



District 3 Roadrunner



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Communication &
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Plan ahead & lend a hand

It's never too early to get ready for the Spring Contests. Judges and Contest Manager training coming soon!

Communication & Leadership

Some of District 3's finest impart their wisdom in public speaking and leading.

Call for future leaders

Why serve? Club and District level leadership is enriching! Catapult your growth while serving others!

Help our clubs grow

Start a new club or serve as a club coach, sponsor, mentor or eagle!

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District 3 Newsletter

December 2012



Marcia Roberts, DTM District 3 Governor 2012-13

This year, instead of creating a bunch of New Year's resolutions on January 1, I will create something different: *daily resolutions*. I will create a rolling new year - one where each new day is an opportunity to set important goals. Most years, I plan ahead for those New Year's resolutions. I create goals, but hold off starting until that one special day - January 1. By then, I've found numerous reasons to delay starting. After all, it's a New Year's resolution, not a December 26 resolution! If I haven't started toward the achievement of my goal on January 1, it's a lost goal, one that waits until next year. Make your resolutions now for Toastmasters, rather than waiting for January 1, 2013 (or 2014!). Prepare your next speech, even if you're not already scheduled. It can even be used for a pocket speech in a meeting where the scheduled speaker can't be present.

Read your Toastmasters magazine front-to-back. Identify messages in the articles for your personal growth. Set an early date to complete your next communication and your next leadership educational levels. Invite a guest to your club meeting this week; then encourage them to join. Participate in your club's Distinguished Club Plan by sharing your goals with the club. Attend club officer training, TLI. Bring back great ideas to enhance your club success. Daily? Every day, beginning now, set new goals for Toastmasters. Don't wait, start them now!

New Membership Campaign! 1+1+3 = \$50

This exciting new campaign is constructed to make winners of all Toastmasters. We grow, clubs grow, areas grow, divisions grow, districts grow and everyone becomes a winner. As of December 1, 2012, when you sponsor a friend for Toastmasters membership and that friend joins, you will receive a 1+1 decal and a personalized letter from Executive Director, Daniel Rex and International President, John Lau. Also, your name will be listed on the [1+1 webpage wall](#). A further reward for sponsoring members will have your name included in a monthly drawing to win an exclusive 1+1 Toastmasters branded T-shirt and a District 3 monthly drawing for a \$50 gift certificate for the TI store. Also, clubs gain in the 1+1+3=\$50 campaign. They can win \$250 store credit by being in the top 20 world clubs and another \$100 from District 3. Let's grow our membership and be winners in many ways!





Tim Smith, DTM **Lt. Governor of Education and Training 2012-13**

Did you hear? We had a fantastic Fall Conference in Tucson! Between the Joke Contest during Friday Fun night and the Humorous Speech Contest Saturday night, I lost count of all the laughs. A number of people told me that I would be too busy to have much fun at conference. They were mistaken...I had a great time! Recently the Fall Conference Team conducted a wrap-up meeting to collect lessons learned. The Spring Conference will be even better after reviewing these lessons! Speaking of reviewing progress, I have a question for you. **Will your club be President's Distinguished?** For the next few months, my goal is to help your club become President's Distinguished! Now is the perfect time to plan the steps it will take for your club to achieve this lofty, but achievable goal. If you elect new Officers every 6 months, did you elect them and submit your Officers Lists? Will you host an Open House, Speechcraft or visit other clubs?

I encourage you to conduct a Membership Drive and get rewarded for gaining new, dual or reinstated members! You CAN do it! You only need five DCP Goals to be Distinguished. After achieving the first 5 goals, the next goals are easy. You'll be surprised how quickly your club goes from Distinguished to Select Distinguished and onto being President's Distinguished! Your club success is the key to helping our District become President's Distinguished!

Join the DCP 5+ Club: As of the writing of this article, I'm proud to say that 34 of our clubs have achieved five or more DCP goals! They are well on their way to becoming President's Distinguished!

Almost there with 4 DCP Goals: 27 of our clubs have achieved four DCP goals! My friends, together we are on a journey to becoming President's Distinguished!

