



# District 3 Roadrunner

Volume 1, Issue 4

Summer 2017

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- ★ Election Results & Congratulations
- ★ "D3—Together We Will"
- ★ Fall Conference & TLI

## District Highlights

### Focus: Membership

The primary focus for 2017-2018 is Membership growth and the needs of the members.

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## Message from the District Director

**Enid Moore-Cranshaw; DTM**  
**2017-2018 District Director**  
**dd@aztoastmasters.org**



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District 3 Toastmasters,

Welcome to the 2017 – 2018 Toastmasters year.

The District 3 tagline "Together We Will" opens a wealth of possibilities.

- Together District 3 will reach membership and education goals.
- Together District 3 will share the values of Toastmasters with others by building more clubs and inviting others to join.
- Together clubs will ensure members achieve their communication and leadership goals.
- Together District leaders will ensure clubs have the tools and information needed to be President's Distinguished.
- Together we will ensure District 3 members and clubs are Distinguished.

### "Together We Will!"

**Enid Moore-Cranshaw, DTM**  
**2017-2018 District Director**



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2017-2018 District 3 Trio from left to right

Michael Holian, Club Growth Director; Enid Moore-Cranshaw, District Director; Michael Heier, Program Quality Director



**In Memory of Nancy Goins**  
**Shelley Gabriel; DTM**  
**2016-2017 Tonto Division Director**

Distinguished Toastmaster Recipient Nancy Phelps Goins was a member of Toastmasters for 11 years. She was not just a Toastmaster. Toastmasters was in her blood and DNA. Nancy was loyal, trusting, a good friend and mentor to many of us. She helped those who wanted to achieve their goals. Her best Toastmasters moment is seeing others she helped succeed in life and Toastmasters. Nancy helped mentor many of us. She asked what division I was running for last year I said Tonto. "She said good, you are going out of your comfort zone". She helped with the campaign and came up with the idea of plans and goals. One of the many mentoring stories on how she helped District 3. Last year for Christmas, she gave out rings which says "Be the Change you want to see in the world". She taught us to be the change you want to see. Thank you, Nancy, for your mentoring, friendship and your love for Toastmasters. You are and always will be an inspiration for us to follow and live every day. Until we meet you at the Heavenly Toastmasters Club!



*All photos in this article were taken by Martha Brock Photography and Nancy Phelps Goins*

**Program Quality Director's Note**  
**Michael Heier; DTM**  
**2017-2018 Program Quality Director**  
**pqd@aztoastmasters.org**

I've always been a strong advocate for continuous quality improvement, this year, I look forward to encouraging and recognizing the improvements in our members, our clubs, and our district. Our members will develop self-confidence and leadership skills. Our clubs will become better at serving their members needs which will result in more distinguished clubs.

Our district will provide a better environment for enabling the clubs and members to grow and thrive. Toastmasters Leadership Institute (TLI) is learning from your feedback and continuing to grow to better support the clubs. This year, we'll be hosting the final fall conference, and we'll be going out with a bang! I hope you consider joining us as we escape the heat in Flagstaff, AZ on November 3rd, 4th and 5th.

The Education and Training committee will work together as a cohesive team to better support the clubs in the district including High Performance Leadership, Speechcraft and Youth Leadership. Last, but definitely not least, Pathways is coming! Make sure to look at our Chief Ambassador, Nancy's article in the edition of the Roadrunner.

I am very excited to be your Program Quality Director for the 2017-2018 Toastmasters year.



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**Membership Incentives for the Toastmasters 2017-2018 Year**  
**Michael Holian; DTM - 2017-2018 Club Growth Director**  
**Charlene Carillo; DTM - Membership Committee Chair**  
**cgd@aztoastmasters.org**

As membership committee chair for 2017-2018, it is Charlene's responsibility to help the district grow by building membership within clubs. For this year, the district will be supporting the three Toastmasters International campaigns as well as conducting two of their own. Here is a summary of the campaigns of the campaigns:

**The Smedley Award (August 1 – September 30th)**

Toastmasters International runs this program annually, and any club that adds 5 new, dual, or reinstated members during these dates qualifies to receive a "Smedley Award" ribbon as well as a 10% discount on their next order from the Toastmasters International store. District 3 is encouraging all of its clubs to participate in this program, and is sweetening the pot by awarding Toastmaster store gift certificates to the clubs who show the most growth during these periods.

