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PRINCE EDWARD ISLAND TOASTMASTERS DAY A SUCCESS

The 3rd Provincial Toastmasters Day was held on Wednesday, September 12, 2007 on Prince Edward Island. This event was co-hosted by *all five* Toastmasters clubs on PEI.



From left to right Ron Wybou from the Franco-energie Charlottetown Toastmasters Club, Premier Robert Ghiz, Nancy Baglole, Area Governor for PEI and Geraldine Mackendrick, President of Speak-Easy Toastmasters in Summerside. Everyone enjoyed this special Toastmasters' evening.

District Governor

*Heather Perkins, DTM
District 45 Governor*

Each club has the same mission which is to provide a supportive environment in which members can develop their communication and leadership skills, thereby fostering self-confidence and personal growth.

Does your club have a vision? How does a vision differ from the mission statement? The vision states where you want the club to be at the end of the year or at the end of five or ten years. For example, the club vision could be to achieve Distinguished status or better by the April 30th every year. How does this vision relate to the club mission statement?

As previously mentioned, the club mission is to allow members to develop their communication and leadership skills. How do we know they have accomplished this? One measure of success is member progress. As members achieve various educational and leadership designations, we know they are progressing through the program. If they have received constructive evaluations, and have incorporated the advice from these evaluations, then they will have developed their skills. This fosters their personal growth and helps transform them into more confident individuals.

The connection between the mission statement and the vision is that six of the goals needed to achieve Distinguished status are directly related to members achieving educational and leadership designations. If you achieve these six goals (4 CCs, 2 ACs and 2 leadership designations), you know your members are developing their skills and you will have achieved the vision of attaining at least Distinguished status.

This, however, can only happen if your members understand the benefit to them of achieving these goals. One of the roles of the club executive is to work with members and help them establish goals that will allow both the individual member and the club to be successful. Have you done this in your club?

Members should know the goals for the club as a whole and the executive should know the goals of each member and ensure that opportunities are provided to ensure members can achieve their goals. Working as a team in this manner, everyone can be a successful. Set your goals, work toward them and continue to *Transform Through Toastmasters*.

Articles and pictures for the November newsletter should be submitted by November 2, 2007.

Lieutenant Governor Education and Training



*Candice Buell, DTM
Lt Governor Education and Training*

Speech contest season is here!

Whether you chose to compete, to fill a needed role, or to be a spectator and support your fellow Toastmasters, it's all beneficial. While contests are not our main objective, they do offer benefits. Toastmasters International states there are three main purposes for having speech contests:

1. To provide an opportunity for proficient speakers and those interested in competitive speaking to gain contest experience.
2. To provide an interesting educational program for Toastmasters and the general public. A contest can create community awareness of the opportunities in the Toastmasters program.
3. To provide an opportunity for those Toastmasters not participating in the contest to learn by observing proficient speakers.

Not everyone has a desire to compete. A member has an opportunity to expand and explore new avenues by competing in other Areas and Divisions, gaining exposure and networking with other Toastmasters. However, if you choose not to compete, there are many other roles that will add to your leadership knowledge and experience. Offer to assist with timing, ballot counting or judging. Simply attending and learning from the skilled speakers has its advantages.

Be sure to hold well-organized contests at all levels, there is information available on the web <http://www.toastmasters45.com/speechcontests>. Advertise your contest to your community; this is an opportunity for non-members to see the benefits of Toastmasters.

Plan to attend your local contests, and see how many of our fellow Toastmasters have *“Transformed through Toastmasters”*.



Triple Crown Winners 2007 – 2008



We have a fourth Toastmasters who has already achieved a Triple Crown designation this year. Congratulations to **Marcia Sprague** who achieved Competent Leader, Advanced Leader Silver and Distinguished Toastmaster designations for Concord Toastmasters. Marcia was Division A Governor last year.



*Wendy Harding, DTM
Lt Governor Marketing*

The Best Marketing Tool for the Toastmasters Program

What is the best marketing tool for the Toastmasters Program? You are!

Whether you are a new, a more advanced or an extremely experienced Toastmaster, the transformation people see happening in your life due to your participation in the Toastmasters Program is a more valuable Marketing tool than your club could purchase.

