



TOAST OF THE COAST

Vol. 2 No. 5

Distinguished District ONE — Toastmasters Triumph through Teamwork

April 2010

In This Issue

Membership Building Workshop pg 1

Wise Advice from a World Champion pg 2

Wanted: Club Specialists pg 3

Support Youth pg 3

The Art of Table Topics pg 4

Newsletter and Website Contest pg 5

100% Officers Trained pg 5

Mark Your Calendars pg 5

Spring Conference Preview pg 6

Who's Who at the Spring Conference pg 7

Educational Awards pg 8

Mentor, Sponsor and Coach Training pg 9

Membership Building Workshop Goes on the Road



Joan Lewis, DTM and Margaret Mitchell, DTM

District ONE has a new traveling workshop! The **Membership Building Workshop** is designed to help clubs infuse greater excitement and energy into their meetings and attract new members. It will be offered onsite to requesting clubs beginning in May, 2010.

After debuting to rave reviews at the Toastmasters Leadership Institute (TLI) in January, 2010, Lt. Governor of Marketing Joan Lewis, DTM, decided to take this show on the road! Each workshop will be a customized, interactive session designed to assist clubs in accomplishing the following:

- **Assess and capitalize on the unique strengths** of the club to enhance membership retention and growth.
- **Create a climate at club meetings** that is consistently educational, enjoyable and exciting.
- **Understand how to build a sound educational program** geared to the club's specific makeup and culture.
- **Develop a successful marketing plan** to attract guests and new members.

The workshop is the brainchild of Lt. Governor of Marketing Joan Lewis, DTM. Margaret Mitchell, DTM, and Regina Rhymes, DTM, assisted in developing the content and are members of the presentation team. Collectively, this team has more than 30 years of Toastmasters leadership experience. Their enthusiasm for helping clubs grow bigger and better is evident in their lively presentation.

Hosting a Membership Building Workshop can be beneficial to clubs of all sizes. However, it is being offered first to clubs with the greatest need—clubs with 12 or fewer members.

— Margaret L. Mitchell, DTM

If you are interested in scheduling a Membership Building Workshop at your club or if you have any questions, please contact Regina Rhymes at reginarhymes@aol.com.



Regina Rhymes, DTM

Wise Advice from a World Champion:

An Evening with Dana LaMon



Dana LaMon, DTM, AS
1992 World Champion of Public Speaking

On February 18, 2010, 1992 World Champion of Public Speaking, Dana LaMon, spoke at Professional Women Toastmasters in West Los Angeles. Dana shared stories of his path to the World Champion title and left us with insights we can all use in our competitions – and in daily life.

According to Dana, to deliver an effective speech, you need these elements:

1. **Have a message.** To test the clarity of your message, try to describe the point of your speech in one sentence. This exercise will help you zero in on what you want to convey.
2. **Use your personal life stories.** Listeners love to hear a good story.
3. **Structure the speech** so it's easy for the audience to follow.
4. **Use humor.** Dana's an expert at humor himself, and he demonstrated this skill right off the bat when he said our Toastmaster for the evening told him his presentation would be first on the agenda, "before the prepared speeches." As if he wasn't prepared!
5. **Your speech title is important.** A well-chosen title gets your audience ready to receive your message.
6. **Excel.** In other words, do better today than you did yesterday. If you're serious about advancing in competition or in any kind of speaking, you must know your material inside and out. Dana practices a contest speech five or six times a day! Dana recommends practicing while standing for maximum energy and to get comfortable with movement and gestures.

All speeches aim to do one or more of the following:

- Persuade
- Inform
- Entertain
- Engage
- Motivate

To achieve these aims, thanks to Toastmasters, we have a huge toolbox to draw on. Dana mentioned 18 different items, but here are just a few: knowledge, passion, voice, language, visual aids and quotes.