The awards will be: \$50 for first place, \$25 for second place, and \$20 for third place, and we will be giving these prizes to clubs that fall into these four categories (determined by July 1 base membership):

- Up to twelve members
- Twelve to nineteen members
- Twenty to twenty-nine members
- Greater than 29 members

**Club Bragging Rights**

This year-long program will recognize each of the clubs in the tiers mentioned above will be recognized on our web site and social media sources, plus they will have their club name entered into a drawing at the end of the year for a drawing for a \$100 TI store package. Note: in case of a tie for the month, all clubs will be recognized, but only one club drawn at random, will be included in the final drawing.

**Membership Jedi Master**

We will also conduct a year-long contest to reward individuals who sponsor the most

members. District 3 will be giving TI store gift cards for the following achievement levels:

- 3 - \$10
- 5 - \$20
- 7 - \$25
- 10 - \$50

Additionally, the one individual who has sponsored the most new, dual or reinstated members From July 1 – May 31 will be named the Membership Jedi Master and receive a free July Jubilee package! So bring on those members! Let's get our Toastmasters year off to a strong start! Invite a friend to a Toastmasters meeting! Consider joining another club! Let's make 2017-2018 a distinguished Toastmasters year!



## Pathways Coming to District 3 Clubs in December!

**Nancy Starr-Cassidy DTM PID**

**District 3 Pathways Chief Ambassador**



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The Pathways Learning Experience is the long-awaited revised education program designed by Toastmasters International, and after much anticipation will be available to our members beginning in December. A team of volunteers (Pathways Ambassadors and Guides) is being assembled and trained to help our members understand the new programs and Base Camp – the new learning management system. Training will be provided directly to members at a club meeting between late September and early December.

Here's what you need to know and do:

1. **Review the information about Pathways** – [www.Toastmasters.org/Pathways](http://www.Toastmasters.org/Pathways). This site features videos, FAQs and articles regarding Pathways and the roll-out.
2. **Allow the Pathways Guides to schedule a visit to your club.** You'll learn about the new program, how to log into Base Camp, and get answers to your questions. Contact [Pathways@aztoastmasters.org](mailto:Pathways@aztoastmasters.org) to schedule a meeting.
3. **Login to your member account on [www.toastmasters.org](http://www.toastmasters.org).** Ensure your member information is correct. This will become your access to Base Camp.

Although change is not always an easy process, there are two important concepts to understand:

- **Nothing will change about your club experience.** Members will continue to give speeches and evaluations – and yes, there will still be table topics!
- **Current members are encouraged to work their in-progress educational programs.** Current members have the option to work both the old and new programs concurrently during the two-year transition period. Both new and current educational achievements will contribute towards Distinguished Club educational goals.

For additional information or questions about how Pathways will be implemented in District 3, please contact Pathways Chief Ambassador Nancy Starr-Cassidy DTM PID at [Pathways@aztoastmasters.org](mailto:Pathways@aztoastmasters.org) or Program Quality Director Michael Heier DTM at [pqd@aztoastmasters.org](mailto:pqd@aztoastmasters.org). We look forward to bringing the Pathways Learning Experience to your club!



*Congratulations to the 2017-2018 District 3 Leadership Team*

*District Director: Enid Moore-Cranshaw  
Program Quality Director: Michael Heier  
Club Growth Director: Michael Holian*

*Agave Division Director :Lisa J Raymond  
Catalina Division Director :Randi Zeehandelaar  
Mojave Division Director: Glenn Barber  
Navajo Division Director :Dylan Downhill  
Picacho Division Director :Raleigh Ormerod  
Saguaro Division Director :Mike Giardina  
Tonto Division Director :Teddy Rodriguez  
Verde Division Director :Katlyn Ewens  
Zuni Division Director :Angelica Delgado*



## The Road Less Traveled

### Jon Hammond, DTM

### Leslie Hammond, ACS, CL

Road Trip!