Judges, Contest Manager and SMaC Training

Do you have the desire to serve as a chief judge or judge speech contests? Want to develop your organizational skills by managing contests? Or just want to refresh your knowledge? **Judges and Contest Manager** training will equip you to perform effectively. Club **Sponsor, Mentor and Coach (SMaC)** training is available the same day. Earn credit towards your Advanced Leader Silver (ALS) by assisting clubs. All of this training will be held Saturday, February 2, in Tucson and Saturday, February 9, in Phoenix. More details to come!



Spring Conference is coming! **Help make it a success!** **Jeannie Enders, ACS, ALS**

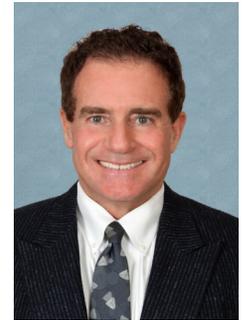
Our District 3 Spring Conference is May 3-5, 2013. We're excited to be returning to the beautiful Arizona Golf Resort in Mesa. The conference team is already coming together with ideas to make your conference a memorable event. If you are interested in joining the team we would love to have you. Please contact me at conference@aztoastmasters.org. Our first meeting is scheduled for January 27 at 1 pm at the APS building downtown Phoenix. Hope to see you there!

Jeannie Enders
Spring Conference Chair

“Why enter a speech contest?”

Paul Pastore, DTM

After each speech contest the contestants are briefly interviewed by the contest chair while the judge's ballots are being tabulated. At the most recent district humorous contest in Tucson the question was, “Why did you enter this contest?” I replied that each contest I enter makes me a better speaker. It places me in a crucible that forces me to get better, listen more carefully to feedback, refine my speaking style, compare what I think is funny to others and learn to be ‘gracious in victory & humble in defeat’. A speech contest allows me to meet new people. It takes me beyond the safe harbor of my friendly club cocoon. It teaches me the discipline of memorization. It shows me the fruits of periodic preparation & practice.



As a speaker advances from the club, to the area, to the division, and finally to the district stage, the audiences get larger. The ‘butterflies’ get bigger. The awards become more prestigious. The laughs get louder. The silences become staggering. The accolades become addictive. The defeats, well, they just plain suck! It's amazing how some clubs have no problem in attracting contest participants. Other clubs have difficulty in finding members that enjoy the competition. I spoke to one speaker who participated at his area contest and he told me he won because he was the only entrant. The Bible (Prov.17:3) says, “The refining pot is for silver and the furnace for gold.” You can call a Toastmaster speech contest a refining pot, a furnace, a crucible, a gauntlet, a challenge or a lot of fun. But in my opinion, it will make any Toastmaster a better speaker.



Effective Leadership

Jeff Morud, DTM

True leaders are rarely born. In Toastmasters, they are made through leadership experiences. Perhaps the most challenging and rewarding leadership experience opportunity is available as a **club eagle** for DTM's who wish to develop advanced leadership skills. There is no time limit for submitting an application. What characteristics do these leaders develop? They learn to compare performance with expectation. They develop new friends in new relationships. The mutual trust means that **club eagles** develop new club leaders to sustain club success. They develop personal skills that allow them to acknowledge as a team when a problem exists and to work together towards a solution. If these advanced skills interest you, then email our LT. Governor of Marketing, Hallie Adams, at lqm@aztoastmasters.org and request an application. The friendships and memories will last a lifetime!

Winter Toastmasters Leadership Institute (TLI)

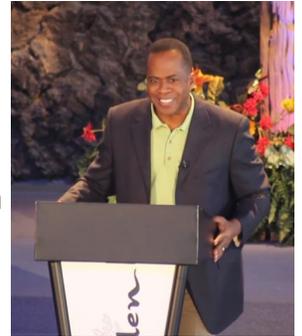
We conducted a Winter TLI session in Tucson Saturday, December 1, and another session in Ahwatukee, Saturday, December 8. It was so nice to see so many of your smiling faces! Will I see you at the Tuesday, January 8 session at the Mesa Convention Center? Or one of the 2 sessions in Glendale at Pure Heart Fellowship, Friday, January 18 or Saturday, January 19? All Club Officers, mark your calendar and attend Winter TLI on one of these dates. Here's the SPECIAL offer: a **\$50 Gift Certificate** goes to every club that gets all their club officers trained at Spring 2013 TLI!

