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Happy Holidays!

Whether the holiday you celebrate is Christmas, Hanukkah or Kwanzaa, District Governor Dan Bell, the members of the District 45 Executive Team wish you peace, goodwill and joy. As you celebrate your holiday, remember the importance of family and friends.

Take the opportunity this holiday season provides to rest and rejuvenate. As January 1, 2007 dawns and we start the second half of our Toastmaster year, be prepared to work hard to achieve your Toastmaster goals. For it is in that way we can all participate in our 2006-2007 District theme, O.N.E-Ownership, Nurturing and Empowerment!

Two DTMs Achieved

Congratulations are extended to two members for achieving the Distinguished Toastmaster Designation.

James McMorran is a member of Sears Halifax Toastmaster Club #1555 and Speakeasy Toastmaster Club #8183, Jim is the fifth District 45 member to earn the DTM designation in the 2006-07 year. Congratulations Jim!

Candice Buell is a member of Portsmouth Club #1094; Excel-Orators #4557; Tri-City Club #7682 and Salem Speech Masters Club # 780794. She is currently the District Lt Governor of Marketing and is the sixth member to earn her DTM this year. Congratulations Candice!

Club Anniversaries Observed This Month

Congratulations to the following District 45 Clubs celebrating anniversaries in December:

Fredericton Club #2204, Area 13, Division C—35th Anniversary
Tech Talk Club #610498, Area 18, Division D—3rd Anniversary
Toast of the Valley Club #9719, Area 15, Division A—13th Anniversary
Valley Health Club #829453, Area 19, Division C—1st Anniversary
Valley Club #741098, Area 3, Division C—2nd Anniversary
Yarmouth Club #4653, Area 9, Division D—5th Anniversary



District Governor



*Dan Bell, DTM
District Governor*

Member of Schooner Club #3978

“Why do I have to attend officer training in January?” asked the club’s Public Relations Officer. This was her first term as a club officer after being a Toastmaster for only 14 months.

“Yes! Why do I have to attend as well?” asked the Sergeant at Arms, a long-time Toastmaster who had previously served in every club officer position.

The answer to both of these members is the same: the purpose of a mid-year training session is to provide an opportunity to refocus on our goals as club officers with the sole purpose of providing great service to our members.

These “re-training” sessions, which usually take place in January, also provide the following opportunities:

- Re-affirm personal commitment to the role of club officer
- Network with other club officers to share ideas
- Review officer duties and responsibilities
- Review Club Success Plans and adjust goals where needed

At these sessions, experience and inexperience both play important roles as the agenda is designed to foster a sharing of ideas, asking questions, open discussion, brainstorming, and a sharing of best practices within clubs.

Unlike most Districts, due to the distance challenges in District 45, we offer training sessions by Division. Clubs are encouraged to send all seven officers to the Division-level training, however, we know that with work and family commitments, not all officers can attend. If required, an additional make-up training session will be held either at the Division or Area level depending on geography. However, no further training sessions will be held. There will be no club officer training at the club level. Why?

Without question, conducting training at the Division or Area level provides a more consistent level of training for all club officers at a Division or Area training session. Training is conducted with a similar message and in a similar format for all clubs. Secondly, Division and Area Governors have many responsibilities and cannot spend their time arranging several training sessions. Two sessions should be sufficient to allow clubs to send all officers.

“So I can share ideas and pick up suggestions. That’s why I should attend training!” states the young Public Relations Officer. The Sergeant at Arms adds, “I now see how I can contribute my knowledge and experience to the group!” This view permeates itself through the entire club executive. This club sends all seven officers to training and goes on to become President’s Distinguished. More importantly, every club member says they have achieved their own personal goals because their well-trained executive was focused on the needs of each member...on the needs of the O.N.E.!

Lt Governor of Education & Training



*Heather Perkins, DTM
Lt. Governor of Education & Training*



Member of Schooner Club #3978; Toast of the Coast Club #4592; Ten Beaches Club #787667; Smooth Talkers Club #821874

Achieving Multiple Designations

I have over 10 CTM/CC designations, along with multiple ATMs. Many other Toastmasters in the District have also achieved multiples of the same designations. Often, members will question why we achieve more than one of each designation. There are a number of benefits to you and your club for doing this.

Every speech you give should be a manual speech. By always having a Competent Communicator manual on the go, it means that it is easier to fill in as a speaker with little notice while still ensuring your speech is a manual speech. Redoing the CC manual forces you to focus on the fundamentals of speaking. It also forces your evaluator to focus on those fundamentals. Far too often, basic errors such as poor eye contact or ineffective body language are overlooked when someone is speaking from an advance manual because they're not one of the project objectives. There is also a tendency for an evaluator of an experienced speaker to think "I know she knows she should have vocal variety – I don't really need to mention it."

