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Publisher: Dan Bell, DTM
 Editor: Wendy Harding, DTM

Volume 51, Issue 7

www.toastmasters.45.com

Distinguished Toastmaster AND Triple Crown Achieved



Photo by Jim Todd

Congratulations to District 45's newest Distinguished Toastmaster, Barbara Bell. A member of Sackville Toastmasters Club #4588 and Speakeasy Toastmasters Club #8183, Barbara completed the requirements for her DTM on 29 January 2007. Barb held the position of District 45 Secretary 2002-2003.

At the same time, Barb earned a Triple Crown by completing the Advanced Communicator Gold, Advanced Leader Silver, Competent Leader and DTM.

Barb is shown being congratulated by club mate, Area 11 Governor, Brenda Saunders/Todd, ACG/CL

Celebrating New Experiences Together! District 45 Spring Conference

Come celebrate new experiences with us at the "2007 District 45 Spring Conference", in Nova Scotia from May 25th to 27th.

Mark your calendar today – for this special event!

Plan to spend this exciting weekend learning, laughing and enjoying our Nova Scotia hospitality!

Whether you are a new Toastmaster or a seasoned Toastmaster this conference is all about new beginnings!

New Members

New First Time Attendees

New Speaker Achievements

New Leadership Achievements

New Contest Speakers

New Table Topic Speakers

New Training Programs

New Award Winners

New Friends

New Volunteers

Let the Sea Roar with Our Voices!

Let's all Celebrate New Experiences Together!

See Conference Page 2

District Governor



Dan Bell, DTM
District 45 Governor

There are two types of leaders in the world! Those that lead for themselves and those that lead for others. You can probably guess which type of leader works best in Toastmasters. Leading for others means we are working to help members achieve their goals. Leading for others means we are setting a good example by working the Toastmasters program.

Toastmasters does offer us rewards for leading our club or serving as a District officer. However, if we are in it simply for the rewards, then we are leading for ourselves.

One of the key roles of any leader (yet one of the least publicized) is to search for and cultivate future leaders. A strong organization always has a solid succession plan. This plan continues to be an important part of TI's success.

In a volunteer organization, however, succession planning can also be our Achilles' heel. We must take care when choosing our leaders at every level of our organization, whether a position is an elected or appointed office. I say this because it is that time of year when we should be looking for members to fill officer positions for 2007-08. Searching for candidates now allows us the chance to educate them on officer positions.

Members who display an interest in becoming a club officer should be encouraged to "shadow" an officer. The easiest way to do this is to make them part of a team. For example, a potential candidate for VP Education can fill in as part of the "Education" team. Given an opportunity to perform some of the VP Ed's tasks will allow for an easier transition if elected. Did I say "if"? Most certainly, as club officers are elected to their position, nothing is final until the vote is taken. What should you do if more than one person expresses interest in a position? Allow each of them equal opportunity to familiarize themselves with the role. Don't play favorites!

I mentioned earlier about "cultivating" leaders. I have seen examples where members are identified as potential leaders based on their ability to get things done and to work with others. If you identify someone with these characteristics in your club, mentor them, nurture them. Maybe they're not ready this year but you'll begin building a succession plan for down the road.

It's ironic that both our countries are dealing with leadership changes. In the U.S., candidates for President are ramping up their campaigns. In Canada, we face the possibility of an election of a new government. In each case, political parties or special interest groups have selected people who best represent their interests to win election.

In Toastmasters, it is much the same. We take **OWNERSHIP** in choosing our future leaders. We **NURTURE** them through mentoring and coaching to run in elections. We **EMPOWER** them through election to office to lead us down the road of personal success. Through the focus of O.N.E., we continue to be a great organization for building leaders.

Conference Cont'd from Page 1

Benefits

District conferences provide an excellent opportunity to improve your professional development, to challenge your Toastmasters skills, to renew old acquaintances, and make new friends.

Spring Conference Features

- International Speech Contest*
- Table Topics Contest*
- Award-winning International Speakers*
- Educational Sessions and Workshops*
- Fun and new learning experiences*

The Spring Conference Itinerary is in the making, we'll keep you posted with updated information on speakers, programs, events, as they develop. For additional information please visit our website at **www.district45conference.com**.

For a special note from the Conference Chair, please see page 8.