Interested in being a Summer TLI Facilitator? TLI Facilitator Training will be Saturday, February 23 in Tucson and Saturday, May 18 in Phoenix. Broaden your speaking and leadership experience by teaching our leaders the way to success!

“Keep it fresh!”

Dr. Gene James, ACB

When preparing a speech, I like to “keep it fresh.” If you’re bored with your speech chances are your audience will be bored also. Let’s face it, nobody likes leftovers. I am usually only 80% prepared on the day that I have to speak. So from the moment I wake up until I stand in front of my audience I am looking for that one connection point, a quote, anecdote or story, which will add that missing ingredient to my speech. Let me assure you that it will come. It has come from something I heard while listening to the radio, while watching TV or from reading the “Daily Bread,” but it will come. I even have a “speaking notes” folder available in my phone where I will jot down those little day-to-day inspirations that life gives us. I find that last minute inspiration to give the most inspiring part of my speech because it was prepared just for my audience. So if you are not fully prepared on the day of your speech, don’t worry, you’re in good company. And remember to “keep it fresh!”



“Double Stuf Evaluations”

Gloria Díaz, ATM-S, CL

Most Toastmasters are familiar with the Oreo Cookie technique for delivering an evaluation. It is simply to sandwich some suggestions in between praise for what the speaker did well. This technique is aptly named as it is a very good technique – just like the Oreo is a very good cookie. However, given the choice between a run-of-the-mill Oreo and a Double Stuf Oreo, I would go for a Double Stuf every time! The way I look at it is why settle for a thin cream filling, if I could have a much more substantial cream filling to sink my teeth into? Similarly, as a speaker, I prefer to have an evaluation that I can really sink my teeth into over a run-of-the-mill evaluation. Therefore, that’s what I try to give to the speakers I evaluate. My double stuf evaluations recipe is simple:

- Begin with maintaining and enhancing the speaker’s self-esteem
- Combine with the Competent Communicator manual skills
- Add value
- Add specificity

To maintain and enhance the speaker’s self-esteem, point out the speaker’s strengths. Look to the content as well as the delivery of his speech. Remember that even the least-polished speaker deserves praise – even if it’s just for having the courage to get up in front of an audience! Be sincere in your praise. If your praise is disingenuous, not only will you not maintain the speaker’s self-esteem, but you will also ensure that your speaker won’t trust the suggestions you might offer him. Look to the skills covered in the Competent Communicator (CC) manual to develop your feedback. Consider the speech organization, the vocal variety, the effectiveness of his word pictures, how the audience reacts to the speech, etc. Whatever you do, it is important to make sure that your evaluation is appropriate for the experience level of your speaker. Add value – don’t criticize the speaker or his speech. Instead, offer suggestions for enhancing the effectiveness of the speech. To add even greater value, go beyond the skills learned in the CC manual. Consider all aspects of the speech and the speaker’s delivery, staging, use of props and visual aids, interaction with the audience, exaggerated vocal variety, etc. Add specificity to your feedback. For example, don’t say, “Your speech would be even more effective if you use bigger gestures.” Demonstrate the bigger gestures and show the speaker where exactly in his speech they could have been used. As any good cook knows, you add seasoning for taste. Modify this recipe to make it your own. Just remember, Oreos are very good, but Double Stuf Oreos are better!

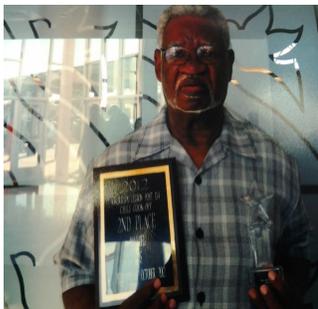


“Why step up?”

Connie Weiss, DTM

Tonto Division Governor 2012-13

Close your eyes...envision the individual that has made an astounding difference in helping you transform into the individual you are today. This change agent is the one individual you will NEVER forget because of the incredible impact he or she made in your life! Perhaps this individual was a professor, a co-worker, a loved one, or a fellow Toastmaster. Now, imagine if this individual did not take the time to guide you, mentor you, or encourage your dream! Would you be the same person you are today? Of course not! Under no circumstances would I have stepped up to be a club officer, Area Governor, or Division Governor without Steve Broe’s [my Toastmaster mentor], guidance, inspiration, and wisdom. There is a collective axiom in Toastmasters, you join Toastmaster for yourself; however, you stay in Toastmasters for others. In my opinion, there is no better way to give back the support, encouragement and mentoring you are given in your Toastmaster journey, than being a servant leader to others. Now, it is your turn to give back [and pay homage to your change agent] by serving as a club officer, an Area Governor or Division Governor! I am confident you will find the experience of being a servant leader and helping transform a generation of new Toastmasters into tomorrow’s leaders as rewarding and inspiring as I have.