One benefit to the club is that it gives newer members the opportunity to see different approaches to

the various projects in the CC manual. As well, you act as a role model to all members. Demonstrating your willingness to speak to ensure all your speeches are manual speeches makes it easier for you to encourage others to complete their manuals. Another benefit to the club is that it makes it easier to fill speaking roles at the last minute, if needed. If you've completed your CTM or CC and are working on an advanced manual, consider working on another CC at the same time.

The same benefits derive to you and the club by achieving multiple Advanced Communicator designations and from redoing the Advanced manuals. There are 15 Advanced manuals. You have to complete two for each advanced designation. You can achieve seven advanced designations before you even need to think about redoing a manual. Once you've done them all, start through them again. You'll always be contributing to the club's success by doing so as well as ensuring you continue to develop your communication skills.

By achieving multiples of the same designations, you will take *OWNERSHIP* of your continuing growth in Toastmasters, you will *NURTURE* other members by acting as a role model and you will *EMPOWER* yourself, your fellow members and your

President's Distinguished Divisions 2005-06

In the listing of President's Distinguished Divisions listed in the November edition of the CanAm Link, two Divisions were inadvertently omitted. They worked hard for this achievement and we apologize for the omission. District 45's President's Distinguished Divisions 2005-06 were:

Division A – Caryl Lajoie, ATM-S
Division C – Dave Fraser, DTM
Division D – Heather Drope, DTM

Lt Governor of Marketing



*Candice Buell , ATM-G, CL
Lt. Governor of Marketing*

Member of Portsmouth Club #1094; Excel-Orators #4557; Tri-City Club #7682; Salem Speech Masters Club # 780794



“The best way to keep your members content and engaged is to talk to them about their goals and needs, then work with them to fulfill them”

Club renewals have been sent to TI and we are calculating what areas will require some attention. We've chartered four new clubs and have over 250 members which is a fantastic start to the year. However, the retention of members is less than we would like to see. Now is the time for club officers to call members who did not renew in October and encourage them to return to the club. As of the end of November we have thirty-nine clubs below twenty members and nineteen clubs below twelve members. This shows a need for retention within our clubs.

Each club needs to focus on the mission of Toastmasters. Make your meetings informative, amusing, organized and fun to attend. Happy and fulfilled members renew. “The best way to keep your members content and engaged is to talk to them about their goals and needs, then work with them to fulfill them.”

Club coaches are being assigned to all clubs that are below twelve members if they so desire. Club coaches are assigned by the District Governor to assist clubs that are striving to reach distinguished and are having difficulties building or maintaining membership. Club coaches may be assigned at any time during the year.

Club visits are complete. All club officers should review the report and encourage all members to help strengthen the necessary areas. As we close out this year and start the second half of our Toastmaster year, each club should be focusing on helping members meet their goals. Your club can be recognized for its members' achievements through the Distinguished Club Program. Your club is eligible for distinguished status if the club has twenty members or has a net increase of five or more members by the end of June. We encourage you, however, to set your club goal as being Distinguished by April 30th. We would like to see all clubs be recognized for their members' efforts during the year.

Remember to take part in this year's theme by expressing O.N.E. – Ownership, Nurturing and Empowerment.

Division Toastmasters Leadership Institutes Scheduled

The Division Toastmasters Leadership Institutes (formerly known as Club Officer Training) have been scheduled and are currently being planned. All Club Officers are encouraged to attend. *Please read Dan Bell's article on Page 2 for reasons why you should attend!* Further information will be forthcoming to each club by the Division Governor.



Division A: January 20, 2007, time and place to be determined
Division B: January 20, 2007; 9 am—noon, Curtis Memorial Library, Brunswick, ME
Division C: January 13, 2007; University of New Brunswick, time to be determined
Division D: January 27, 2007; time to be determined

Public Relations Officer



Wendy Harding, DTM
Public Relations Officer



Member of Fredericton Club #2204; Valley Health Club #829453;
Advanced Dawn Breaker Club #4502

Let's Celebrate!

We celebrate certain important occasions and make them "special events". Birthdays, graduations, weddings, holidays. Why not do the same thing in Toastmasters?

In Toastmasters, we want to use Public Relations to celebrate the successes of our members, keep members informed and inform potential members about our program and clubs.

Why not hold an anniversary meeting, a theme meeting, a holiday meeting or perhaps a meeting that commemorates a member attaining a DTM, and use it as a Public Relations special event? Take each of these opportunities to have fun as a club while keeping meetings fresh and exciting. Publicize events and achievements and await the results!

Before or after the event, send a press release to the newspaper radio station or TV station! Press releases are an easy way to keep our program and your club in the public eye. Keep them short, sweet and to the point. Answer those journalistic questions of who, what, where, when, why (how is good too). Make sure they are accurate, professional looking and free of mistakes. Include your club name and when/where you meet. Send them off and await publication or airing! And free publicity! I can tell you from personal experience, you (and your club) will be thrilled when your first press release is published.

Celebrating is easy in Toastmasters because there is so much to celebrate! Remember the District theme "O.N.E.: Ownership, Nurturing and Empowerment", and let the celebrations begin!

