



DISTRICT 84 TOASTMASTERS
SERVING CENTRAL AND NORTHERN FLORIDA
Volume 2, Issue 1 (July 2021)

Synergy

**Fresh Start,
New Mindset**

Page 6

**Get Off to A
Fresh Start**

Page 7

**On Mission:
Lessons from
Sea Turtles**

Page 9

**Fresh Start
with Fresh
Frontiers**

Page 14

**FRESH
START**

In this Edition...

Reset for Success	3
Quality TLC (Training, Leaders, Clubs) = Success	4
Plan for Success	5
Fresh Start, New Mindset	6
Get Off to A Fresh Start	7
Synthesis + Energy = SYNERGY	8
On Mission: Lessons from Sea Turtles	9
Toastmaster of the Year: Marie Loeffler	10
A Fresh Look into the World of Virtual Clubs	11
A Deep Dive Into Toastmasters Prowess	12
Kick Start a New Toastmasters Year	13
Fresh Start with Fresh Frontiers	14
Pathways: A New Era	15
Don't Just Like It! Share it!	16

Synergy is a publication of Toastmasters District 84. Published once a month, the newsletter aims to inform our audience through relevant information and tools to help members and clubs to think and work creatively to achieve goals, inspire through ideas and stories that can be applied to our personal and professional lives and finally, entertain through content that is interesting and presented in a way that is fun to read.

District Mission: We build new clubs and support all clubs in achieving excellence.

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District 84

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1

July 17th

12:30 - 5:00 PM

2

July 25th

12:30 - 5:00 PM

3

July 28th

6:00 - 8:30 PM

(TLI Express)



Express!

(no electives)

not just for officers | officer sessions + tons of electives | perfect for all

Reset for Success

by Debi Jo Londono, DTM, District Director



Debi Jo Londono

July starts a brand-new year for Toastmasters. There's something wonderful and exciting about the clean slate a new year offers; a blank page – ready for us to write the next chapter of possibilities just waiting for us. It is the perfect time to hit the reset button and prepare yourself and your club for a year of success and growth.

Before you start writing that chapter, let's consider how you would like to grow personally, and how you would like your club to grow. To get to any destination, you have to know 3 things:

What is your starting point?

Where do you want to go?

How are you going to get there?

To ensure that your club is living up to its mission, consider what it will take to **G.R.O.W.** (Goals, Resources, Outcomes, Wishes).

Goals

"A dream is just a dream. A goal is a dream with a plan and a deadline."- Harvey McKay NYT Best Selling author.

Setting Club Goals is not just for officers – it's a team effort. You must know your club's starting point in order to determine where you want to go. One of the best ways to determine your club's current location is to conduct a "Moments of Truth" session (MOT) early in the year. In fact, if your club has a goal to achieve the Golden Gavel Award, two MOT sessions are required each year because it helps your club identify what is working well and what steps are needed to

take your club to the next level. Plan these steps, including milestones and deadlines for achieving them. Schedule the needed activities and celebrate successes regularly. Review, evaluate and adjust as needed. Steps to include in your plan:

- Attend Club Officer Training (TLI)
- Hold a Moments of Truth
- Complete your Club Success Plan
- Hold monthly Club Executive Meetings
- Plan open houses
- Schedule Club Contests
- Collect Dues Renewals early

Decide how Toastmasters can help you reach your personal and professional goals.

Resources

What resources are available for you and your club to utilize to reach your goals?

Bookmark the D84 website (toastmastersd84.org) and visit regularly to find essential documents, programs and other linked and downloadable tools such as the Club Leadership Handbook, TI Dashboards of essential club information and the District 84 Calendar. Research ways to develop your *personal skills and talents*; *give speeches or even workshops about the personal resources you are using to achieve your goals.*

Outcomes

An outcome is the result or effect of an action.

What do you want your club to achieve? Do you want your club to be President's Distinguished? Win the Golden Gavel Award? Do you want your members to experience the full potential of the Toastmasters educational program and its impact on their growth?

Continued on Page 5, Reset for Success

Quality TLC (Training, Leaders, Clubs) = **SUCCESS**

by Paula Summa, DTM, Program Quality Director



Paula Summa

Hello and Happy New Toastmaster Year!

I am honored to be your Program Quality Director (PQD) for the 2021-2022 Toastmaster year. I get to work with yet another amazing team, and together, we will continue to help our clubs and our District achieve success!

The PQD team is already working diligently on our plans to share new, innovative ways to conduct education and training sessions. TLI will all be online again this year, and they will be more focused and interactive. The monthly Pathways sessions will continue, as will the New Member Orientation with our Trio and Pathways Chair. Moments of Truth (MOT) training will be available to everyone, with suggestions on how to survey the members in advance, making the MOT presentation more efficient and successful. A few new incentives have been added to the Golden Gavel Award, which brings MOT to the forefront. We have plans for many other educational sessions, webinars and forums with concise and consistent training. There will be a few changes in how contests are held, and contest training will be provided when contest season gets closer. You'll also want to plan for our annual D84 conference - the theme this year is "Time After Time"! You'll hear a lot more about that later.