Thank You

- Thank you to all the Toastmasters clubs and individual members who offered their condolences and support following my husband's death.
- In particular, thanks to all those Toastmasters who attended the funeral service.
- The support I've received from everyone means a great deal to me.

Lt Governor of Education & Training



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

Will Your Club Be Distinguished?

Will your club be Distinguished this year? Will it be Distinguished by April 30th? Currently, we have 18 clubs that have achieved 5 or more goals in the Distinguished Club Program and have at least 20 members. Those clubs only have to submit April dues of at least 20 members and they will be Distinguished by April 30th. There are another 15 clubs, currently with membership of 20 or more, that have 3 or 4 clubs. Those clubs only have to achieve a couple of educational achievements and maintain their membership for the April dues and they will be also be Distinguished by April 30th. As well, there are a number of clubs that only have to bring in a couple more members to achieve Distinguished by April 30th. We have the potential of this being a record year for clubs achieving Distinguished by April 30th.

Remember, achieving Distinguished club status is merely a reflection of your members' accomplishments. If your members are achieving their educational and leadership designations, if your officers are being trained and if you are recruiting new members and retaining members, your club will be Distinguished. Getting that ribbon for achieving any level of Distinguished demonstrates to your members and to guests, that your club is indeed fulfilling the club mission whereby members develop their leadership and communication skills.

But why plan to achieve this by April 30th? If you've met the requirements by June 30th, your club will be Distinguished. However, planning to achieve it by April 30th has several benefits. First of all, if you come up short on April 30th, you still have some time to meet your goals. If, however, you plan to achieve by June 15th and found out at that time that you're short, it's much harder to get the last requirement or two finished. As well, many clubs take a break for the summer starting in June. May then tends to be a wind-down period and club elections are also held during this time. Members' focus could be taken away from their educational accomplishments. If they plan to achieve their designations by the end of April, the club and the members can relax and prepare for the conference and for summer.

Check your club's current status. Compare that to the goals you set in the Club Success Plan and determine if any adjustments need to be made so your club can be recognized at the Spring conference for achieving Distinguished by April 30th.

Sackville Club Toastmaster of the Year Named



Photo by Jim Todd

Brenda Saunders/Todd, ACG/CL was recently recognized by Sackville Club #4588 as Club Toastmaster of the Year 2005-2006. Brenda currently holds the position of Area 11 Governor. Congratulations Brenda!



Attention Area Governors

In order for clubs to receive credit in the Distinguished Club Program, Club Officer Training must be completed by February 28, 2007.

Second round of Area Governor visits to club are to be completed by April 30. Plan your visits now and inform your clubs in advance!

CANAM LINK CONTACT INFORMATION

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Lt Governor of Marketing



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

“The most important thing in communication is to hear what isn’t being said”

As we plunge into the second half of the year our biggest challenge remains to be membership. Membership is indeed everyone’s responsibility. Many clubs are reaching out and holding open houses and even speech jams. As dedicated members, we all need to observe our own individual clubs and ask what more can we as a whole do to increase our membership? Jim Heeren, 2006 – 2008 candidate for International Director has an eight-week “resuscitate your club and rebuild it” plan that is excellent. Week one: Club Assessment, the Moment of Truth Successful Series is a good tool. Week two, three and four: Improve your Club meetings, well-planned and interesting meetings maintain and encourage new members. Week five: Finding and Establishing Partnerships, outside organizations and a team for demo meetings. Week six, seven and eight: Provide a Service to capture and retain members. Promote variety meetings, hold educational sessions and focus on the individual needs of each member. There are many resources available on the Toastmaster.org website.

How can the District help you? Ask your Area Governor for assistance in finding an experienced Toastmaster to perform an impartial club assessment. Hold educational sessions often, invite other club members to participate. Ask to have a Club Coach assigned if your club is struggling below ten members.

TI has their mid-winter promotion started. “Talk Up Toastmasters” is a program for every club to participate in, simply sponsor five new members between February 1 – March 31 and your club will receive a ribbon for you banner, and be recognized at the spring conference.

We all thank each and every one of the members for their recruiting efforts. As stated by Peter Drucker, “The most important thing in communication is to hear what isn’t being said”, start showing future members what Toastmasters has done for you, simply by your actions. Proudly show your communication and leadership skills.

It is that time again for our Area Governors to start their club visits. Welcome them with your enthusiasm. They are there to answer your questions and listen to your concerns. All visits should be completed by February 28th.