District Performance 2006-07 Scorecard

Topic	Requirement	Achieved to Date
Planning	High Performance Plan Be Submitted by Sept 30th	★
Training	85% of Division Governors & Area Governors Trained	★★
Clubs	94	★★★
Membership (number of semi-annual dues payments)	3952	1886
Competent Communicator Designations Earned	135	49
Advanced Communicator Designations Earned	38	27
Leadership Designations Earned	92	28

Article

What Do You Do in Those Awkward Moments?

by Elke Cummings, Vice President Education
Ten Beaches Club #787667

Without doubt, you will run into “those awkward moments. You may be giving a speech at your club or higher level Toastmasters, a presentation to clients, or conducting a workshop, unpredicted incidents will occur. The best way to deal with them is to have thought about the “what if” situations ahead of time, and nothing will undermine your confidence.



Here are some examples of what can go wrong and possible solutions.

You were asked to present at an event and had provided a biography ahead of time. Unfortunately the person introducing you was not a Toastmaster and bungled it. Your name was mispronounced, your family status was backwards and your credentials were forgotten. Be gracious. Do not correct the speaker. It will make him/her uncomfortable as well as the audience. If necessary, establish your credibility by incorporating the correction into your presentation.

You arrive early, set up the equipment and tried it out. It's time to turn it on. It doesn't work. By fidgeting with the projector, laptop or other devices you will be losing your audience. The solution here is, always have a back-up plan. Be prepared to present without the help of equipment.

You have prepared handouts and have pictures you would like to share as part of your presentation. Leave them until the very end. Guaranteed, your audience will be sidetracked by reading, studying the pictures, and starting to chat. If a handout is needed as part of the workshop, provide exactly what is needed. Leave any more elaborate background information until after.

A few members of your audience started to chat and have become a disturbance. In a small group you can use the old teacher's trick by casually moving and standing beside the offenders. With a larger audience, stop talking until quiet sets in, then proceed as if nothing happened.

You have lost your thoughts or forgot a whole section. Never apologize. The audience does not know what you had planned. Have a glass of water handy. While taking a sip, catch your thoughts. If necessary, bridge back to what you left out and bridge to where you need to be.

You realize that you are running out of time and still have a lot to say. Never try to squeeze in more than the time allows. Do not speed up and rush at the end. Be prepared ahead of time to close your presentation before the end if necessary. Make your main points and leave it at that. The audience will remember those points. They would walk away with very little had you rushed them through to the end.

Your presentation is finished and there is silence. Always prepare your audience for the ending. Tell them “in closing” or “my last point” or anything similar. Never say “thank you” unless you asked the audience to come and listen to your sales pitch. At Toastmasters, finish your section by telling the Master that your portion is concluded.

The secret to presenting with confidence and not getting frazzled is to be prepared for things to go wrong. Never apologize and never say “thank you” at the end.



Educational Designations



Recognition of Educational Designations Earned



Award	Date Awarded	Member Name	Club Name
Competent Communicator	November 1, 2006	Julie Kean Marks	Sussex Club
	November 13, 2006	Rosemary K. Graham	Speak-Easies Club
	November 15, 2006	Chase J. Hall	Kennebecasis Club
	November 16, 2006	Dana M. Lloyd	Kennebecasis Club
	November 16, 2006	Richard J. Christie	Kennebecasis Club
	November 21, 2006	Robert A. Grant	ADI Group Club
	November 22, 2006	Susan Frellick	Confederation Club
	November 27, 2006	Christine Carlson	TM of Manchester Club
	November 28, 2006	Mason Parker	Keene Club
	November 28, 2006	Marianne Blair-Cutler	Sackville Club
	November 28, 2006	Nadine Wentzell	Sackville Club
	December 1, 2006	Mark Eric Bishop	Granite Place Club
	December 6, 2006	Sharon L. Nall	Capital Club
	December 7, 2006	Jo-anne V. Walton	Blueberry Hill Club
Advanced Communicator Bronze	November 11, 2006	Winifred Burlage	Tri-City Club
Advanced Communicator Silver	November 9, 2006	Elaine E. Eaton	Annapolis Valley Club
	November 9, 2006	Rene Cusson	PLGS Club
	November 27, 2006	Janice Maclean	PLGS Club
Advanced Communicator Gold	November 28, 2006	Brenda Saunders/Todd	Spirit-Ed Club
Competent Leader	November 20, 2006	Tessah A. Woodman	Annapolis Valley Club
	November 28, 2006	Brenda Saunders/Todd	Spirit-Ed Club
Competent Leader (New)	November 26, 2006	Brenda Saunders/Todd	Spirit-Ed Club
Advanced Leader Bronze	November 28, 2006	Wendy Harding	Valley Health Club
Advanced Leader Silver	November 28, 2006	Candice Buell	Tri-City Club
Distinguished Toastmaster	November 11, 2006	James C. McMorran	Sears-Halifax Club
	November 28, 2006	Candice Buell	Tri-City Club