In today's world of Zoom and hybrid meetings, we have learned new ways to conduct our meetings, contests, training sessions and even conferences. With experience we have a better handle on how to conduct these types of events. We've been able to work out the quirks and glitches, resulting in increased quality meetings and events.

We strive to provide training to those clubs who still

are not quite sure how to put a hybrid meeting together, or how to use the breakout rooms in Zoom. We have experts who are willing to assist with training on how to utilize social media sites to benefit your clubs and increase membership. We have teams of experienced Toastmasters who will help our members, our clubs and our District continue on the road to QUALITY and success.

I recently reviewed the Toastmasters manual, "Training Club Leaders" to better familiarize myself with my new role as the PQD. I was reminded that more than approximately 75,000 club officers are new and inexperienced each TM year, yet we rely on them to conduct the Toastmasters program and to keep their clubs healthy and successful. It is our responsibility and goal to make sure club leaders have the knowledge and tools they need. Club officer training provides that knowledge and those tools. Trained club officers can result in more satisfied members, more exciting club meetings, more new members, more Distinguished Clubs and more Distinguished Districts.

Access all of the important dates for district events, training sessions, contests and more on the NEW D84 website (www.toastmastersd84.org/calendar) so you will always know when and where all training and educational sessions will be presented. Remember to bookmark the new website as one of your favorites, and it will always be just a click away!

I wish each of you a great new Toastmaster year, filled with fun meetings, quality education, successful club programs and events, lots of new members and, most of all, many WONDERFUL experiences in your Toastmasters Journey! ■

Plan for Success

by Vickie Goodman, DTM, Club Growth Director



Vickie Goodman

I am a life-long Toastmaster. No, it is not because I am a slow learner, although there are some who might argue this point! It is because I like being successful in all aspects of my life.

Like many others, I joined Toastmasters to improve specific skills in communication and leadership. We remain Toastmasters because of our continued commitment to self-improvement through creative team

work that brings out the best in every member. When combined with the shared contentment and joy that naturally occurs through diversity, inclusion and support, we have an unbeatable plan for success.

As your Club Growth Director (CGD), I want to help you and your club plan for success as well. Let's offer the gifts of increased confidence, professionalism, networking, and leadership skills to as many people as possible. As an added bonus, FUN is an integral part of this plan! It is my experience, and that of the more than 364,000 members in 145 countries around the world, that the simple act of participating in a Toastmasters club is all that is needed to empower individuals to move toward success. Let's work together to expand the Toastmasters opportunity for success throughout our district.

My team of experts is here to support existing clubs, offering experienced coaches to help retain and grow their membership, so clubs thrive with energy and enthusiasm. Our Club Extension Committee will help contact and provide program support, sponsors and mentors to the organizations, businesses or communities that you think might benefit from Toastmasters.

Are you working towards your DTM and looking to serve as a club coach, mentor or new club sponsor? My team can help connect you to a club in need and ensure you get the leadership experience and credit to succeed.

I look forward to meeting you. Reach out to me or my team so we can work together to strengthen our clubs and communities by ensuring Toastmasters is available to as many people as possible. Let's plan together for success throughout District 84. ■

Reset for Success

Continued from Page 3

Define what it will mean to the club and members if these outcomes are realized.

Challenge yourself to improve in one area of your life. Decide the Personal Outcome you want, then set the goals and milestones to reach that outcome.

Wishes

Be careful what you wish for - it might come true.

What if we expected our wishes to come true? Would we be more intentional with our wishes?

Take time to evaluate yourself and your club, discover what you wish to change, and R.E.S.E.T. for success:

- Reflect on things you wish to change
- Evaluate what worked in the past
- Strategize ways to make your wishes come true
- Expect your wishes to come true
- Thoughtfully express your wishes on purpose with intention

We have a fresh start. How will you fill your blank page? ■

Fresh Start New Mindset

by Maria Martinez, DTM, Public Relations Manager



Maria Martinez

This time of each year is always exhilarating for us Toastmasters! I particularly enjoy seeing the reports of clubs who achieve distinguished status, club celebrations, and end of year festivities as we collectively take a deep breath and set our sights on a new year. A clean slate, a new page, a year made of blank

pages to be filled with innovative and fresh ideas brought forth by our newly elected leaders and members at large.

How exciting! If you pay attention, just about everywhere you look, you will find signs of a fresh start: New and courageous officers who are stepping up for the very first time (or for the “nth” time); Members starting new projects to reach their desired goals; Reconnection of members in person or via the newly-learned “hybrid” opportunity, to develop post-COVID-19 goals and strategies for success.

Above all, I see a great deal of enthusiasm that is sure to help us all kickoff and make this our best year yet.

These are just some of the signs I have observed. Your fresh start might look and feel a little different, and that is OK. What’s important here is that we capture this exhilaration, and leverage these great initiatives to set a robust foundation for ourselves, both as members and as leaders in the organization. In tandem with my own fresh start as Public Relations Manager (PRM), let me share some of the things we can do to take advantage of this fresh start:

① Attend at least one of the three scheduled Toastmasters Leadership Institute (TLI) sessions. TLI is not just for officers. As members, it behooves us to learn, collaborate and network with others across the District.