It was a wonderful evening overall, with two "prepared speeches" and evaluations in addition to Dana's presentation, all within the time limits of a regular club meeting. Thanks to all our members who made this such a successful event!



PWT Members

— Kathie Nirschl, ACB/CL
VP Public Relations
Professional Women Toastmasters

Professional Women Toastmasters meets at 7 pm on the 1st and 3rd Thursday of the month at Sports Club L.A. in West Los Angeles. For more information, contact Nicole Kallush, VP Membership, at PWTMembership@gmail.com.

Toast of the Coast

News and Views from
District ONE

A Publication of
District ONE Toastmasters

April 15, 2010

Publisher:
Sandy Dunning, DTM
District ONE Governor
3682 Toland Avenue
Los Alamitos, CA 90720

Editor:
Lynda Levy, CC/ALB
Levy110@earthlink.net
310-780-1784
Letters to the Editor
and Submissions

Graphic Design:
Jeff Levine, ACB

Webmaster:
Jon Caplan, DTM

PRO Staff:
2009-2010 District ONE
PRO Team

Giovanna Dottore, DTM
Bob Dung, ACB/ALB
Sherwood Jones, ACS
Sarath Rao, CC
Jeni Stewart, ACB
Tina Tomiyama, DTM
Cathy Woods, DTM

Additional contributors to
this issue:

Jon Caplan, DTM
Joan Lewis, DTM
Margaret Mitchell, DTM
Kathie Nirschl, ACB/CL
Regina Rhymes, DTM



WANTED:

District ONE Club Specialists

Position Description

Appointed by the Lt. Governor of Marketing, Club Specialists assist clubs to build and retain membership and achieve DCP status. The primary goal of a Club Specialist is to help a club reach charter strength (20 members). The Club Specialist commits to working with one club for a period of 6-12 weeks, as needed.

The Club Specialist is expected to help put the club on the path to DCP status but is not required to stay with the club until this goal has been achieved.

Responsibilities

Typical duties of the Club Specialist include, but are not limited to the following:

- Attend club meetings on a regular basis.
- Utilize the Club Assessment Tool (CAT), Moments of Truth, or other assessment tools to help identify club strengths and weaknesses.
- Evaluate club meetings and assist in developing a meeting structure that is organized, creative, and meets the needs of members.
- Help the club develop a plan to strengthen and grow membership.
- Assist the club to identify its target market and develop and implement a marketing strategy, which may include any or all of the following activities:

- a. Hosting an Open House, Speechcraft or other special event
- b. Developing a flyer for the club or for a club event
- c. Publishing a club newsletter
- d. Developing or utilizing a website, blog, or other forum to publicize the club
- e. Assisting with information tables at company, District, or community events

- Be a general resource for the club and work in conjunction with the Area and Division Governor to support the club in reaching its goals.

Experience and Background

It is strongly encouraged, but not required, that ideal candidates have held one or more of the following positions:

- Club Sponsor, Mentor, or Coach
- Area Governor
- Division Governor

Previous experience assisting a struggling club is a plus.

Recognition

Club specialists and the clubs they assist will be featured in the District newsletter, Toast of the Coast. The Club Specialist will receive a special District pin and recognition at the Awards and Installation Banquet.

For more information, please contact Catherine Magruder, DTM, at Catherine_magruder@ahm.honda.com.

Support Youth and Get Speech Credit

Youth Champion Toastmasters Club is a gavel club for students aged 12-17. They meet on the second Sunday of every month from 3:00 to 5:00 p.m. in Venice, CA (near Venice Boulevard & Washington Boulevard).

Youth Champion TMs needs guest speakers and evaluators on an ongoing basis. Come and support them PLUS, you can get manual speech credit.

The next meeting will be Sunday, May 9th. Check their website and contact them directly for guest speaker and guest evaluator opportunities.

