



# PELICAN PATTER

October 2011

## WELCOME TO THE 2011-2012 TERM

Hello to all the wonderful members of District 68 and welcome to the 2011-2012 Distinguished Year!

As I write this, I am humbled and honored by your vote of confidence and your trust in me to lead this district for the 2011-2012 year. My promise to you is to listen closely in an attempt to fully understand your desires and goals; and to do my best to lead with heart, passion, compassion, and integrity.



Many of you will remember our theme last year: We Are...Distinguished District 68; We Are...Achieving Greatness Together; We Are...Remembering the Member. While we don't have a specific theme this year, the mantra of Remembering the Member and my focus on leaving a Legacy continues.

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Through a memorial made to Jeanette Donlon last year at a Speakers of Valor club event, Legacy was the word that came to my mind. I felt so inspired by the tribute to Jeanette that I determined I wanted to finish my Toastmaster career the way Jeanette did...leaving a legacy. Jeanette touched so many

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lives and had an impact on countless numbers of Toastmasters members across this district that I want to leave as a great a legacy as she did.

So I will continue to ask...What legacy are you leaving? When your Toastmaster career comes to an end, what will the people with whom you had contact say about you? Will you have as great an impact as Jeanette did?

Our goal last year was to encourage our clubs to be quality clubs. How? By conducting quality meetings! There are critical success factors and statistics and goals that we must meet to become a

distinguished district, and yes, it can be mind boggling!! But you know, the answer is very simple....if we provide it, they will come! If we take the time to ask our members why they joined Toastmasters and what their goals are, and then provide them with an opportunity to achieve their goals and dreams in a positive and supportive environment, they will share their successes with others. When we share success with others, they want to be successful too – the member will invite them and they will come. Quality Meetings = Quality Clubs.

Does this happen without planning? No. This will require all of us – every member of every club to step up and serve our clubs. We get out of this program what we put into it, and we get out of our clubs what we put into them.

I am committed to serving my home clubs...ARE YOU? I am committed to our success...ARE YOU?

I look forward to walking this Distinguished journey with you and to leaving a legacy far beyond our imaginations!!

Kimberly D. Boyd, DTM  
2011-2012 District Governor

## Growth Corner

### Here's to You: Toastmasters

"Develop Your Presentation Skills with Toastmasters"

By-Scott Morgan

What do former U.S. Speaker of the House Carl Albert, Peter Coors (chairman of Coors Brewing Company), Debbie Fields (founder of Mrs. Smith Cookies), Napoleon Hill (author of "Think and Grow Rich"), actors Leonard Nimoy and Tim Allen, Chris Matthews (of television's "Hardball") and LANtec instructor Scott Morgan all have in common?

They've all been members of the world's premier communications and leadership development organization – **Toastmasters International**.

Founded in 1924, Toastmasters International has a mission to „help men and women learn the art of speaking, listening, and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind." Toastmasters extends its program to over a quarter million members in over 13,000 clubs in 116 clubs worldwide, making it the largest communications development organization in the world.

How does Toastmasters accomplish its mission? Toastmasters members gather together at their respective club meetings for an hour to ninety minutes each week or every other week.

During the course of the meeting, members participate in impromptu speaking (referred to as "table topics") and prepared speeches. In addition, evaluations are also given for each speech to help participants develop their

Just a reminder that you can obtain the information

you need for your Area Speech Contests for **FREE**

from the Toastmasters web site.



## Promoting Your Club On The Web

*By: Tami Dubose, GSU Baton Rouge President*

Check out the links below to make sure your club is found easily in a search to aid in your club development and marketing.

<http://www.google.com/places/>

NOW you can find District 68 on YouTube!



You simply go to YouTube and enter District68TM in the search bar and you will see a list of video clips you can view!!!

speaking and leadership styles.

Each club has a set of officers, and at each meeting members assume various roles, such as Toastmaster (the evening's emcee), Grammarian, Time Keeper, and others.

Prepared speeches are put together according to various projects found in the program's Competent Communicator or Advanced Communicator manuals. As communications manuals are completed, the member is recognized with various educational distinctions. Members are also recognized for leadership development through the Competent Leader and Advanced Leader program. The educational and leadership award component allows members to receive recognition for their hard work and continued development.

So what does that mean for us? As trainers, we are in the business of communications and leadership. We are lending our experiences and expertise in our respective areas of specialization to our students on a daily basis. As such, we owe it to ourselves, our company, and our students (the reason we exist in the first place) to be the absolute best communicators and leaders as we can possibly be.

For less than \$100 per year, Toastmasters benefit from continued practice and development of their speaking skill...far less than what most one-time public speaking seminars would cost. That minimal investment will bring greater returns in your ability to deliver consistent, solid presentations to your students.