② Set your own clear goals. Fresh starts are intrinsically great times to articulate what we want and to align our efforts and energy in the direction of those objectives.

③ Stay in the loop. Our goals this year revolve around a clear, concise, and consistent communication strategy. For that strategy to be effective, we invite you to whitelist our emails (sent via Constant Contact), find and follow us on your preferred social media channels, locate and visit our redesigned website - if you have not seen it, you are missing out - and, of course, consume and share all the dynamic content available right here in Synergy.

④ Help us generate irresistibly positive brand awareness intended to attract prospective, and to support existing, members:

- Attend your club meetings and be sure to share it on social media.
- Participate actively in the meetings - your participation will lead to personal and club growth.
- Share your stories - let others know what Toastmasters means to you.
- Invite others who may be inspired to join.
- Take, share and tag us on those good-looking selfies. Show off how much fun it is to be a Toastmaster!

⑤ Take full advantage of all the tools and resources available to you. There is an ARMY of people eager and available to see you succeed. What can we do to support you? How can we help you take full advantage of this fresh start?

As we embark on this new phase of our Toastmasters experience, I would love to hear from you. Remember that, although exciting for some, a new step of a new journey can also be scary. Let’s discover the opportunity and focus on the possibilities. Do not let fear or lack of action keep you from starting, finding your voice or reaching your full potential. ■

CLUB CORNER

Get Off to a Fresh Start

by Vickie Goodman, DTM, Club Growth Director

Everything is NEW! New TM year, new club officers, new training and educational opportunities and a new lease on post-COVID life. Let's help our clubs, our members and ourselves get off to a fresh start.

Evaluate your club.

What's working and keeps your members excited and energized? What's not working and lowers the meeting energy, and perhaps even lowers the membership? Hmmmm...How do you know? Conduct a "Moments of Truth" session now. This program can be found on the D84 website (toastmastersd84.org) in the Documents Library. Members participate to identify their club strengths and weaknesses in six critical success areas. The program will help clubs identify areas that need attention, a creative new approach or just a little tweaking. Provide an MOT now, make some goals based on your outcome, and plan a second session in the spring to mark your progress and growth. Holding two MOT sessions over the year will help your club earn the Golden Gavel Award.

Convene your Club Executive Committee

All new officers, or officers in new positions need an opportunity to bond, create goals for success in their leadership role and develop their Club Success Plan (www.toastmasters.org/resources/club-success-plan) as a team. The Club Executive Committee should meet regularly to check club progress on achieving those educational and membership goals. They should meet to review what they learn at officer training and use this information to educate one-another and other members as encouragement for future leadership opportunities.

Every officer should create at least one goal to accomplish in his/her leadership role during the year.

Refresh your Pathways knowledge

Make sure every member is enrolled in the Pathways educational program. Assign a mentor to help new

members or any member expressing difficulty. Insert Pathways educational moments into your club meetings to demonstrate navigational tips, show location of resources, and encourage project completion.

"A fresh start.

A new chapter in life waiting to be written.
New questions to be asked, embraced, and loved.
Answers to be discovered and then lived
in this transformative year of delight and self-discovery."

— Sarah Ban Breathnach

tions. Check out the great How to Evaluate Tutorial on the Evaluation tab in Base Camp (<https://toastmasters.csod.com/ui/lms-learning-details/app/course/06e1badd-5876-41e7-98c0-215a0bf7a921>). This tutorial provides a wonderful summary of how to accurately use the Pathways evaluation forms and is an excellent review for the entire club. Did you know that a score of 3 means accomplished, not average?

Start fresh with a new club calendar

Put your club goals, important dates and deadlines on your club calendar and share it with members regularly. Start with the District 84 calendar on the D84 website to be sure you have critical dates on your radar. Then add those club-specific dates and events like contests, executive committee meetings, dues renewal reminders, open house events, guest speakers as well. You don't have to plan for the entire year, but planning ahead for 2 months will give your club a much-appreciated opportunity. Review your club calendar each month to tweak as needed. ■

Synthesis + Energy

= SYNERGY

by Julie Salgo, Retired Learning and Development Consultant



Julie Salgo

According to a dictionary definition, synergy is a noun referring to the interaction or cooperation of two or more organizations, substances, or other agents to produce a combined effect greater than the sum of their separate effects.

Quoting another resource, synergy is the interaction of multiple elements in a system to produce

an effect different from, or greater than, the sum of their individual effects. Stemming from Greek origins, the term synergy means "working together".

I have another way to make the meaning more attractive and memorable: Synthesis + Energy = Synergy.

Starting in July 2021, the "Synergy Newsletter" editorial team is re-charged with energy by the addition of "new blood" to the team of "experts", thus creating a synthesis of the differing strengths and opinions of the individual team members and contributors. "Synergy" is the perfect name for the monthly product we produce.

Toastmasters club meetings provide the perfect opportunity for synergy. Although forced to adjust to ZOOM meetings, I discovered it enabled me to attend more club meetings I would not have visited without the restrictions caused by the pandemic. COVID may have been a blessing in disguise, allowing me to visit and experience the synergistic interaction of clubs around the world. Allow me to share a few of my observations.