You may not even be aware of it but every day, both at home and in your professional life, the skills that you learn in Toastmasters become evident to those you deal with. The way you run that meeting at the service club to which you belong or how you manage your project and team at work will reflect the leadership skills you learn at each Toastmasters meeting that you attend. The self confidence you've developed each time you successfully complete a project in a club meeting will shine through also. From personal experience I can tell you that people DO notice.

I had been a Toastmaster for about a year when one day I had a meeting with my boss. She had known me for many years and I considered a friend as well as my boss. She was very well aware that I had been attending a Toastmasters club. As I was leaving her office that morning she stopped me, called me back into her office and said something that really made me think. She told me that I had really changed since joining Toastmasters. She said I was more confident and that while speaking in meetings, I could put my point across succinctly and more directly. I considered her comments a huge compliment and it made me realize that the effort I was putting into the Toastmasters Program was paying dividends in more than just my Club.

I encourage each of you to participate fully in the Toastmasters Program. Make your membership count in every aspect of your life. Allow yourself to step outside of your comfort zone and participate in the Program beyond your club environment...you'll have a great opportunity to do that by attending the upcoming District 45 Fall Conference in Fredericton in November. Meet new Toastmasters, seek new challenges, take advantage of the lessons you learn and allow yourself to *Transform Through Toastmasters.*

Early Detection of Skin Cancer



Fred Lawson DTM and Heather Drope DTM have brought together a small group of experienced Toastmasters to develop a presentation for Cancer Care Nova Scotia. This presentation is being fine tuned from existing material put together for medical professionals. The finished product will be presented to groups of seniors (over 50 years of age) and the topic is 'earlier detection of skin cancer'.

Studies have shown that the over 50's are the highest risk to develop skin cancer. Our role is to develop a 15 to 20 minute presentation that will keep the audience interested, motivated and educated. We are also developing a train the trainer program that will

be used to train volunteers in giving the presentation. The Toastmasters who are working on this project will train these volunteers and if interested, will also give presentations.

What is unique, this is the first program of its type for Canada and maybe all of North America and we Toastmasters are developing it!

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Upcoming Events

Division A contests – October 20
Division B contests – October 27
Division C contests – October 27
Division D contests – October 20
District Fall Conference – Nov 2 – 4
Division D TLI – January 19, 2008

If you have dates for Area or Division events, please send them to PRO Jennifer Anderson-Habina and DG Heather Perkins.

*Toastmasters and the Community***Toastmasters and The Word on the Street**

Five Canadian cities; including Halifax, Nova Scotia within District 45, host an Annual Word On The Street National Festival to celebrate reading and writing and to highlight the importance of literacy in our lives. No one should have to live with the stigma of illiteracy. September 23, 2007 marked the 13th edition of this one day Festival and Division D Toastmasters have been involved with the Halifax Word on the Street for 9 the those 13 years. In Halifax, the Festival brings together Atlantic Canadian authors from Nova Scotia, New Brunswick, Prince Edward Island, and Newfoundland and Labrador. The authors may have local, national, or international reputations.

This year there were more than 60 booths and stages at the Halifax Word on the Street. The Toastmasters role at Word on the Street is to act as Stage hosts by introducing the authors or presenters and thanking them at the end of their presentation. The seven stages hosted by Toastmasters included a Main Stage, Adult, and Children's Stages. In addition to our Stage hosting duties Division D Toastmasters had a booth at Word on the Street from which we could promote the Toastmasters organization and our educational programs to the general public (30,000+) and distribute printed material. TIC Talkers Toastmasters #9307 had two guests attend their meeting two days after Word on the Street. It is our hope that many more guests will visit Toastmasters Clubs in the future as a result of Word on the Street.



There are benefits of our participation in Word on the Street on several levels.

Individual members are able to get outside "their comfort zone" as Stage and Booth hosts. The Stage hosts learn how to use a microphone and share their skills with others. Booth hosts are able to meet and talk with the general public and share their interpersonal communication skills with them. Networking with other Toastmasters and Clubs takes place. On an organizational level, this Festival raises the profile of Toastmasters as an organization and provides good public relations benefits. In addition, this event provides a golden marketing opportunity to talk to 30,000+ members of the general public during a six hour period.