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

It’s Not Too Early...

For clubs to start collecting semi-annual dues which cover the period 1 April—30 September 2007 which are to be at World Headquarters no later than 31 March 2007. Amount to be submitted is \$27 US per renewing member. The easiest way for clubs to pay their dues is online at www.toastmasters.org in the Club Business section. Forget your club password? Have a club officer email WHQ at:

lostpassword@toastmasters.org

Club Anniversaries Recognized

Congratulations to the following District 45 clubs who are celebrating anniversaries in February.

Annapolis Valley Club #8104, Area 9, Division D
16th Anniversary

Blueberry Hill Club #7268, Area 6, Division B
18th Anniversary

Harbourview Club #5705, Area 18, Division D
4th Anniversary

Mid Coast Toasters Club # 6487, Area 14, Division B
20th Anniversary

Sears-Halifax Club #1555, Area 18, Division D
51st Anniversary

Spirit-Ed Club # 5375, Area 1, Division D
23rd Anniversary

Steel Centre Club # 3285, Area 11, Division D
33rd Anniversary

Toast of the Coast Club # 4592, Area 9, Division D,
7th Anniversary

UNB Club #237, Area 19, Division C
12th Anniversary

White Mountain Club # 5122, Area 12, Division A
4th Anniversary

Public Relations Officer



Wendy Harding, DTM
Public Relations Officer

Member retention and recruitment is vital to the success of any Toastmasters club.

Toastmasters International feels that membership is so important that it makes membership the only compulsory requirement in the Distinguished Club Program. To participate in the DCP, a club needs a minimum of 20 members or a net gain of 5 members at June 30. Membership challenges also account for 2 of the 10 points available to earn.

Public Relations strategies can help a club retain and recruit members.

Members who have their successes recognized in a club setting, on the club's website and in their newsletter is more likely to stay members than those whose accomplishments are simply ignored. Members also want to stay informed of what upcoming events will be happening. They may want to invite guests too! If members feel they are participating in the membership growth of your club, they will stay more interested in your club!

PR can help with the recruitment of members by informing the public of the Toastmasters Program and how they can benefit from it. Holding special events (theme nights, contests, etc)? To badly paraphrase a quote from a movie, "if you publicize it, they will come". Once they get there, have every member responsible to help turn that guest from "prospect" into a "member".

Did you know that Toastmasters International has promotional information available free of charge? The club only has to order the items from the catalogue or online store and pay for the shipping. The free brochures even have a blank area on the back, suitable for club promotion, contact information. Please see page 9 for a list of the items available and descriptions of each.

Toastmasters International currently has two membership contests running, one for individual member recognition (July 1/06-June 30/07) and the "Talk Up Toastmasters" contest for clubs being held Feb 1-Mar 31/07. Please visit the District 45 website and refer to the Sept/06 and Jan/07 editions of CanAm Link for details. Spread the word at your Club about these contests so members can participate!

Take advantage of these events and items and participate in this year's District theme: O.N.E.-take OWNERSHIP of your club, and NURTURE and EMPOWER your club's membership to publicize your club and the Toastmasters program and help grow your club.

Need a Passport?

Wondering if you need a passport for traveling to the District conference? As long as you are driving, you will **not** need a passport for crossing the border. However, if anyone is planning to fly, then you will need a valid passport.



Those Canadians who are planning to compete in the International Speech contest should note that the Region conference is in Philadelphia and the International convention is in Phoenix. If you plan to be competing beyond the District level, you will need a pass-



Talk Up Toastmasters Membership Building Contest runs from February 1 to March 31, 2007! Add five new, dual or reinstated members to your club roster and receive a special ribbon from Toastmasters International to display on your Club's banner! Also, earn a choice of one module from the Better Speaker Series, The Successful Club Series or the Leadership Excellence Series. See January, 2007's edition of The CanAm Link for complete details.

District 45 sponsored Club Newsletter Contest and Club Website Contest closes March 31, 2007. For further details see the District's website:
<http://www.toastmasters45.com>

It's absolutely NOT too early to schedule and plan your **Club Spring Speech Contests!** Don't forget to tell your Club Members early about the plans!