I especially enjoy the "Scripps Teasers TM Club" in San Diego. During their meeting on June 24, the outgoing club president proudly summed up the club's 2020-21 goals. Not only did the club achieve all ten DCP goals,

but membership grew from 24 to 28, retention went up from 50% to 96%. They hold their meetings before work (10 a.m. in Florida, but 7 a.m. in Calif.) and, based on the high energy level exhibited throughout the morning meeting, I can only imagine the increase in member productivity through the rest of their work day! Most meetings had visitors who ultimately joined because of the contagious synergy they experienced.

Another favorite club is "Pestbeszed" (Pest is one part of Budapest, the capital of Hungary; beszed means speech). It has been fascinating to experience their meetings in my mother tongue. Theirs is an evening meeting (1 p.m. in Florida). Members sign in earlier than the start time to socialize. The hour-and-a-half meeting zooms by quickly, and all are reluctant to leave and stay on the line for more chats with their own coffee and snacks.

Both clubs will return to live meetings in July, but they will most likely try the hybrid version -- which is great news for me. Both clubs meet on Thursdays, and my home club, "ToastStars," meets Thursday evening. I am visibly energized on Thursdays thanks to my breakfast, lunch and dinner Toastmaster meetings.

One last story: Following a meeting of "Scripps Teasers," a member was so energized by my enthusiastic comments about the Budapest club that he decided to visit even though he does not speak Hungarian. He had the detailed agenda, and I translated a few things in the "chat", but the body language, the facial expressions, the eagerness to participate, and the rhythm and pulse of the meeting did not need translation. The Toastmasters energy and synthesis came shining through.

Synergy - what a wonderful experience! ■

On Mission:

Lessons from Sea Turtles

(Part 1 of 4)

by Debby Kerr-Henry

"We provide a supportive and positive learning experience..."
in which members are empowered
to develop communication and leadership skills
resulting in greater self-confidence and personal growth.



Debby Kerr-Henry

We are in transition, moving from one Toastmasters year to yet another. Only this *fresh start* feels different from those that came before. This year we are longing...to be...post-pandemic. Like a hatchling sea turtle emerging from its shell to find its way to an open sea, we too are discovering new life in a new world.

William Bridges, author of "Transitions, Making Sense of Life's Changes," says, "To feel that everything is *up in the air*, as one so often does during times of personal transition, is endurable if it means *something* — if it is part of a movement toward a desired end. But if it is not related to some larger and beneficial pattern, it simply becomes distressing."

I live on the east coast where every year, between May and October, baby sea turtles hatch in the quiet of the night and instinctively scoot across beaches toward a mysterious world of water. The dangers are great (it's estimated that only one in 1,000 survive); but the impetus pull — a movement toward a desired, unknown end — is greater.

Like our fascinating sea turtles, I wonder if we Toastmasters, despite the remnants and unrelenting threats of an unwanted pandemic, can journey through July's transition and follow deeper longings toward greater transformation? If so, how?

Our mission statement offers guidance: "We provide a supportive and positive learning experience." Right out

of the gate, Toastmasters founder Ralph Smedley recognized the need to start by first creating a healthy environment.

Our sea turtles offer insight to Smedley's logic. Bright lights can disorient turtles, causing them to head toward Highway A1A. Beachfront lighting is therefore restricted, so hatchlings can more easily see the guiding moonlight reflected on the water.

Likewise, if we invite people to our clubs to engage in public speaking, a well-known universal fear, we had better offer "a supportive and positive learning experience" that provides safe travel along chosen paths. But what does *supportive and positive* mean? Can you stretch beyond cliché and assign your meaning to these words? What do supportive and positive look like and feel like to you and your club(s)? Maybe these questions can help:

Who? Who are your members? Are they transforming, enduring, stagnating, encouraging, critical, helpful, or burnt out? Does your membership reflect your community's demographics?

What? What are your personal/professional goals and are they known and supported in your club?

When? When membership wanes, does the leadership team take time to truly understand why?

Where? Where, beyond the lectern and computer screen, do members apply their developing skills?

Why? Why would someone want to join your club?

How? How does your club celebrate? Overcome chal-

Continued on Page 10, On Mission

On Mission

Continued from Page 9

allenges? Plan for a meaningful year? How do volunteers maintain a balance of time, energy, and expectations of self and others?

July offers a fresh start for Toastmasters, a perfect time for officers to develop supportive and positive [Club Success Plans](#) that provide a larger and beneficial vision, a movement toward a desired end, one that encourages members to identify their personal/professional goals using the [Member Interest Survey](#); and one where clubs provide mentoring, intentional scheduling (see sample calendar), and celebrating along the way. In other words, a year that offers meaning beyond the confines of a pandemic.