For more information about Toastmasters or their programs, you can email Scott (who also serves as a club president and



WHERE LEADERS ARE MADE

## Toastmasters International Enters a New Era with Updated Brand

**Since Toastmasters International launched the refreshed brand last month, many members have asked for more information about the brand refresh as well as help to clearly communicate its relevance to fellow members and the public.**

**In response, we created a fill-in-the-blanks news release and various talking points for you to use and pitch to your local news media and share with fellow members. You can learn more on how to download and use the release from the VPPR and PRO resource page on the **Media Center** section of the Toastmasters website.**

**If you need assistance in pitching your local news media, please refer the Let the World Know manual (item 1140).**

an area governor) or check out the website at [www.toastmasters.org](http://www.toastmasters.org).

There are several programs in the Baton Rouge and Lafayette areas, all of which can be located on the website. Drop in on a meeting and find out for yourself how great a benefit becoming a Toastmaster will be on your life and career.

## Out and About



Monroe Newsstar On the Town section

# Using Your *John Hancock*

When I was the club VPPR, it never failed that new inquiries about our club from potential visitors would arrive in my inbox with an innocent chirp from my pc at a time when I was already drowning in deadlines and projects. How could I respond in a timely manner to this potential visitor when I barely had time to respond to my boss's project inquiries? Thankfully I knew the power of the Microsoft Outlook signature.

Most people use or have seen email signatures. Often the signatures will be a polite closing or a virtual business card. Signatures however, are not limited to the number of lines or characters (or if they are, I haven't reached the limit yet). **Outlook signatures gave me the ability to send a seemingly personal and individual response in less than 5 seconds.**

I composed a single response to the questions I received most often: when and where are the meetings; am I allowed to visit; how are the meetings run; etc. I threw in a few personal observations and experiences. I saved this response as *Toastmaster* signature. From that point forward, whenever an inquiry arrived, I could hit REPLY, INSERT *Toastmaster* and SEND – in 5 seconds or less.

Toastmasters International states that one in three club visitors become club members. Our job is to invite as many visitors as possible to our club meetings. Fast, informative, warm responses to email inquiries are one way to show a potential visitor that your club is sincerely interested in that visitor and eager for them to attend.

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The email below is the 'signature' that you would receive from me... I'm sure you will be able to find many ways to improve the language. Pretending now you are a potential visitor, if you had finally built up enough nerve to inquire about Toastmasters, how likely would this prompt response help you decide to try out the club?

Hello!

First, thanks for your interest in our club. We would love for you to come and visit as often as you like. Hopefully you've had a chance to review some of our Frequently Asked Questions on our website. This may answer some questions you may have.

<http://gsutm.freetoasthost.net/appiesnet/appieskb/kb1/index.cgi>

When I visited the club for the first time before joining, I was surprised at how much I learned about speaking just from watching the club members speak. Members that are delivering prepared speeches have been assigned an Evaluator. The evaluator will praise the presenter for what he/she did well and will offer kind feedback on an opportunity for improvement. Just by listening to these evaluations, I found my own presentation skills were enhanced. I also love the fun and camaraderie that happens at our meetings.

You do not have to worry about speaking when you are a visitor, you will not be called on. A portion of the meeting is devoted to 'Table Topics' which is where one member comes prepared with questions and puts

other members on-the-spot. These members have 1-2 minutes to speak on the question, and it teaches us to learn to speak quickly, coherently, and succinctly. If, after a few visits, you want to give this a shot, volunteer and we'll work you in. Since many visitors wish to only observe, we only call on those visitors that volunteer.

Our meetings start promptly at 7pm on Mondays and last until 8:30. Mary Bird Cancer Center is closed for holidays, so these are the only Mondays we do not meet there. Security leaves the building at 7pm sharp so we must be inside prior to that (we are all upstairs in a meeting room and you can call). The parking gate also gets locked from the outside at 7pm. We all try very hard to arrive no later than 6:55. Also, the room is heavily air conditioned and many find the room cold. (I think it's freezing!)

If you have any other questions, give me a call. If I'm in a meeting at work, my cell will go to voicemail but I'll get back to you asap. I would love to meet you in person Monday night!

kelly

225-642-1426 office

225-229-5008 cell

225-282-1060 fax

Hopefully you'll be able to use your 'John Hancock' to encourage more visitors to your meetings.

*By: Kelly Moore*

## A Word from 2011-2012 Area 7 Governor-Elect

**Mustafa H. Muhammad, ACG/ALB**

**Turning Point Toastmasters**

**St Gabriel, LA 70776**

**Greetings Toastmasters!** I am thankful to have the opportunity to be the Area 7 Governor for the 2011-2012 Toastmaster year. Plus, I look forward to sharing my knowledge and expertise with the Club President(s) in Area 7 so that we can meet all of our objectives so that we can become a Presidents Distinguished area. That is my pledge as Area 7 Governor.

