



The Transmitter

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Calendar

- August to October — Club, Area & Division humorous speech and evaluation contests
- November 9th & 10th District 19 Fall Conference
- December—February—Round Two of Club Officer Training

I'd like to ask a favor!

Many times when I am wearing my District theme pin people ask me what it is all about. They initiate the conversation! I don't! It gives me a perfect opportunity to tell them about Toastmasters. Several members of my club have joined Toastmasters because I was wearing my pin.

I hardly ever wear it. It finally dawned on me the other day that I should wear the District theme pin more often. I should wear it when I buy groceries, standing in line at the post office, buying fuel for my car, in short

all of my life experiences. How many conversations could I have if I would just do this?

Our theme this year is, "Speak from your heart, your message will start." If you don't have a theme pin contact your area or division governor and get one. They are free and an excellent piece of jewelry.

If only 100 toastmasters were to wear their pins in all of life's opportunities for a period of three months I am convinced we as a team could add 100 new mem-



Loren Toomsen
District Governor

bers. That action alone would multiply into 200 members before June 30th. Try wearing your pin and you'll see what I mean. I wear my theme pin all the time now, I encourage you to wear yours.

Since When...



Doug Doughty
Lt. Governor of Education/ Training

It's conference season and as everyone's fancy turns to becoming District 19 champion Humorous Speaker or Evaluator. I thought it apropos to discuss some lesser known rules and regulations that could avoid some problems.

Question 1. Can I compete in a contest in my area and be a judge in another area? Simply put, No. From the Rulebook "An Individual may not be

a judge at any contest for which they are still competing." For those of you who live on the periphery of District 19 that also means you can't judge in a different district, such as District 24 (Nebraska), District 54 (Illinois), District 6 (Minnesota), or District 8 (Missouri).

Question 2. I am planning to be at the District Conference in November to cheer on my club's representative in the Humorous Speech Contest, could I act as a judge? No. From the rulebook "At the District contest, no judge shall be a member of a club represented by a

contestant."

Question 3. I am putting on a(n) Area/Division/District contest. My Chief Judge and two ballot counters are sufficient for tallying the results, correct? No. You need three ballot counters besides the Chief Judge.

Question 4. I am an educational presenter at the fall conference, can I still compete? No. The rule book is specific about who is ineligible to compete.

- incumbent international officers and directors;

(Continued on page 7)

The incredible shrinking standard!



Doug Nelson
Lt. Governor of Marketing

In mid September it was announced that one of the cylinders that is kept as a standard for mass representing a kilogram was losing weight. This got my attention because I've been watching my weight all year. It seems incredible to me that a cylinder of metal can lose weight for no apparent reason and I have to work at it. If that one cylinder weighs less, then it will take more to equal my weight, I protest!

What is really the big deal here? It might seem very unimportant for one of the world's standards for mass to be found to weigh less than others that were made at the same time. Since they are standards, though, we don't really know if the others gained weight or this one lost. They are the standards by which we measure other things. If they vary, then can we have any certainty in measurements?

In our personal lives there are many

standards and it isn't unusual for them to change over time. How often do these standards shift because we have forgotten to hold them in our mind and compare what we are doing now against them? Did your family once have a standard for eating meals together, getting chores done before play, and finishing all the veggies before dessert? What standards do you hold now?

In your Toastmasters club there are standards, too. How often do you look at them? Do you hold the same standards as the rest of the club? Does trouble develop because of a misinterpretation of what the standards should be in your club? Does your club's standards stand in line with your Area's, Division's and District's standards when it comes time for training and conferences?

Toastmasters International recommends some standards and gives you the tools to periodically measure

against. There is a module, *Moments of Truth*, that helps you to see if you are operating under the same standards as the rest of your club members in order to meet both your needs and those of the rest of the club as well.

Speaking of Toastmasters standards, did you realize that every club is expected to send two representatives to each District Conference? This standard is important to membership health. The conference offers the chance to have your club's voice heard on important business matters. It also serves as a great resource for



member education and inspiration. Who is planning to attend from your club? Are the President and Vice President of Education planning to represent you? If they are unable to be there, another member can take their vote by proxy. We need your club to be in

Davenport this November. We need you to help us keep our standards from shrinking or even disappearing. Please attend!