Word on the Street provides the opportunity for Toastmasters to give something back to their community by utilizing their skills to benefit a very worthwhile cause whose mandate is directly linked to our mandate as Toastmasters to become more literate. The importance of this contribution is best summed up in a quote from former New York mayor David Dinkins who said "Service to others is the payment for your space here on earth."

Resuscitate Your Club and Rebuild It!

Rebuild Your Club in Eight Weeks

Week 1 – Club Assessment – evaluate strengths and weaknesses of your club

- ✓ Answer the questions in Moments of Truth and determine your clubs weaknesses.
- ✓ Ask the question, “Why should we save our club?”
- ✓ What are our strengths?
- ✓ Who do we appeal to, who would be attracted to joining our club?
- ✓ What is our market? (Profile demographic, ages, occupations, geographic)

Weeks 2, 3 and 4 – Improve Your Club Meetings so much that people will be compelled to join you.

Using the Club Assessment from Week 1, work immediately to improve your club meetings. Focus on meeting planning and meeting execution. A well planned, well run meeting is your club’s best marketing tool.

Weeks 2, 3, 4 – The a-b-c’s of Tapping into your Market

- ✓ Business Cards provided to your friends, acquaintances and coworkers.
- ✓ Inexpensive Advertising – Flyers posted in the right places. Creating a club identity on a website.
- ✓ Public Service Announcements placed in newspapers, newsletters, radio, and local cable.

Weeks 3, 4, 5 – Finding and Establishing Partnerships

What organization(s) in our proximity have members that need what we have? Create a Community Contact Team and plan demo meetings.

Weeks 6, 7, 8 – Provide a Service to capture new members.

Promote and schedule educational sessions that people in your market attend. Success/Leadership modules and Speechcraft serve this function. Provide the course for the cost of becoming a member of your club.

How can your District help you?

1. Have an experienced Toastmaster perform an impartial club assessment.
2. Present an improving club meetings educational session.
3. Presenting “From Guest to Member,” educational session.
4. Coaching the club to create marketing materials and a Club Community Contact team.
5. Providing a Toastmaster (working on AC Gold) to present Speechcraft or other Success/Leadership module.
6. Assign a Club Coach to help with all of the above.

Toastmasters International Membership Building Resources

First Aid for Your Club Membership Growth Materials Flyer
How to Rebuild a Toastmasters Club (Cat No. 1158)
Membership Growth (Cat No. 1159)
Let the World Know – Public Relations and Publicity (Cat No. 1140)

Area and Club News

The [Nashua-Hudson Club](#) celebrating their 45th anniversary with a celebration at the Crowne Plaza in Nashua on September 19th.



Club Anniversaries



Congratulations to the members of each of the following clubs in District 45 who will be celebrating their anniversary in October.

Dynamic Speakers Club, Area 8, Division A, 1st Anniversary

Winning Speakers Club, Area 16, Division A, 6th Anniversary

Area and Club News

Mayor Bill Mills of Truro, Nova Scotia officially declares October as Toastmasters month.



Pictured below are Speakeasy Club President, Pierre Benoit and V-P Education, Jim McMorran with Mayor Mills.



Area and Club News



Area 11
Humorous and
Evaluation
Contest Winners



Area 18
Humorous and
Evaluation
Contest Winners



Area 9 Humorous
and Evaluation
Contest Winners



Area 1 Humorous
and Evaluation
Contest Winners



Educational Achievements

Congratulations to all those Toastmasters who have already achieved one or more educational and leadership awards. The results for the month of September are:

Competent Communicator Awards

<i>Name</i>	<i>Club Name</i>	<i>Date Received</i>
Ben Feinbaum	Speak-Easies Club	September 7, 2007
Graeme Van Leer	Sears-Halifax Club	September 8, 2007
Baldwin Domingo.	Portsmouth Toastmasters	September 11, 2007
Brent Howe	ADI Group Toastmasters Club	September 11, 2007
John Dulmage	Concord Toastmasters Club	September 14, 2007
Ralph Pritchard	True Blue Club	September 18, 2007
Joan Davidson	Sussex Toastmasters Club	September 21, 2007
Ellen Fineberg	Ad Libs Club	September 30, 2007