Join me for the next three months, as I continue to explore what it means to be mission-minded. Next month I will dig into the word *empowerment* and the question, “Are you in Toastmasters to empower or to be in power?” ■

Helpful Resources to provide a supportive and positive year:

[Club Success Plan](#)

[Member Interest Survey](#)

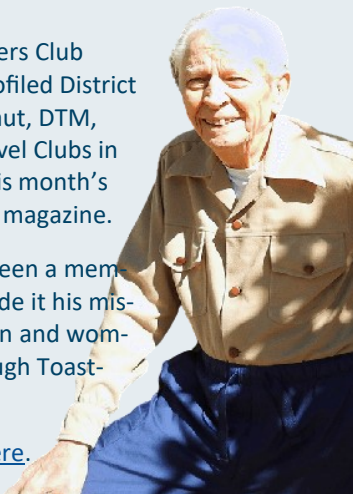
[Sample of a Weekly Calendar](#)

Giving to Gavel Clubs

PMI Tallahassee Toastmasters Club member, Andrew Miller profiled District 84 Toastmaster Chuck Rabaut, DTM, and his contributions to Gavel Clubs in the Florida Panhandle in this month’s edition of the Toastmaster magazine.

Chuck is 88 years old, has been a member since 1974, and has made it his mission to help imprisoned men and women improve their lives through Toastmasters.

[Read the complete story here.](#)



Toastmaster of the Year 2019-2020

Marie Loeffler, DTM

by Sandy DePrimo, DTM

Marie Loeffler, DTM (2x), joined Toastmasters on June 1st, 2011. In July 2012, she assumed the club role of Vice President of Education and was quickly invited to assume the district role of Area Governor in 2013. Marie has continued to enhance District 84 in many capacities including Area Director, Division Director, and Club Extension Chair. She also developed “The Magic of Mentoring,” a program that allowed 164 attendees to gain the tools to be effective mentors, as well as the “Train the Trainer” self-study program which is now a required course for presenters in Toastmasters Leadership Institute (TLI).

“Marie consistently steps up and volunteers for leadership roles and does a quality and thorough job every time,” Beth Ramsay said when announcing Toastmaster of the Year at the 2021 District 84 Conference.

Marie is knowledgeable, creative, teachable, and adaptable. She credits Toastmasters for refining her communication skills and elevating her confidence as a leader – qualities of a perfect candidate for Toastmaster of the Year.

Marie’s mantra is to “identify, encourage, and support integrity.” She is a performer, a dancer, a bell ringer, a teacher and someone who models integrity as she demonstrates thoughtfulness towards her fellow Toastmasters and their development.

Congratulations Marie on being selected as Toastmaster of the Year. ■



Marie Loeffler, DTM

Bring Me Your Hobbies, Your Special Interests,
Your Shared Passions

A Fresh Look into the World of Virtual Clubs

by Angela Ardrey-Reynolds, IP5



Angela Ardrey-Reynolds

Virtual and hybrid meetings expand their reach around the world, taking Toastmasters into a fresh arena centered on life-styles. No longer restricted by demographics, clubs are evolving with the shift from in-person meetings to virtual.

Think about it . . .

Clubs based on common interests.

Clubs supporting shared passions.

Clubs bringing together the novices with the experts, the hobbyists with the professionals, the amateurs with the specialists.

Think about it . . .

Table Topics spotlighting running techniques.

The Word of the Day defying writing terminology.

Pathway speeches showcasing national park vacations.

Think about it . . .

Networking opportunities leading to apprenticeships.

Club outings transforming into weekend workshops.

World cultures inspiring fresh perspectives and grander views.

The possibilities are endless. Clubs formed by common interests lead to strong bonds.

One such club did just that – designating itself as a special interest club for like-minded people. It is LensMasters Advanced (LMA), a newly chartered club for photographers of all levels.

With a shared passion for telling stories through the camera lens, LMA members are eager to learn from

each other. The more experienced, professional photographers teach valuable skills like focus techniques and cellphone photography. Whereas the beginner hobbyists ask questions about composition, the rule of thirds, and which camera equipment to consider when shooting wildlife.

Each meeting opens with a Photography Tip of the Day. Pathway speeches are stories centered around the speaker's pictures. Meetings expand into a series of photo critiques by a team of evaluators, helping photographers understand ways to improve images.

Photographers join from across the world, each bringing a culture and a vision, adding value to the club.

What hobbies or special interests or shared passions can you utilize to birth a new virtual club?

All it takes is one person seeking another asking . . .

“What do other writers do when they feel stuck?”

“Why are my pictures coming out blurry?”

“How can I improve my running technique?”

“When is the best time to plant a new flower bed?”

“Where is the best place to vacation in Europe?”

Think about it . . . ■



Strong Mind | Strong Body | Believe the Unbelievable.
Professional Coach, Speaker, Writer and Photographer.
Connect with Angela on [LinkedIn](#).

Luminous Facets of a Toastmaster

A Deep Dive Into Toastmasters Prowess

by Sowjanya Athmakuri Ramini, LD5, DL5, Area 93 Director



Sowjanya Athmakuri

At its crux, Toastmasters International polishes its members to become seasoned public speakers and, in the process, develops other facets as well. Like a diamond with iridescent features, members excel in diverse areas.

themes bursting year round.

Leading

In addition to serving on the club leadership team which focuses on member growth and empowerment, members can also serve the district as area and division directors or committee chairs, where they gain additional leadership experience by working with multiple clubs.