Communication Conundrum



Cliff Scherrer, Sr.
Public Relations Officer

A magazine article summarized a 1990 study by a Stanford University graduate student. In the experiment people were split into two groups. One group consisted of "Tappers" who were asked to tap out the rhythm of familiar songs such as *Happy Birthday*. The other group was composed of "Listeners" who were asked to guess the name of these simple tunes. Of 120 songs tapped out, only three were identified correctly – even though the Tappers had predicted that the Listeners would guess



correctly about half the time. The Tappers were amazed at how difficult it was for the Listeners to recognize tunes that were playing so clearly in their own heads. For the Listeners, the tunes sounded like random Morse code. Recent *Harvard Business Review* articles labeled this disconnect the "curse of knowledge".

This aptly describes the conundrum we face when explaining Toastmasters to

anyone unfamiliar with our wonderful organization. This disconnect is due in part to us summarizing our wealth of

very specific knowledge and experience in our heads. It's just "oh-so-obvious" to us that we logically expect everyone to understand. Our explanation is so vividly clear in our own mind that we can easily fail to recognize how difficult it is for others to understand when they are not "cursed" with knowledge of Toastmasters. This sometimes accounts for our success and failure when recruiting new club members or developing a club public relation campaign.

What is Toastmasters? According to toastmasters.org "Toastmasters International is a non-profit organization

(Continued on page 6)

Toastmasters and Politics? Let's Encourage Leaders Instead.

By: Clyde Eisenbeis, DTM
Crosswinds Toastmasters Club

Toastmasters and politics? This topic has periodically crossed my mind the past twenty plus years, always in a negative vein.

The words "Toastmasters" and "encouragement" are two words that are inseparable. It is a basic principal of Toastmasters to encourage people. Encourage people to improve their communication skills. Encourage people to improve their leadership skills.

Political affairs is the competition between competing interest groups or individuals for power and leadership (Merriam-Webster). Competition for power and leadership is the antithesis of Toastmasters. It should be discouraged because of the negative impact it has on people.

First there is the "before the election" aspect. Politics often involves "deal making". Working behind the scenes. Trying to gain support at the other candidate's expense. This creates hard feelings and disrupts the harmony in an organization. It can cause members to leave.

Then, there is the election. Defeat in an election has two outcomes. The winner is elated and the loser is dejected. The loser can't help but ask, "Why do these people feel I'm not qualified?"

I have seldom seen competition for District officer positions. But the few times it has occurred, the losing candidates withdrew from future leadership positions. They became inactive, stopped participating at District Conferences, and no longer volunteered to serve in any leadership position. Is this what we want? Discourage members from improving their leadership skills? Reduce the pool of leaders in our District?

We do not have enough leaders in this district. We should do everything possible to grow more leaders. This district and its members needs more leaders.

All members should be encouraged to take on leadership positions ... to help them grow and improve their leadership skills. Members, who volunteer to take on a leadership position, should be encouraged not defeated in an election.

We should trust the judgment of the District nominating committee. The nominating committee reviews possible candidates, and based on their years of experience, nominates one member for each District officer position. One member for each position who they feel is the best qualified to lead the District.

Members who want to serve as a District Governor should first serve as an Area Governor and be one of the best Area Governors the District has ever seen. They should serve as a Division Governor and be one of the best Division Governors the District has ever seen. They should be active at the District Conferences and help in any way possible. They should convince the District nominating committee, through their actions, that they have the experience and the motivation to serve as an exceptional District Governor.

Toastmasters and politics? Let's remove the politics and do all we can to encourage all members to become exceptional leaders.

The words "Toastmasters" and "encouragement" are two words that are inseparable.

Toastmaster Question and Answer

Question: Educational Achievement Tracking for Dual Member

We have a member working on completing speech manuals using two different clubs. Is that acceptable? I'm not sure how to track the members progress if the toastmaster is getting credit for speeches in a different club.

Answer: You may give speeches from the same manual in any club to which you are a member or are visiting. You are also allowed to give

two speeches for credit from each manual to a non-Toastmaster group as long as a Toastmaster is present to evaluate the speech. When it comes time to turn in for an award, the completion record for that manual may only be used for one club.

Concerning the tracking of educational progress, the VP of Education should periodically ask for an update where members are in their different manuals. This will help the VP of Education track completions and how often an individual should speak. At the time of a

manual's completion the VP of Education should ask the members which club will be credited that manual.