Advanced Communicator Awards

<i>Type of Award</i>	<i>Name</i>	<i>Club Name</i>	<i>Date Received</i>
ACB	Raymond Edwin	Concord Toastmasters Club	September 10, 2007
ACB	Dean Mullin	PROSPECT'S PEAKERS	September 13, 2007
ACB	Naith Baulkaran	ABU Stasis Club	September 18, 2007
ACB	Mitchell Stern	TM Greater Burlington Club	September 19, 2007
ACB	Nancy Cameron	Strait Talkers Toastmasters Club	September 30, 2007
ACS	Karen Caldwell.	Sears-Halifax Club	September 7, 2007
ACS	Robert Sawyer W.	Lewiston - Auburn TM Club	September 30, 2007
ACS	Russell Kennedy	Speakeasy Toastmasters Club	September 17, 2007
ACG	Candice Buell	Portsmouth Toastmasters	September 21, 2007

Leadership Awards

<i>Type of Award</i>	<i>Name</i>	<i>Club Name</i>	<i>Date Received</i>
CL	Brian Shanks .	PLGS Toastmasters Club	September 4, 2007
CL	David Lafond .	Pine Island Toastmasters Club	September 7, 2007
CL	Julie Kean Marks	Sussex Toastmasters Club	September 25, 2007
CL	Candice Buell .	Portsmouth Toastmasters	September 29, 2007
OCL	Norman Katz	Nashua-Hudson Club	September 11, 2007
OCL	Alicen Thorne .	Civil Speakers Club	September 11, 2007
ALB	Kathy Anderson	Concord Toastmasters Club	September 10, 2007
ALB	Julie Kean Marks	Sussex Toastmasters Club	September 25, 2007
ALS	Gary Belding	Fredericton Toastmasters	September 30, 2007

The 18th Annual District 45 Fall Conference

The District 45 Fall Conference is almost here. Mark your calendars for November 2 – 4. Come to Fredericton, New Brunswick for a weekend of networking and education.

Whether this is your first conference or your twenty-first conference, you will have the opportunity to continue your Toastmasters transformation. Friday night offers a special reception for first-timers, the traditional t-shirt swap, entertainment and plenty of networking opportunities. On Saturday, you can partake in a full schedule of educational sessions, join in recognizing the achievements of your fellow Toastmasters and the clubs in the Districts and be regaled with lots of humour during the speech contest.

Saturday evening will also feature a keynote address by our International Director, Val Albert. Then there is the “special” entertainment on Saturday evening. It will feature the talents of your leaders, the likes of which you have never seen before (and probably won’t want to see again!!). Sunday morning wraps up with the evaluation contest and a preview of our spring conference.

The conference is a chance to renew friendships and to make new friends. More importantly, it is also both a professional and personal development opportunity. Do you have a learning plan at work? Do you have developing your communication and leadership skills as part of that plan? Does your company support training for you? If so, ask them to pay for the conference because it furthers the development of those communication and leadership skills. There are Toastmasters in our District who have that support from their employers. In some cases, they were paying for themselves because they didn’t think their employer would do so. Once they finally asked for the support, they found it was available. Present a proposal to your employer and you may be pleasantly surprised.

Even if you are paying for the conference yourself, you will not find better value for your money. It’s an investment in your development. Aren’t you worth it? Sign up now for that personal and professional development. Enjoy the first weekend in November with old friends and friends you’ve yet to meet.

Details on the conference and on registration can be found at <http://www.district45conference.com/>.

QUOTATIONS ABOUT LEADERSHIP

From <http://www.heartquotes.net/Leadership.html>

Leadership should be more participative than directive, more enabling than performing. (Mary D. Poole)

Leadership should be born out of the understanding of the needs of those who would be affected by it. (Marian Anderson)

A good leader inspires others with confidence in him; a great leader inspires them with confidence in themselves. (Unknown)

Leadership is much more an art, a belief, a condition of the heart, than a set of things to do. The visible signs of artful leadership are expressed, ultimately, in its practice. (Max DePree)

Leaders don't force people to follow—they invite them on a journey. (Charles S. Lauer)