Competing

Clubs offer a supportive and positive learning experience for speech contests where members compete to showcase hard-earned public speaking skills, all while having loads of fun. Contests are held at area, division, and district levels, too, culminating with the International Speech Contest where Toastmasters from across the globe vie for the title "World Champion of Public Speaking." Everyone cheers for your success with the only true competition being with yourself.

Networking

With over 300,000 members worldwide, there is no limit to the number of connections that can be made. Club camaraderie can last a lifetime when members stay connected as they continue to reap the benefits of growing, both personally and professionally.

With all these facets polished, you will become an iridescent diamond in a world where communication is not an option. ■

Public Speaking

Thanks to the nonjudgmental venue, members can freely explore their strengths and areas needing improvement when speaking in front of a supportive audience. Each meeting highlights speakers who strive to capture their audience's attention through creative and thought-provoking language, spellbinding vocal variety, intentional body language and effective eye contact.

Thinking Extemporaneously

Impromptu opportunities challenge members to respond to surprise topics, conditioning them to frame and articulate their thoughts while in the hot seat.

Evaluating

Members practice giving feedback on flow, clarity, audience awareness, body language, vocal variety and other areas, using a five-point system that states the speaker's current level of accomplishment and gives suggestions on how s/he can grow. By developing intense listening skills, members in turn, nurture evaluation skills.

Creative Thinking

Toastmasters let their creative juices flow by hosting each meeting with a vibrant and thoughtful theme. The Word of the Day and Table Topics are based on this theme. There is never a dull moment with creative

Raising the Bar Kick Start a New Toastmasters Year

by Sandy DePrimo, DTM



Sandy DePrimo

Average leaders raise the bar on themselves; good leaders raise the bar for others; great leaders inspire others to raise their own bar." Orrin Woodward, co-author of "Launching a Leadership Revolution"

So how does one achieve great leader status and maintain that level of leadership?

The Average Leader

"True self-discovery begins where your comfort zone ends," Adam Braun.

Stepping into a Toastmasters meeting for the first time can be intimidating. The Toastmaster welcomes new guests and asks, "What brings you to Toastmasters?" Often the answer is related to self-improvement. Members are looking to raise the bar for personal growth as average leaders.

The Good Leader

Time goes by quickly as the journey to success is underway. Speeches get stronger, evaluations improve, and silent mentoring begins to overtake thoughts. The average leader experiences a shift in focus from oneself to other members. Upcoming club leadership roles pique curiosity, illuminating the path to becoming a great leader.

The Great Leader

"The greatest leader is not necessarily the one who does the greatest things. He, or she, is the one who gets people to do the greatest things." Ronald Reagan

July begins a new Toastmasters year. It is a fresh start and time to put new ideas into the club. Creative ideas are plentiful, and planning will help guarantee a fresh new year. Be present, engaging, creative, and empathetic. Always make members feel they are in a safe place to grow, and then take it one step further. Outlined below are creative ways to raise the bar - ideas

that can be altered to fit the personality of each club.

① **Create a vision statement for the club.** For example:

- Educational – Creative - Fun
- Challenge Equals Growth

② **Place the vision statement on the club agenda and club web pages.**

③ **Create a different moment on every agenda.**

- A Celebration Moment highlighting big and small accomplishments.
- An Educational Second offering tips for successful speeches.
- A Mentor's Reflection allowing mentors to give praise to a mentee.
- A moment of truth update to share progress on club initiatives encompassing a call to action.
- A Club Brainstorm Session creating a bond between members and officers.

④ **Create educational, creative table topics.**

- Use targeted questions to learn the thoughts of the club and gain new idea, such as:
- If you were talking to a friend about your Toastmasters club, "What would you say and why?"

⑤ **Create outings, or events, to bring the members together.**

⑥ **Be professional**

- Always present a complete agenda when the meeting gavel's down
- Keep all web pages updated to attract guests.
- Theme and promote your meetings to share the culture and vision of your club.
- Raise the bar every week! Do not be afraid to enhance what works and change what is not working in the club.
- Reach a goal and go one step further.

The Challenge is Yours

Raise the bar and open the door to new ideas. Who knows, maybe the Smedley award will enter the room.



Nascent leaders

Fresh Start With Fresh Frontiers

by Sowjanya Athmakuri Ramini, LD5, DL5, Area 93 Director



AP McIntosh,
Area E53 Director

When asked what motivated him to take up the Area director role, our goal-driven firecracker, AP, didn't waste one minute to talk about the driving factor behind his decision to serve as an AD. He poured his heart out while explaining what Toastmasters meant to him.

To AP, Toastmasters is an environment in which people from all over the world connect with each other. He attended clubs across the United States - clubs in India, Peru, Poland, and Japan. "Being able to connect, network, and grow with these people everywhere is the most valuable gift Toastmasters offers," says AP.

AP is diligently working towards achieving his Distinguished Toastmasters status, which is highly regarded in the corporate world. AP is confident that achieving his DTM is a confirmation that the individual will exude good leadership, project his ability to marshal a team and use available resources to solve problems.



Donald Kahrer,
Division E Director

"If you really need to communicate your thoughts succinctly, join Toastmasters, they will help you," said Donald's mother. Fast forward 11 years as a Toastmaster - Donald can now vouch with exuberant confidence that this fine organization certainly hones communication and leadership skills.