As Robert Frost said *“Two roads diverged in a wood, and I took the one less traveled by, And that has made all the difference.”*

On the morning of April 27, 2017 Leslie and I headed out on our BMW touring motorcycle to see Utah. 1,400 miles and five days of adventure through breathtaking canyons, twisty roads and fun. I have to admit, my heart picks up pace when I see that curvy road sign. I just love leaning into the curves, accelerating through the apex and getting ready for the next one. The key to a successful motorcycle road trip is Preparation, Pragmatism and Perseverance – Don't forget FUN.

Preparation is having a good map AND GPS, all the right gear and a well maintained motorcycle. I had our route well planned with time built in for adventure and the “whatevers”. We were glad we invested in all-weather jackets, leather chaps, boots, gloves and helmets with intercom and music.

Our first day was driving from Casa Grande to Kanab, UT. We left after rush hour on a Thursday to avoid as much of the I-17 traffic as possible. Kanab is about 300 miles. A pretty full day in the saddle. Kanab is where Best Friends Animal Sanctuary is. Beautiful place to visit. Paradise for animals in need of a home and care. Kanab is a quaint small town that was the site for many western movies. We ate dinner at a wonderful restaurant called “Peekaboo Café”. Fantastic food and service.

On Day Two, our intention was to visit Bryce Canyon. When we arrived at the entrance to the park on Highway 24, **HUGE** gray clouds rolled in and the temperature dropped to 36 degrees. We got off the bike at the Subway and warmed up with a cup of coffee with 50 Japanese tourists and two guys on rented Harley's from Norway. Leslie looked out the window and saw the snow falling and said “we better get out of here now!” We mounted up and headed to our next stop, Torrey near Capital Reef National Park. This is where Perseverance comes in. As we were traversing the curvy roads of the 9,700 foot Boulder Pass, Leslie looked over my shoulder at the temperature gauge on the dash and said in the intercom “24 \*&\*&! DEGREES ?!?!” That was a good time to turn off the intercom.

A flat tire at a junction sent us on another “road less traveled” and added 120 miles to our trip. We would not have seen how beautiful Highway 95 was had we not “missed our turn” Stunning red rock canyons and great roads through Moab, Mexican Hat, Monument Valley and home through Flagstaff and Payson.

In our 34 years of marriage, life has presented us with many twists and turns. We just keep leaning in, together and rolling on the throttle. Communication, a sense of humor and trust in each other is key. After all, we are Toastmasters!

*All photos in this article were taken by Jon & Leslie Hammond*



**Toastmasters Leadership Institute**  
**Stephanie Hoffmann; Past TLI Chair**  
**TLI@aztoastmasters.org**



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Your officer training continues at TLI this winter, where you will connect with fellow officers and receive top notch training that will set you up for success throughout the remainder of the Toastmasters Year. Whether you are a first-time officer or a veteran, TLI has something for you.

**Do I have to be an officer to attend TLI?**

No, any member of Toastmasters, even from another district, is welcome to attend this great training.

**Why should a non-officer attend training?**

You can find out about different officer roles that you might be interested in the future. There are multiple breakout sessions that teach about topics that are applicable personally & professionally.

**Volunteers learn too! Help at TLI**

Are you new to Toastmasters and eager to benefit from all Toastmasters has to offer? Volunteering at a TLI event, or two, or three is a great way to see beyond the boundaries of your club and learn about many leadership opportunities in the district.

Seasoned officers - have you attended TLI multiple times, but never experienced the back stage workings of this fantastic district-wide training? I encourage you to give back to the training that helps our clubs be successful each & every year.