Question: Just a quick question, since we don't have 20 members are we not eligible for the Distinguished Club program?

Answer: In order to qualify to be Distinguished a club must be either have 20 members or had a net gain of 5 members. The club must also have meet 5 or more of the 10 goals set by Toastmasters International.

Youth Leadership Program



Toastmasters **Youth Leadership Program (YLP)** is based on the belief that every young person has the **potential** to become a good communicator and leader, but this potential needs to be developed. The program enables participants to develop this **potential** through practical experience.

This potential is tapped into during Toastmasters-like meetings, workshops and activities over a six - eight week period of time. Coordinators work with participants on both speaking and leadership skills, just as in regular Toastmasters meetings.

In the Siouxland area there are multiple Leadership Programs conducted by local Toastmasters in both public schools and after-school program organizations.

Siouxland's current focus is to issue a challenge to the rest of District 19 to develop their own **Youth Leadership Programs**.

How to get started:

1. Identify a willing group, school or organization that is open to the idea. (4-H, FFA, FBLA, Schools, Scouting Troops, Homeschools, Youth Groups, YMCA programs, After School programs, Tutoring organizations...)
2. Gather materials from TI and <http://siouxland.freetoasthost.com/page1.html>
3. Set schedule
4. Jump Right In!

The benefits and growth observed during the program itself can be seen and literally measured for each participant, as well as Program Coordinators.

For additional information, help, or support in the efforts of starting a Youth Leadership Program, contact any of the following:

Cyndi Lacina clacina@earthlink.net
 Sara Yeager sayeager57@aol.com
 Helen Jacobe helenjacobec@cablone.net
 Jane Schweer jschweer@peoplpc.com

(Article adapted from <http://siouxland.freetoasthost.com>)



Membership Building Case Study # 2

This section of the newsletter was developed to help clubs and club coaches practice assessing club environments. There will be a series of five club scenarios based on fictional Toastmaster clubs. Information will be given on each of these fictional Toastmaster clubs in the form of a club description sheet and results of the Distinguished Club

Plan. Each club has areas that are good and some that need improvement. Use the following questions to determine future actions to benefit the club.

1. What strengths do Sketchy Business Toastmasters Club possess?
2. What areas of improvement do you see for the Sketchy Business Toastmaster Club?

3. What suggestions would you make to this club?
4. What did you learn from this club?

Please send your responses to the case studies to scioart@yahoo.com. Responses will be posted on the District 19 website.

Case Study # 2: Sketchy Business

- The club was formed five years ago with the backing of management.
- A new company has bought “Sketchy Business”. The name will be changed to “Darwin Advertising”. Darwin Advertising has decided to relocate half of their employees to a location downtown and the other half in a suburb. Travel time between the two sites is 25 minutes.
- If communications is part of your job description, the company will pay for your club and international dues. There are no restrictions if you join a club outside of work hours provided that the company does not pay the dues.
- Human Resources requires a report once a month of all clubs and groups that meet at the facility. The report must list who was present and what speech or project was conducted.

- Posters are allowed on employee bulletin boards after approval from management.
- E-mail may not be used to recruit new members. However, it may be used to correspond with club members if they are on a pre-approved list and the e-mail usage is not excessive.
- No guest is allowed on the premises unless a request is sent two weeks prior to that individual’s arrival.
- The club is mostly made up of managers, customer service representatives and sales professionals.
- The VP of Education is often traveling on company business and is unable to attend many of the meetings.
- The club has the following officer

Location: Business has 3000 employees located in 2 buildings
 Meeting Date: Wednesday, (lunch room) 12:15—1:00 PM
 Club Type: Corporate
 Club Membership: 24

positions filled: VP of Education, VP of Public Relations, Treasurer and Sergeant at Arms. The President, VP of Membership and Secretary have resigned due to being relocated to another building.

- The club members would like to hold some membership drives, but they are not sure how this could work in the new corporate environment.
- Manual speeches are emphasized.
- The club gained 10 new members before the change in management and no new members since. Approximately 12 people make it to the meetings on a regular basis.
- The club is usually active in Area events.