As a first time Division Director, Donald has big plans for the upcoming year. With the motto of "Serve others", he plans to get clubs in his division engaged with the community and volunteer in other not-for-profit organizations. As a two-pronged approach to expose Toastmasters to the world while serving the communi-

ty, this is an undisputable win-win.

When asked what motivated him to take up the Division Director role, Donald declared that he simply wants to pay it forward. He aims to influence new members just as he was greatly influenced by his mentors, who exposed him to the workings of D84.

Undoubtedly, one of the most caring directors our district will ever see, Donald closes by emphasizing - "Always listen to your mother."



Kara Newcomb,
Division C Director

Though proclaiming her Toastmaster membership since 1998, Kara Newcomb confessed, much to my astonishment, that she is "late to the party" of district leadership roles.

Kara hesitated for a long time to take up the Division Director role due to her work commitments. However, after serving as the Area Director twice, she decided to take the leap. Watching closely and learning from two of her division directors, gave her an immense confidence boost. She looks forward to re-building Division C clubs this year and possibly opening new clubs.

When asked what keeps her going week after week, Kara humbly mentioned that, while she was "never stage shy", she wanted to communicate her thoughts more clearly, especially during her one-on-ones with her team members. She thoroughly enjoys her club visits and their diverse speeches.

She credits Toastmasters for her most recent job, declaring "The employer chose me for my TM experience."

Continued on Page 15, Nascent Leaders

Nascent Leaders

Continued from Page 14



Ruby Scotland,
Division B Director

A former New Jersey District 83 Division Director, Ruby is new to the block and brings fresh outlook to the table. She applauds D84 for its innovative thinking in organizing the conferences, where responsibilities are shared across all Divisions.

With her 22 years of experience as a Toastmaster, Ruby insists that TM is a laboratory where members are able to try different skills. With no fear of being reprimanded, Toastmasters try public speaking, impromptu chatting and leading local clubs which, in turn, grooms them for the workplace.

Ruby enjoys seeing new speakers develop confidence over time. It gives her immense pleasure watching her team members sky rocket from their very first icebreaker speech to completing the next level in Pathways - all while blossoming as confident leaders.

Going into 2021, Ruby's aim is to help her Area Directors achieve their personal goals. She is a firm believer in grooming leaders to success, which she feels will inevitably breed powerful clubs.. ■

Pathways: A New Era

by **Rachael Assignon**, DTM, Pathways Chair



Rachael Assignon

It's official. The traditional Legacy education program has been sunset. We are now entering a sensational era where clubs will only use the Pathways learning experience.

Pathways provides a digital content experience that appeals to the new generation of Toastmasters worldwide.

Base Camp Managers have the added benefit of real-time reports with the click of a mouse.

District 84 is fortunate to have so many, regardless of how long they've been in Toastmasters, who have already embraced Pathways, giving us a head start on the Legacy/Pathways transition.

As this year's Pathways Chair, I will serve you as a liaison, resource, tour guide, instructor, and even as a translator for those who find Pathways to be foreign.

Whatever your Toastmasters pursuit, personal or professional, I'll see you on the path. ■

Monthly Sessions

Learn how **PATHWAYS** is the companion on your Toastmasters journey!

Zoom ID: 853 1202 4512
Passcode: 448672

17th of every month*
7pm ET

**except July 2021 and January 2022*

■ ■ ■ ■ ■
TOASTMASTERS
PATHWAYS
— learning experience —

Topics will include:

- **Base Camp Manager basics**
- **Helping new members**
- **Approving levels**
- **General Q and A**

Don't Just Like It — Share it!

by [Nancy Wilkins](#), Social Media Chair



Nancy Wilkins

There is simply no way to deny it. It is indisputable. The one thing we have learned over the past 15 months is the power of social media. Even though quarantined in our homes, we all had the social-media tool available in our tool belts. The clubs that utilized this tool found new members and growth during

what was a very difficult year for most clubs. Facebook, Instagram and LinkedIn continue to show their value to our clubs.

Although your club may, once again, be returning to in-person meetings, I would encourage each club to continue to utilize this method of communication. Not just because this connects you with a new audience, but because your club will learn how to use social media more effectively by working your club advertising campaign together. Following are some helpful hints to help ensure your club receives the most exposure possible.

Be sure your club has a Facebook Page and not a Facebook Group. This is particularly important for prospective members to find you. When people search online, they search for a page with the information they want. Groups are best for those that are already members. Also remember when posting to your page, that this is what visitors will see. Make sure the posts are well constructed and portray a positive impression. You never get a second chance to make a first impression.

Connect your Facebook page to your Instagram page to be sure that when

you post in one portal, it is automatically posted in the other. Facebook tends to attract people aged 40 and above. Instagram is normally for those under 40. Who are you trying to attract? Design your posts for them and monitor the results.

When your club posts something on Facebook, do more than just 'like' it. Liking it only shows on your timeline and gets very few views. In order to maximize the eyes that see it, share it to your home page and add a comment of more than 3 words. This attracts the attention of the algorithm that increases the likelihood that Facebook will share it automatically-with no additional effort on your part. In addition, tag people in the photo and, now that clubs are returning to in-person meetings, check In to the meeting location. Teach these actions to all club members so everyone shares each post. The algorithm notices the post being shared and will share it for you.