“The leadership side of the house”

Ed Cox, DTM

Ed completed 30 years of military service in September 1994. Prior to retiring, he joined a Toastmasters club in California in 1991. Relocating to Colorado and rejoining the organization, his Toastmasters experience skyrocketed to new heights! Ed dove into leadership roles serving as President of several clubs, an Area Governor twice, Division Governor and District Public Relations Officer. “I’m quite amazed of how many Toastmasters think it’s only about public speaking. Leadership makes you look at the program totally different. You communicate to people through speaking, but really touch them through leadership!” Ed states. After so many accomplishments, Ed can relax with a deep satisfaction from his good deeds. Seeing lives changed because of his guidance empowered him to achieve more. In Toastmasters, Ed has a passion for new members at his home club, Elite Toastmasters of Scottsdale, where he teaches leadership. Being a great speaker in Toastmasters is wonderful, but don’t forget about leadership!

Tawn Weeks, ACS, CL

Class Act Toastmasters Club

Toastmasters is a great organization! It helped me both personally and professionally. I have had the privilege of serving multiple times as an officer in my home club. Currently I serve at the district level as an Area Governor which is a growing experience. Being part of a dynamic club with an encouraging environment has helped me develop my communication skills. It has helped me formulate my thoughts and express them to family and friends clearly. In addition, it has given me the opportunity to meet some wonderful people which will be my lifelong friends. Professionally, as a Training Specialist for the University of Phoenix, my involvement with Toastmasters is extremely valuable. It keeps me on the cutting edge when I am conducting training sessions on the Web or when I am assisting an individual on the phone. Joining Toastmasters has enriched my life in more ways than I can express!



Hallie Adams, DTM Lt. Governor of Marketing 2012-13



The first six months have been very exciting and there's more to come. This month Toastmasters International launched the 1+1 Campaign, International President John Lau's membership-building program. In this program all members, clubs and districts can participate. The details are in this month's issue of *The Leader Letter*. The retention and new member "**Silver & Gold**" Campaign was kicked off at the Fall Conference. An email went out to all officers detailing the campaign with a flier attached. The **quality** of your club will determine the **retention** of your members. **Open House Showcase** is in January. It's a wonderful way to introduce potential members to your club. The top 25 clubs who gain the most new members, through the Open House, will receive a 30-percent discount on their next club order. If you are planning an Open House in January, distribute the brochures and flyers throughout the community and your company now.

The **individual membership building program** is important to all clubs to insure club success and growth. The rewards for sponsoring new members is watching them and your club grow. Earn special sponsors' pins and a 25 percent discount off your next merchandise purchase. Toastmasters International's membership building contests can all be found at toastmasters.org. On the top right of the home page where it says **search**, put in "Membership Building Contests". Are you giving your club members what they need or want? If you want to retain your members, you need to help them grow. It is important to retain your existing members and grow your club with new members. Assign a mentor immediately to a new member to help them realize the benefits of Toastmasters. Go to community events with Toastmaster brochures and business cards to handout. Run labels with your club name, address and meeting time and put them on the brochures. Point out to prospective members the reasonable cost compared to other self-help organizations. We have an important message to share. Let's share it!



February 1 to March 31, 2013

Gain **5 new, dual or reinstated members** during these months and get a "Talk Up" ribbon for your club banner, 10% off your online **Toastmasters.org** store purchase and a \$25 gift certificate for the online TI store! Invite your friends, co-workers, family and guests to experience Toastmasters!