Best of all, volunteering at TLI will connect you with more Toastmasters Volunteers are needed to help at each session with registration, hospitality, SAA. Volunteer by emailing: TLI.Volunteers@aztoastmasters.org



04-TMP  
Edward Jones  
8333 S. River Parkway  
Tempe, AZ 85284  
Saturday, 8/12/2017  
Continental Breakfast  
TLI Session:  
8:00 AM to 12:15 PM  
Registration Opens:  
7:30 AM

05-TMP  
Edward Jones  
8333 S. River Parkway  
Tempe, AZ 85284  
Saturday, 8/12/2017  
Lite Lunch  
TLI Session:  
1:00 PM to 5:15 PM  
Registration Opens:  
12:30 PM



### Fall Conference Shelley Gabriel; DTM Fall 2017 Conference Chair

Online Registration will be available September 1, 2017. Mike Kaml and Doug Houle are hard at work to make sure this happens.

Jim Key, 2003 World Champion of Public Speaking, will be the keynote speaker.

The location will be at the Little America Hotel in Flagstaff. The address is 2515 East Butler Avenue Flagstaff, AZ 86004. The phone number to the hotel is (928) 779-7900. There will be special pricing for the rooms reserved for the conference.

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**Shelley Gabriel**  
2017 Fall Conference  
Chairperson

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**Jim Key**  
2017 Fall Conference  
Keynote Speaker

### Public Relations Initiatives Martha Brock-Leftridge; DTM 2017-2018 District 3 Public Relations Manager

For the past few months, time has been spent forming the PRM team including:

- Online Fall & Spring Conference Registration Teams
- Website Team
- Social Media Team
- Roadrunner Team
- Multimedia Team
- Photography Team
- Layout and Design Team
- Advertisement Team
- MailChimp & Press Release Team

In other words, we have hit the ground running. We have begun gathering branding material from TI & for D3. Our goals are to have fun while taking on monthly initiatives to reach over 1/2million people throughout the state of Arizona.

As the PRM, our collective plans are to dive into new initiatives with a sense of urgency. We believe the website has served us well and has surpassed it's intended use. We have charged expert web designers to address these issues to assure a launch date of

September 1, 2017. Additional, exposure is everything. We desire to have our Trio face, front, and center on AZTV 7. We have allocated two TV spots that coincides with the Fall Conference November 3-5 and the Spring Conference May 18-20, 2018.

One might rest on their laurels with these accomplishments but our intent is to take things to a different level. We now have the Small Business Expo in August and the Women's Ultimate Expo reaching over 25,000 people.

Roadrunner: As the Editor in Chief, Prince has taken to task of reinventing the Roadrunner. The new look will be much fresher and more dynamic than in years past. The schedules will be posted on Social Media.

PRM Transition: There will be a team in place to ensure that the transition to the 2018-2019 PRM team will be a LOT smoother.

I have also been undergoing the training provided by TI with the excellent guidance of Rosalyn Carter and Dennis Olson.

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**Time to Say Goodbye**

**Prince Leftridge, II; DTM**

**2012-2013 & 2016 -2017 Roadrunner Layout Editor**



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Fact: The version of the Roadrunner you now hold in your hands is based on a template I used over 5 years ago.

Well, it is time to retire this template from District use. While it has served me well, I felt it was time to come up with something newer, fresher, and even bolder than before.

As we speak, the new layout is being worked on and perfected so it can be done

The basic template debuted in 2012 when Dominick Clark was the PRO and we literally spent almost 6-8 hours tweaking this and that on my desktop computer. Since then, it was used by me when I was the Roadrunner Editor and then “loosely” used by Laurie Rangel when she was the PRO for one issue.

But in retrospect, modifying this template has been quite fun because I actually had a field day doing things that some said could not be done, even after the rebrand in 2011.

before the fall issue. Trust me, this is not as easy a one may think. I can't blink or twitch my nose to get this done. It's a lengthy process that requires a lot of patience, late nights, coffee, “choice words”, music and other things to help me get this done.

In 2016, Martha became the Editor in Chief of the Roadrunner. Instead of reinventing the wheel, I decided to bring this template out of mothballs. Of course, the colors would be different, The masthead fonts would change. But the layout would be consistent and legible.