(Reminder: Answer the questions above and then send your responses to scioart@yahoo.com)

Distinguished Club Plan	Goal	Actual	Achieved
(1) CCs	2	2	*
(2) Additional CCs	2	3	*
(3) AC	1	1	*
(4) Additional AC	1	1	*
(5) CL, AL or DTM	1	1	*
(6) Additional CL, AL or DTM	1	0	

DCP	Goal	Actual	Achieved
(7) New Members	4	4	*
(8) Additional New Members	4	6	*
(9) Officers Trained			
June-August	4	7	*
Dec—February	4	4	
(10) Submitted on Time			*
Dues –October/ April 1		1	
Officer List	1	1	

Important Announcement From Toastmasters International

Date: September 4, 2007

During the past few days (beginning on Saturday, September 1, 2007), many Toastmasters have received a fraudulent e-mail purportedly sent from **seller@toastmasters.org** with the subject line: **Big sell off from Sep to Christmas Day**.

The e-mail was not sent from Toastmasters International.

It contained a request that the recipient follow a link to what appeared to be a legitimate Toastmasters page. On this page, personal information was requested, including detailed credit card data.

This illegal practice is called "phishing." For more information about phishing and how to identify this type of fraud and other internet fraud, visit this link on the U.S. Securities and Exchange Commission's Web site: <http://sec.gov/investor/pubs/phishing.htm>.

To the best of our knowledge, the only information taken from Toastmasters International was a list of e-mail addresses from online store customers.

If you submitted your credit card details via the phishing scam, your credit card information may no longer be secure and we advise that you contact your bank(s) as soon as possible.

Our security team is continuing its investigation in cooperation with the Federal Bureau of Investigation (FBI).

As additional relevant information becomes available we will provide it on the Toastmasters Web site.

Note: The timing of this fraudulent e-mail is not associated with the transition to the new Toastmasters Web site. You'll receive an e-mail when the new site is launched: one section of the site will be for the general public (toastmasters.org) and another specifically for members (members.toastmasters.org). The fraudulent e-mail is entirely unrelated to the new Web site.

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(via newsletters@toastmasters.org)
Executive Director
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Communication Conundrum

(Continued from page 2)

governed by a Board of Directors elected by the membership. The first Toastmasters club was established on October 22, 1924, in Santa Ana, California, by Dr. Ralph C. Smedley, who conceived and developed the idea of helping others to speak more effectively. More clubs were formed and Toastmasters International was incorporated under California law on December 19, 1932."

That definition did not inspire me to join

Toastmasters. I was inspired to join Toastmasters, when someone answered the question, "What does Toastmasters mean to me?"

I love to ask this question of fellow Toastmasters. The best answers include personal testimonials like how a couple met at Toastmasters, how Toastmasters was responsible for a promotion at work, how Toastmasters helped a parent converse with teenage children, how Toastmasters helped develop leadership skills for someone in the military and how

these leadership skills were employed while overseas, or how Toastmasters helps someone herd cattle.

If you are afflicted with the "curse of knowledge" when talking about Toastmasters, answer the question "What does Toastmasters mean to me?" out loud. That strategy should help you kindle a desire in others to learn about you and Toastmasters communication and leadership opportunities.

Mid City Toastmasters Celebrate 15th Anniversary



By: Frances Hawthorne

Mid City Toastmasters celebrated its 15th anniversary with a banquet at Christopher's restaurant on Saturday, Sept. 15, 2007. Guest speakers were John Carlson, who spoke on "Follow the Yellow Brick Road". and Tom Stockebrand, whose title was "Fifteen Years of Progress." Both are members of Des Moines Storytellers.

Mid City emerged when Dorothy Campbell decided that the newly built central city Forest Library needed a Toastmaster Club. She elicited the assistance of Phyllis Allen. The two became co-founders of Mid City Toastmasters Club No. 9047, that was chartered in September 1992.

Dorothy Campbell was elected charter president. Other charter members included Isabelle Abarr, Howard Brown, Ron Carr, Doris Covalt, Alfred Edwards, Jr., Henrietta Edwards, Patricia Francis, James Graeber, Lona Hansen, Frances Hawthorne, Peter Hawthorne, Marginell Powell, Diane Stone, Ellaree Taylor, Alice Tiffany, Rose Marie Webster and Anthony Wilson.