Alan Grusky - alangrusky@aol.com (310) 312-1996

Josh Lipton - Jlipton3@ca.rr.com (310) 827-1863

Hedy Zhang - hedyzhang@aol.com (310) 312-1996

<http://home.roadrunner.com/~champion>

Sonya Vasquez, DTM

District ONE Youth Leadership Chair 2009-2010

The Art of Table Topics



Lynda Levy and Lily Silver ponder a topic.

How do you feel when you're called on to answer a Table Topics question? Scared? Panicky? Like every thought you've ever had has suddenly flown right out of your head? Extemporaneous speaking isn't easy, and coming up with a coherent 1-2 minute response to an out-of-the-blue and sometimes bizarre query is a talent few of us are born with. Yet it's one of the most valuable skills we can gain in Toastmasters. Jon Caplan has been thinking about how he got so good at it and how to pass on his knowledge. Thus was born the first Century City Toastmasters Tabletopication.

On Saturday, March 20, six CCTM members plus a guest from Toastmasters 90210 gathered in my living room to learn at the feet of the master. Jon came prepared with lunch from El Pollo Loco and a lesson plan for "guided practice." We wrote a little, talked a little, asked and answered Table Topics questions, and did a few 30-second evaluations. Everyone left feeling a bit more grounded, a bit more capable, and if not an expert, at least a little less scared about the next Table Topics session.

Here are a few Tabletopication takeaways:

- **Have material to draw on.** Keep a written (or digital) file of quotes, stories, "aha" moments or other juicy nuggets that strike you as you go about your life.

- **Humor helps.** The essence of comedy is surprise, the unexpected juxtaposition. Example from Jon Caplan: Who's your favorite Disney villain? Michael Eisner.
- **Embrace silence.** It's O.K. to stop and think before answering a question.
- **Reframe.** When you're clueless about the specific subject matter of the question, retain the structure, but replace the content with something you're familiar with. For example, if the question asks you to compare two people you've never heard of, substitute two other people. (See Craig Harrison's article listed below for instructions on how to do this.)
 - Practice, practice, practice. Connect with a fellow Toastmaster outside your regular club meeting. It's a great way to get to know your club members better, and you can take turns asking each other Table Topics questions.



Agnes Lin

- **Resource:** See Craig Harrison's Table Topics article in the February, 2010 issue of *Toastmaster Magazine*.

— Lynda Levy, CC/ALB
Photos by Jon Caplan, DTM

Club Newsletter and Website Contest

Club newsletters and websites are great tools to serve your current club members and draw prospective members to your meetings.

The club newsletter contest will be judged by a panel headed by PR Officer Lynda Levy. Here are some elements of a great club newsletter:

- **It's visually appealing**
- **It's informative**
- **Recognizes club members**
- **Comes out on a regular basis**

Newsletters may be digital or print, and may be issued monthly, semi-monthly or quarterly.

To enter the club newsletter contest, send 2 issues to Lynda Levy at levy110@earthlink.net by June 30, 2010. For questions or to see sample newsletters, please email Lynda.

The Club website contest will be judged by a panel headed by District ONE Webmaster Jon Caplan. Consider these elements of an effective website:

- **It's visually appealing**
- **Provides up-to-date information about the club (including meeting time, place, location and contact person)**
- **It's easy to navigate**
- **Conveys some sense of the personality of the club**

This year we will consider Freetoasthost sites in the club website contest. To enter the club website contest, please send the URL to Webmaster Jon Caplan at jon_caplan@yahoo.com by June 30, 2010.

Winners of the newsletter and website contest will receive \$25 Toastmasters International gift certificates, to be awarded at the Awards & Installation Banquet on August 7, 2010.

100% Officers Trained!

Congratulations to the following 28 clubs who had 100% of their officers trained during the winter Officer Training period ending February 28.