Club Extension

District 3 has **eight** new clubs with another five clubs that will charter after the first of the year. These clubs have 17 to 18 potential members and are actively seeking others who want to share in the learning experience that Toastmasters offers. Our success in District 3 depends on the quality of our clubs and our Toastmasters. The process District 3 has implemented in starting new clubs is working and will continue to work as long as it is fueled by the desires and passions found in our existing Toastmasters. Please volunteer to participate in a demo meeting, mentor or sponsor a new club or mentor a new member. What a wonderful way to enrich your life!.



“It Takes a Volunteer” Rose Beeson, DTM, IPDG Nominating Committee Chair

It has been said that it takes a village to achieve great things. In Toastmasters it takes volunteers. Every position in Toastmasters is a volunteer, from the club Sergeant at Arms to the International President. We don't get paid but we certainly gain many rewards when we take on an officer role at any level. District 3 needs volunteers to step up and become District Officers for the 2013-2014 Toastmasters year. There are two types of positions available - elected and appointed. The elected offices are District Governor, Lt. Governor Education and Training, Lt. Governor Marketing, and the eight Division Governors. These officers are elected at the business meeting at the Spring Conference (Saturday, May 4, 2013).

The appointed positions are the 43 Area Governor roles that support the clubs. If you are a Toastmaster with a goal to earn your Distinguished Toastmaster Award (DTM), you are asked to serve in a District Leadership position. If you are a Toastmaster interested in putting your communication skills to work in a service environment, and in learning practical, hands-on leadership techniques, you should step up and serve in a District Leadership position. Whether you are seeking an elected or appointed position, you begin the same way - by requesting an application package from me, Rose Beeson. You may request your package by email from ipdg@aztoastmasters.org, by download at www.aztoastmasters.org - click the link on the home page, or by visiting our kiosk at each of the Toastmasters Leadership Institute (TLI) events going on in December and January.

Applications are due no later than Monday, February 11, 2013. Applications will not be accepted past that date. Candidate interviews will be conducted on Saturday, February 16, 2013 at the Arizona Golf Academy in Chandler. If you cannot attend this meeting, please contact me as soon as possible. Become a District leader, be a part of a village of leaders and reap the rewards for years to come!

Sue Delap, ACS, CL Fall 2012 Conference Chair

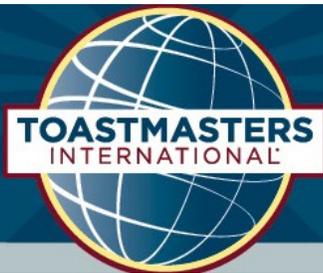
“AIM HIGH...YOUR POTENTIAL IS BOUNDLESS!” This theme to the Fall Conference in Tucson gave Toastmasters many opportunities to expand their potential. From the educational sessions presented, to the leadership examples given by the conference keynote speaker, Pauline Shirley, and the Communication and Leadership award recipient, Lynnette Olsen; to the competitors in the evaluation and humorous speech contests; to the Toastmasters receiving communication and leadership awards at the Saturday Hall of Fame luncheon; to the inspiring DTM ceremony! It was wonderful experiencing the passionate participation of Toastmasters serving on the conference committee, leading conference events, and Toastmasters volunteering throughout the weekend. You all truly made the Fall conference REACH ITS BOUNDLESS POTENTIAL! I give sincere thanks to you all!



Marcia Roberts, District Governor
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Happy Holidays



“Who Do You Admire?”
Jim Davis, DTM, PDG

We all know people in our various communities across Arizona. Individuals who inspire us, lead us or motivate us. The Spring Conference 2013 Communication & Leadership Award is coming up. We will be presenting that award to a worthy candidate at the Spring Conference Awards Luncheon on May 4, 2013 in Mesa. The deadline for submitting nominations is January 19, 2013 and your club can nominate individuals for this award. If you know someone or someone in your club knows someone who you think would be a good candidate for the C&L, think about nominating that individual. The online form can be found at aztoastmasters.org, select “SITE MAP”. Look under Recognition and find the C&L Award and click on “Nominating Form” and follow the instructions.

The requirements to receive this award are that the nominee has demonstrated great communication and leadership skills in the work place or in the community. The nominee must live within the State of Arizona and may “not” presently be a Toastmaster. The nominee also must be able to attend the noon Awards Luncheon at Spring Conference to receive the award and that they speak at the Luncheon.

Jim Davis
Chairman, Communication & Leadership Award
Email your nominations to candl@aztoastmasters.org