One of the things that I would like to emphasize is “Leadership Dynamics.” Regardless of where we are in life at present, effective leadership is very important, especially in our Toastmasters Club(s), as well as our family, work-place, community, and Greater American society.

At some point and time, we as Competent Communicators and Leaders of Toastmasters International have to step-up-to-the plate and exemplify what we have been taught and trained so that other(s) can become beneficiaries of the tenets that transformed us into principled and professional people that we have become and/or becoming.

It doesn't matter what level we reside on at present. Our status as human beings should only be based on the humility that we show forth and the contributions that we are willing to make to humanity. As it is said: **“Ask Not What Can Your Country Do For You-What can You Do For Your Country!”**

Additionally, in acknowledging and upholding the **“Viewpoint”** of Toastmasters International President Pat Johnson, DTM, **“What We Learn through Service,”** that actually is a question that we should all think, ponder, and reflect upon. In doing so we have the opportunity to serve unlike we have in days-gone-past, and we can do so in a matter that others can accept, respect, and appreciate.

All we have to do is incorporate the teed-bits of our positive thoughts and compassion into our day-to-day affairs so that others can see the humanitarian gesture that we are willing to demonstrate and display. Even if this is just done on a Toastmaster Club level, you will be surprised at the level of response you will receive verbally or non-verbally, and remember just because a person doesn't tell you “thank you” does not mean that they are nor appreciative of what you have empowered them with.

Like a prepared speech, when we speak from experience, we should speak from the heart. That doesn't always have to be in a prepared speech and/or a Table Topic, it could be the experience of our lives and the experience that we are willing to offer and extend to others that may very well motivate and inspire them to aspire and ascend to the next level in life.

This type of experience and service is an aspect of leadership that can be incorporated into a Toastmasters life and the lives of others that they have influence offer and/or may be examples too. Certainly, this that is missing from the leaders of the community and society that we present reside in would fill voids that are presently there to be closed.

Therefore, as a Toastmaster, may you be Neophyte or Competent, please consider (re)defining your leadership skills so that they can serve not only our Toastmasters Club(s), but our families, communities, and society as well. **“That Should Be The Duty Of A Toastmaster Also!”**

## District 68 Calendar

### District Trio Training

January 2012 – Region 8 Mid-Year Training  
January 20 & 21, 2012 – Atlanta, GA

### TLI

- December 3, 2011 – New Orleans (location TBD)
- February 4, 2012 – Lake Charles (location TBD)  
Potential site of upcoming Spring 2012 Conference

### DEC Meetings

- January 10, 2012 – Conference Call/SKYPE @ 7:00 pm
- March 13, 2012 – Conference Call/SKYPE @ 7:00 pm
- April 21, 2012 – Face to Face, Lafayette, Regional Library, Johnston Street

### District Conferences

#### **Fall 2011 District Conference**

November 11-13, 2011 – Paragon Casino & Resort, Marksville

Keynote: David Brooks, World Champion Public Speaking



For More Information go to the website at:

<http://www.district68tm.org/fall2011conf/fall11conf.htm>

#### **Spring 2012 District Conference**

May 2012 – Dates & Location TBD, Lake Charles  
Keynote: TBD

## Message from the District 68 Public Relations Officer

Thank you for the opportunity to serve you as the PRO this year. This is a new experience for me as I have never served as the PRO for my club or the district. Any hints or tips are greatly appreciated.

You have just read the first newsletter I have ever written/put together. This was a much harder task than I had imagined and I will now appreciate every newsletter I read a whole lot more. Please be kind in your hints/tips for improvement for future editions of our district newsletter.

I plan on publishing the newsletter each quarter according to the following submission and publish dates:

<b>Submission deadline</b>	<b>Dec. 11, 2011</b>
<b>Publish Week of</b>	<b>Jan. 1, 2012</b>
<b>Submission deadline</b>	<b>Mar. 11, 2012</b>
<b>Publish Week of</b>	<b>Apr. 1, 2012</b>
<b>Submission deadline</b>	<b>June 10, 2012</b>
<b>Publish Week of</b>	<b>June 30, 2012</b>

Please send any items you wish to have included in the newsletter to me at [LTCowart@yahoo.com](mailto:LTCowart@yahoo.com). I would like to have your submissions as a Word, Excel, or Text document(s). Please feel free to include photo(s) you wish to have published with your submission.

If you have any questions, please feel free to email me at the address above or call me at 409-791-3128.

<p><b><u>TLC w/BLT</u></b> <b>March 24, 2012</b> – Location TBD, New Orleans TLC with Breakfast/Lunch with the Trio <u>Divisions C &amp; D</u> Fun and Information Event for DivG's, AG's &amp; Club Presidents</p>	<p><i>Lisa Cowart</i> District 68 Public Relations Officer, 2011/2012</p>
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