I had fun choosing different colors for this layout because I did get highly bored with alternating rebrand colors over and over again as I did in 2012. Now, I am sending this issue off with colors based on the Coyotes Uniforms. Doing this is actually my normal routine because I always want to make the last issues a tribute to Arizona.

However, I know that when the new design rolls out in the fall, you all will be pleasantly surprised. There will still be electronic and print versions of the newsletter but the print versions will change (per my specifications).

**Evolution of the Roadrunner Masthead**



*First Masthead used in Fall of 2012 using rebrand colors*



*2014 Masthead based on Arizona Sunset with State Flag*



*Coming soon: 2017-2018 Masthead (Note: Not shown to scale for fitment onto this page)*

### 2017 Spring Conference Highlights

Floyd Parks

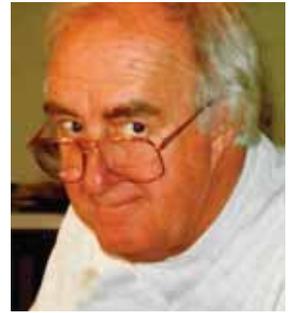
District Photographer



## Remembering Geoff Wilson 1921 -2017

Submitted by Bill Bristol, DTM

Taken from <https://www.thesiuslawnews.com/article/wilson-geoffrey-michael>



Geoffrey Michael Wilson, 86, passed away peacefully at home from natural causes on July 10, 2017.

He was born to Ann and Harold Wilson in Blackpool, England and grew up in nearby Lytham/St. Annes. It was on Lytham beach that he developed his life-long love of the sea and his sense of adventure.

Geoff joined the British Navy the day after his 18th birthday and spent every moment he could aboard ship. The highlight was getting to shake the hand of then-Princess Elizabeth during her visit to his ship, the HMS Illustrious.

Geoff served seven years on active duty and five years in the reserves. When he left the Navy, he decided to do a little sightseeing, so he bicycled throughout most of Europe and all of Scandinavia.

His wanderlust took him to the Arctic, where he worked on the cold-war era DEW line (Defense Early Warning System), to Canada and then to the U.S., where he became a citizen in the 60s. His work in logistics with Lockheed sent him to Iran as a consultant with the U.S. Air Force.

He was on the last civilian plane that got out of Iran as the Shah was being toppled from power. Back in the States, he worked for Motorola and other semiconductor companies in Phoenix.

Geoff loved to sing almost as much as he loved to travel, and he became part of a barbershop chorus back in the 60s in New York.

In Arizona, he sang with the 120-member Phabulous Phoenicians chorus, which won the international barbershop chorus championship three times while he was with them.

In 1999, the entire chorus was invited to do a complete show as special guests at the British Barbershop Associations' 25th anniversary in Blackpool.

Geoff was absolutely thrilled to be able to take 100 friends sight-seeing through his hometown and to his favorite fish and chips shop, where they spontaneously broke into song and thrilled the other diners.

All of his experiences made for lots of good stories, and Geoff was the consummate storyteller. He honed this gift through 35 years in Toastmasters International, both in Arizona and Oregon.

He worked his way up the Toastmasters leadership ladder to become District Governor for the state of Arizona, which achieved Distinguished District honors during his year.

What he loved best about the organization (aside from all the chances to talk) were all the friends he made by being a member in Phoenix and Florence.

Geoff also met his future wife, Kathy, at a speech contest.

He lost to her at the contest, but they got married anyway. Geoff is survived by his wife Kathy; his two children from his first marriage, Ashley and Vida; and two grandchildren, Emma and Noah.

He will be missed by his American sisters Linda, Donna and Dorene. At his request, there will be no services.

Later this year, his ashes will be scattered in the Atlantic Ocean and surely, he will find his way back to England.

In the words of Bill Bristol, DTM "Geoff had a "sparkling" British personality and was always good for a laugh. He was also a superb storyteller!! Geoff was District Governor in 1990-91. I was his ELG (#2) and Dee Dees was the ALG (#3). We had a great year and ended up a Distinguished District within Toastmasters International! Dee Dees later went on to become an International Director with TI."