Educational Designations

Earned to February 9, 2007

Award	Date Awarded	Member Name	Club Name
	January 1, 2007	Christine M. Clarke-Swift	Ad Libs Club
	January 17, 2007	Priscilla A. Weed	Brunswick Club
	January 19, 2007	Thomas J. Tomai	TM of Manchester Club
	January 22, 2007	Dona Bate	North Winds Club
	January 22, 2007	Porter Knight	Bread Loaf Club
	January 22, 2007	Mary R. Mitiguy	Bread Loaf Club
	January 23, 2007	Betty D. Dingman	Amoskeag Better Communi- cators Club
	January 26, 2007	Heather Dawn Hamilton	Valley Health Club
	January 26, 2007	Jeetendra G. Chandwadkar	Woodfords Club
	January 30, 2007	Robert Keith Tackett	White Mountain Club
	January 31, 2007	Brian E. Shanks	PLGS Club
	February 2, 2007	Naith Baulkaran	ABU Stasis Club
	February 2, 2007	John J. Regan	Ad Libs Club
	February 2, 2007	Cindy Smith	Sunrise Club
	February 2, 2007	Richard A. Barker	Woodfords Club
	February 2, 2007	Diane E.. Vienneau	Bathurst Club
	February 8, 2007	Sharon Amore	Salem Speech Masters Club
February 9, 2007	Nelia Benjamin	Salem Speech Masters Club	
Advanced Communicator Bronze	January 15, 2007	Margaret Ferguson	North Winds Club
	January 30, 2007	Candice L. Buell	Salem Speech Masters Club
	February 5, 2007	Eric Ruff	Yarmouth Club
	February 6, 2007	Maureen Craig McIntosh	Riverview Canusa Club
	February 9, 2007	Oliver B. McMahon	Nashua-Hudson Club
Advanced Communicator Silver	January 30, 2007	Jane A. Rafuse	Sackville Club
	January 31, 2007	Candice L. Buell	Excel-Orators Club

Educational Designations/District Scoreboard



Award	Date Awarded	Member Name	Club Name
Advanced Communicator Gold	January 17, 2007	Simon J. Gillis	Dartmouth Club
	January 31, 2007	Barbara L. Bell	Speakeasy Club
Competent Leader	January 15, 2007	Marie-Reine Clark	Civil Speakers Club
	January 16, 2007	Patricia E Turner	Amoskeag Better Communicators Club
	January 16, 2007	Brenda Saunders/Todd	TIC Talkers Club
	January 17, 2007	Danny Walmsley	Sears-Halifax Club
	January 22, 2007	William Edward Melvin	Dartmouth Club
Advanced Leader Bronze	February 7, 2007	Barbara L. Bell	Speakeasy Club
	January 26, 2007	Timothy W. Smith	Blueberry Hill Club
Leadership Excellence	January 1, 2007	Erna B. Slingluff	Sears-Halifax Club
	February 1, 2007	Candice L. Buell	Salem Speech Masters Club
Distinguished Toastmaster	January 31, 2007	Barbara L. Bell	Sackville Club

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	2029
Competent Communicator Designations Earned	135	73
Advanced Communicator Designations Earned	38	36
Leadership Designations Earned	92	37

Conference Info

A Message from Spring Conference Chair Ron Corkery



Every District 45 Spring Conference brings a new experience. It doesn't matter if you have been a Toastmaster for forty years, four years, four months or four days. The reason for this is that every time Toastmasters get together at a Conference they are celebrating new experiences together.

What makes a successful Conference?

Some people say it's the location, the facilities, and of course the food. Other people say it's the keynote speakers, informative workshops and of course the food. And then there are those who say Party, booze, and of course the food.

While most of these are very important to having a successful Spring Conference I have discovered at the Spring Toastmaster Conferences there are three absolutes.

Socializing – it is instrumental in generating enthusiasm and focus.

Celebrating Growth – it is what encourages us to move forward with our personal goals as a Toastmaster and further develop our speaking and leadership skills.

And of course Food. WHY? I have observed as a toastmaster that Toastmasters enjoy eating good food when they get together at a Club, Area, Division, or District event.

The Spring Conference Committee is made up of eight committees. Within these committee's there should be some fifty Toastmasters committed to doing one or two manageable tasks. The committees are Registration, Bookstore, Hospitality, Social, Sgt. of Arm's, Logistics, Public Relations, and Sponsorship. All the committee members are working very hard at this stage of the conference development.

