests (Continued from page 3)

Area 34 — Oct 26, 9:30 AM

Five Seasons Mobile Home Court
Clubhouse **Ar-**

ea 51 — October 12, 8:30 AM, To-
ledo State Bank

Area 52—Oct 19, 8:45 AM Mid-
American Energy, 201 E. 1st St,
Des Moines **Ar-**

ea 53 — Oct 5, 10:00 AM, Des
Moines Public Library

Area 72 — Oct 5, Urbandale Li-
brary **Ar-**

ea 73 — Oct 3, Urbandale Library

Area 92— Oct 19, 9:30 AM United
Methodist Church, Fairfield **Ar-**

ea 93 — Sept 30, 5:00 PM Band-
ag Learning Center, 2000 Bandag
Dr, Muscatine

Division Contests:

Division A: October 19, Methodist
Manor, Storm Lake, 9:00 AM

Division B:

Saturday, November 9th, Cedar
Rapids Public Library. 9:30 AM

Division C:

Saturday, October 26, State Bank
and Trust Co., Nevada. 9:15 AM

Division D:

Thursday, October 24th, Urbandale
Public Library, 3520 86th St, Urban-
dale, 6:00 PM

Division E:

Saturday, October 26th, Great Riv-
er Medical Center, Burlington, 9:30
AM

District 19 Conference

November 15-16, The Highlander
Inn (formerly Radisson), 2525 N.
Dodge, Iowa City

TLI's

Toastmaster Leadership Institutes
are for all Toastmasters. TLI's
offer club officer training and other
topics of interest to all Toastmas-
ters. Club officers will find this an
excellent opportunity to complete
the second half of your training
needed for Goal # 9.

Division A— To Be Arranged

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

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

More details will be coming soon
from TLI Chairs.