Mid City boasts a number of awards and accolades. Three members, Mike Adams, Pat Amadeo and Diane Stone were elected and served as District 19 Governors while members at Mid City.

Nine current or past members have achieved Toastmasters highest honor, Distinguished Toastmasters (DTM). They are Diane Stone, Mike Adams, Pat Amadeo, Connie Gordon, James Sandin, Peter Hawthorne, Frances Hawthorne, Alfred Edwards and Shirley Buttjer-Harmon.

In addition, Mid City earned Presidential Select status in 2000; Peter Hawthorne was named Toastmaster of the Year for 2004-2005; Diane Stone was co-chair of the 2007 Spring conference for District 19; and in 1997-98 the club won No. 1 status of all clubs in the District.

Both co-founders gave remarks at the banquet. David Calister is current president.



Since When...

(Continued from page 1)

- district officers (governor, any lieutenant governor, secretary, treasurer, public relations officer, division governor, or area governor) whose terms expire June 30;
- international officer and director candidates;
- immediate past district governor;
- district officers or announced candidates for the term beginning the upcoming July 1;
- presenters of educational sessions at the area, division, and district event at which the contest will be held; presenters of educational sessions at regional

conferences and/or the International Convention.

While on the topic of eligible competitors, all contests have the requirement of a contestant must be a member in good standing of a club in good standing. In other words, if you are competing and you have advanced to the Division level, and you have not submitted your dues renewal due at WHQ by October 1, you are not a member in good standing. Also, if you have personally paid your dues, but your club has not yet submitted them, you are a member in good standing of a club not in good standing. You would not be eligible. Also, the International Speech contest held at the spring convention requires you to have com-

pleted at least 6 speeches from the Competent Communicator manual or the old Communications and Leadership manual. If their International Speech is the 6th speech, that renders the competitor ineligible to compete.

So check out the 2008 Contest rule book. It can be found on-line at the following URL:

<http://www.toastmasters.org/rules2008.aspx>

Make sure you do not violate any of the lesser known rules and really enjoy the contests!



A Salute to the Holiday Toast District 19 Fall Conference

November 9 - 10, 2007

Clarion Hotel & Conference Center
5202 Brady Street / Davenport, Iowa 52806
Reservations: 563 391-1230

Conference Registration Form

Please type or print -- one registration form per person

Conference events, schedules, online registration with PayPal and more are posted at
<http://district19.us/conferences/2007fall/>

Name _____ Check if this is your first District 19 Conference

Email _____ Check if you are a Toastmaster guest

Address / City / State / Zip _____

Home Phone: _____ Cell Phone: _____

Home Club Name: _____ Home Club Number: _____

Circle Club Office (2007-2008) Pres. VPE VPM VPPR Sec Treas Sgt@Arms District Office Held _____

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

Full Conference Registration

May 18 - June 15	\$68.00
June 16 - Sept. 30	\$75.00
Oct. 1 - Nov. 8	\$85.00
On-Site	\$90.00
***Raffle Tickets 7 for \$5.00	\$5 x ____

Individual Event Registration

Registration Only (no meals):	\$15.00 Advance
Registration Only (no meals):	\$20.00 On-Site
Plus: Friday Evening meal	\$25.00
Plus: Saturday Lunch	\$25.00
Plus: Saturday Banquet*	\$30.00

*Please indicate Saturday Evening Banquet Choices:

Pasta Primavera Tilapia Prime Rib Vegan Option (No Dairy or Eggs)

***Raffle Ticket Special: Each additional \$5 enclosed with your **ADVANCE** registration fee gets you seven raffle tickets for the price of five! Tickets will be included in your registration packet.

Make check payable to: "District 19 Toastmasters" and mail with registration form to:

Ann Mangan, QC Executive Toastmasters Fall Conference, 315 West 4th Street, Davenport, IA 52801.

Questions? Please call **563 650-8767** or email amangan@mancomm.com

Accommodations

A block of rooms is reserved at the Clarion Hotel and Conference Center. Call 563 391-1230 and ask for the Toastmasters rate of \$74.00. Make reservations by October 12, 2007.

This offer is not available online, please call for Toastmasters rate.