Now that our Website is up and running we will be adding information regarding hotel and conference registration, with pay on line feature, the conference agenda, the conference meal selections and much more. Other information will be added up until a few days before the conference on May 25th to 27th.

Our Friday evening Social will be entertaining with lots of room to mingle. The first timer will be given special attention. The evening will flow into our late evening Social Suite.

Saturday will be a full blitz of celebrations, educational sessions, Keynote speaker, International Speech Contest, ending with the District Governor's Banquet. Sunday will have a full breakfast with social mingling followed with the Table Topics Contest, then the closing ceremonies with the incoming new District 45 Governor.

The opportunity for so many Toastmasters that have not attended a Spring Conference couldn't be better. For many this is a great opportunity to experience a Spring Conference in your own back yard. For others a commitment to travel, as others have over the past conferences, adds to the new experience. Come to Nova Scotia and join us on May 25th- 27th in the greater Halifax Regional Municipality and participate in "Celebrating New Experiences Together"!

Distinguished by April 30

District 45 is pleased that during the 2005 – 2006 year, 50 of our clubs achieved Distinguished or better in the Distinguished Club Plan. Twenty-four of those clubs achieved Distinguished or better by April 30th – a very significant accomplishment. Will your club's accomplishment be listing as "Distinguished by April 30 for 2006-2007?"

Conference Website

Visit the District 45 Conference website at:

www.district45conference.com

often in the upcoming months for information about the conference.

The site will be updated regularly by the Conference Committee as information becomes available.

The Holiday Inn Halifax Harbourview will be the location of the conference. There is a special Conference Room rate of \$124 plus taxes for single or double occupancy rooms. This rate will be in effect until April 13, 2007.

Visit the conference website to make reservations or call:

1-800-287-0037

We're looking forward to seeing you in May!

CanAm Link Contact Information:

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Promotional Items Available

PROMOTIONAL ITEMS AVAILABLE FROM TOASTMASTERS INTERNATIONAL

As mentioned in Wendy Harding's Public Relations article on page 5, here is a listing of some of the free promotional items available from the TI catalogue and the online store. Your club pays only for shipping.

Item 99: FIND YOUR VOICE

This full-color promotional brochure targets potential members who work in various trades. This brochure is essential to the clubs marketing efforts.

20 free to each club in each semiannual period. Additional brochures available for purchase \$0.20 each

Item 101: CONFIDENCE. THE VOICE OF LEADERSHIP

This full-color promotional brochure promotes Toastmasters membership to individuals, stressing the personal benefits of participation in Toastmasters...

20 free to each club in each semiannual period. Additional brochures available for purchase \$0.20 each

Item 1212: EDUCATION PROGRAM DESCRIPTIONS

Toastmaster Educational recognition item

No Charge

Item 108: FROM PROSPECT, TO GUEST, TO MEMBER

This full-color brochure takes each Toastmaster on a step-by-step how-to journey through the new member recruitment process.

First three free. Additional copies \$0.25/each

Item 1622: MEMBERSHIP BUILDING 101

A "how to" brochure that shows you how to conduct a membership building contest in your Club. Especially good for company or organization sponsored clubs.

Free of Charge

Item 1620: MEMBERSHIP PROGRAMS FLIER

Gives details of current membership-building programs and awards.

Three free per club

Item 1621: A SIMPLE MEMBERSHIP BUILDING CONTEST

Need new members in your Club? This flier outlines a simple contest idea and provides a framework for tracking your member's membership building efforts. A must for every Club.

Three free per Club.

Item 400: APPLICATIONS FOR CLUBS ASSIGNED TO A DISTRICT

A form for reporting new, reinstated, dual and transfer members to World Headquarters.

Pad of 20 free

Area and Division International Speech and Table Topics Contests Announced

Area 4 April 24, 2007 at 7 pm, Rothesay High School hosted by Kennebecasis Club

Area 13 April 24, 2007 at 7 pm, Fredericton Inn hosted by Fredericton Club

Area 19 April 26, 2007 at 7 pm, Chalmers Hospital Auxiliary Theatre, Dr. Everett Chalmers Regional Hospital, hosted by Valley Health Club

Division A: Date, Location and Time: TBD

Division B: May 12, 2007, All Seasons Inn, Sussex NB Time: TBD

Division C: May 12, 2007 Location and Time: TBD

Division D: May 5, 2007 Location and Time: TBD



Important
DATE!