Over the next year I will be presenting quarterly training sessions to help those that need assistance or those that want to learn new tools. The first workshop will be about how to use Facebook pixel. If there is a Facebook or Instagram skill you would like to learn about, please email me. I am looking forward to helping everyone become a more proficient Facebook-er and Instagram-er over the next year. ■



"How to Attract & Talk to the Media"

TM D84 is Honored to Bring You:
Elvina Nawaguna,
Deputy Bureau Chief at
Insider Inc.'s
Washington Bureau



July 22nd, 2021 • 8:00 PM
via zoom - a D84 Exclusive



Elvina Nawaguna

LOL Corner

by Dr. Ashok N. Shahane, DTM



Ashok Shahane

The Flexibility Works: There was a Company that was in the process of selecting its President. There were three finalists: an Accountant, an Engineer and a Lawyer. Although they had different backgrounds, they had identical stages of experience. The search committee got confused and decided to ask a final question, "What is 2 + 2?" The accountant said, "It is 4." The Engineer said,

"It is not necessarily 4. In most systems it is 4, but not always." When the Lawyer was asked the question, his reply was, "2 + 2 is whatever you'd like it to be. You want 7, the answer is 7. You want five, the answer is 5, and on and on." I'm sure you know the rest of the story - who was selected as a President of the Company.

Let Go: Eleven people, ten men and one woman, were hanging on a rope from a helicopter, waiting to be rescued. The rope could not sustain them all, it was destined to break, causing them all to fall to their death. It was obvious that one of them had to let go, so the others could be saved. The woman looked at the ten men,

all hanging on for dear life, and said, "Relax, I am going to let go because all my life I have given up things for men. All my life I had to make the sacrifices and I never got any thanks. I am used to it. So I will let go." And with that, all ten men applauded.

Lies, Lies, and Statistics: Before you ask me for a day off, consider the following statistics. There are 365 days in a year. You sleep eight hours a day which equates to 122 days which, when subtracted from 365, leaves 243 days. You also have 8 hours of recreation every day, totaling another 122 days and leaving a balance of 121 days. There are 52 days that you do not work at all which leaves 69 days. You get Saturday afternoons off, resulting in 52 half days, or 26 more days that you don't work. The remaining balance is 43 days. You get an hour for lunch, which, when totaled, makes 16 days, leaving 27 days for work in the year. You get at least 21 vacation days so that leaves 6 days, You get 5 legal holidays during the year, which leaves only one day. And I'll be darned if I'll give you that One Day Off!

Source: Shahane A.N. "Useful Stories for Daily Life", Father & Son Publishing, Inc., Tallahassee, Florida, Copyright 2013. ■



DISTRICT
84

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2021 - 2022 TRIO



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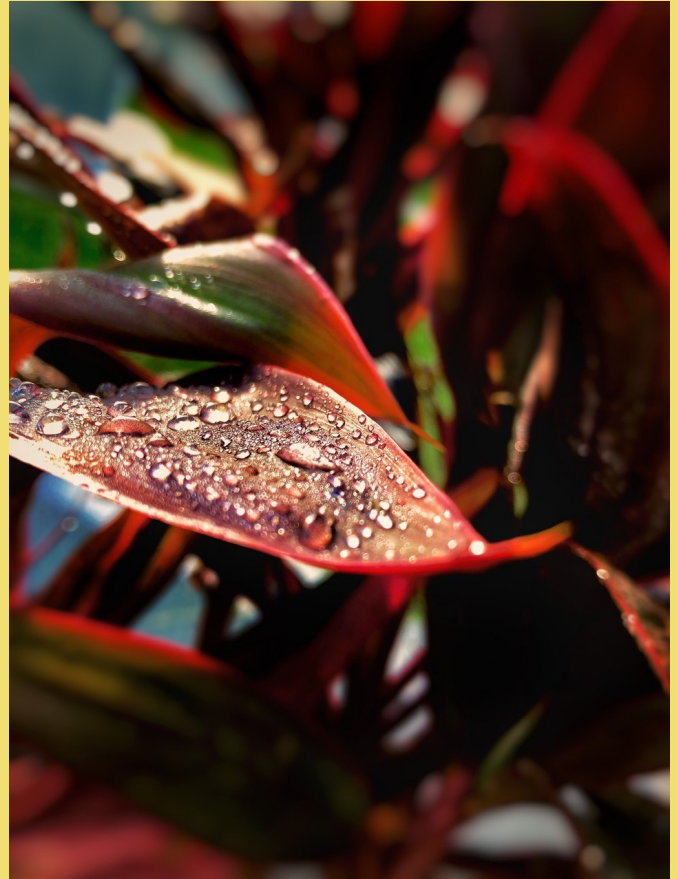
PAULA SUMMA, DTM
Program Quality Director



DEBI JO LONDONO, DTM
District Director



VICKIE GOODMAN, DTM
Club Growth Director



"Dew covered leaf"

Pamela Winter

Member of LensMasters Advanced

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