Awards/ Recognition

CC	6797 Dennis Rafferty	5819 Virginia Palmisano
164 Philip Karp	6787 Jason Hennings	9513 Bobby Woodberry-El
164 Martha Hedberg	6787 Winston Halstead	
617 Richard Rocarek	7515 Ron Khare	
663 Harry Bethards	7515 Fred Gamma	ACS
875 Tom Horejsi	7813 Maggie Harmon	9592 Reginald Williams
1529 Ranae Juhl	7858 Lena Ku	
3135 Raymond Main	8826 Sara Geiken	CL
3154 Antonio Aguiar	8826 Thomas Lindaman	3595 Kayoko Kimura
3298 Rossany Brugger	9211 Marlys Foster	4804 Christina Riedel
4477 John Grover	605919 Eric Johnson	
4605 Rissa Gulsvig	681953 Angie Johnson	OCL
4804 Christina Riedel	760340 Daryl Van Hyfte	3515 Ron Berry
5295 Brian Smith	972362 Ramesh Chakravartula	7515 Lenora Boyle
5295 Connie Miller		
6582 Patricia Karbacka		Leadership Excellence
6787 Ed Briggs	ACB	663 William Eddy
6787 Willie Bradford	4804 Caryn Young	9047 Alfred Edwards

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Club Coach Awards

District 19 congratulates John Carlson, Marilyn Graber and Steve Smith on successfully helping District 19 clubs increase membership and meet Distinguished Club plan goals. Your leadership and dedication are much appreciated.

Club coaches provide that essential boast, support and fresh insights to struggling clubs. They are toastmasters in good standing with their clubs and with Toastmasters International. They are typically people who love to help others and have a wealth of experience to draw on. If you would like to share a similar experience as John, Marilyn and Steve please contact District Governor, Loren Toomsen, for opportunities available to you.

Condolences

District sympathies to Toastmaster Tom Stockebrand, past District 19 Governor, on the death of his mother on July 16th.

By: Timothy Hodges, CC

On May 15, 2007, the Future Communicators of America honored Member Yosef Mintz with an honorary lifetime membership certificate, after he was diagnosed with terminal cancer. Yosef passed away on June 24, 2007.

Yosef became a member on December 21,

2005 and was a Charter member of our club. During his tenure he served as secretary until his illness forced him to take a leave of absence. Our tribute to Yosef is that he served well, was an inspiration to all of us and showed great courage and strength in the light of his illness. He continues to be an example we all strive to emulate in our lives. His presence in our club set the standard for all. He will be greatly missed.

May his heavenly speaking be remiss of and's and ah's and lead us to a greater motivation and excellence.

**TOASTMASTERS
INTERNATIONAL
DISTRICT 19
OFFICIAL NEWSLETTER**

D19 Toastmasters
2400 26th St
Des Moines, IA 50310



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<http://district19.us>

***Speak from the heart, your
message will start.***



Website Updates

Updates to the District 19 website are currently being handled by Julia Venzke. If you see any errors, or want to add an event to your Division/Area page, email Julia at visual-eyes@trxinc.com

Free Software

FREETOASTHOST.ORG

FreeToastHost is a webhost specifically for Toastmasters clubs anywhere in the world. Each website comes with easy-to-use web-based software ideal for any Toastmasters club. Providing your club is listed on Toastmasters.org, there is no-cost for this service! FreeToastHost.org was created by a Toastmaster. It is maintained and supported by a

group of Toastmasters with the cooperation of Toastmasters International.

CLUBSCHEULER.COM

Clubscheduler is a software package designed specifically for Toastmasters clubs to help facilitate the scheduling of the club's meetings. There is no-cost for this service. It was created by a Toastmaster and is maintained and supported by a group of Toastmasters, with

the cooperation of Toastmasters International.

PDF Converter

Convert to PDF from any application by simply 'printing' to the PrimoPDF® printer. Within minutes, you can create high-quality PDFs by converting from Word, Excel, and virtually any other printable file type. Go to <http://www.primopdf.com/> to download your free copy today.

Proper Order

Have you ever wondered what the proper order is if you have an invocation, the Pledge of Allegiance and a "Thought for the Day" scheduled for your meeting? The answer is "God—Country—Man". If you have an invocation it comes before the Pledge of Allegiance; if you have a "Thought of the Day", it comes after the pledge.

Disclaimer: Articles in the newsletter are not necessarily the opinions of the district or the newsletter staff, but are the opinions of the article's author.