- Aerovision Toastmasters
- Cerritos Cheerful Chatters
- Dreambuilders Toastmasters
- Ethical Elite Toastmasters
- Fig Masters
- Firecracker Toastmasters
- Follow the Leader
- Friends Toastmasters
- Hard Hatters
- Keenan Speaks
- Lakewood AARP Toastmasters
- Lakewood Toastmasters
- Long Beach Gavel Club 11
- Los Angeles Professional Speakers
- Motor Mouths Toastmasters
- New Directions Alumni Ambassadors
- Northrop Grumman Toastmasters
- Peninsula Toastmasters
- Professional Women Toastmasters
- Shoreline Speakers
- South Bay Toastmasters
- South Gate Toastmasters
- Tinseltown Toastmasters
- Toast of the Bay
- Toyota Toastmasters
- SPEAK OUT!
- Upper Crust Toastmasters
- Vegan Club

Congratulations from Giovanna Dottore, DTM, Lt. Governor Education & Training!

Mark Your Calendars!

For more information go to:
www.tmdistrictone.org/calendar.asp

April 2010

Division B Contest	April 16	pm
Division A Contest	April 17	am
Club Mentor/Sponsor/ Coach Training	April 19	6:30 pm
Area Governor Roundtable	April 21	6:30 pm
City of Champions Open House	April 22	5:45 pm
Speakers Bureau Meeting	April 28	7:00 pm
AG Club Visit Reports Due	April 30	

May 2010

SPRING CONFERENCE	May 1	All Day
Steering Committee Meeting	May 12	7 pm
Speakers Bureau Meeting	May 26	7 pm
AG Club Visit Reports Due	May 31	

June 2010

Joint AGRT/Steering Committee Meeting	June 16	6:30 pm
Speakers Bureau Meeting	June 23	7 pm



District ONE Spring Conference

*Saturday, May 1, 2010
Los Angeles Airport Marriott
5855 W. Century Blvd.
Los Angeles, CA 90045*

The District ONE Spring Conference is right around the corner. Here's a taste of what you'll get:

Let the contest begin! Witness the top 10 speakers in District ONE compete for the title of District Champion in the Evaluation and International Speech contest.

Educational sessions for everyone:

- **Gen X, Gen Y, Gen Next – every generation has a name now!** Confused? Arrive in time to relax over breakfast as Human Resource professional Kathie Nirschl and her multi-generational panel give you the lowdown on **Speaking across Generations.**
- **Motivational guru Tony Robbins called *Keynote Speaker Peter Stark's book on leadership a "must read."*** Peter will show you how to reach YOUR leadership potential by first identifying, then maximizing your personal leadership style.
- **How do you keep the momentum going in Toastmasters and in life?** Whether you've been a Toastmaster for 30 days or 30 years, Dave Stachowiak — 6-year Toastmaster and Senior VP of Training for Dale Carnegie — will show you that **You've Got the Toastmasters Edge.**

Get ready to be acknowledged! At the Hall of Fame Luncheon we celebrate YOUR educational achievements and delight in the famous DTM Hug Line. We'll also present the Communication & Leadership Award to Dr. Linda Livingstone, first woman Dean of Pepperdine University's Graziadio School of Business and Management.

District Officer Elections: Current District Officers, Club Presidents, and Club VPs of Education — we need your vote (or your proxy). Business Meeting only is FREE.

Fabulous raffle prizes, including the Nintendo Wii — a unique social gaming experience for the whole family (\$200 value).

CLUB CHALLENGE: The club in each Division that sends the highest percentage of Full Day registrants to the conference gets a **\$25 Toastmasters International gift certificate!**

INVITE A FIRST TIMER TO THE CONFERENCE! Share the experience and inspire others. All First Timers receive a specially designed ribbon and you'll be recognized for bringing a First Timer to the Conference.

REGISTER by April 23 for the \$60 Early Bird price:
www.tmdistrictone.org/conference.aspx.

See next page for photo line-up of Conference presenters and Contest Toastmasters.



Who's Who at the Spring Conference

Keynote Speaker



Peter Stark, AS

Afternoon Educational Session



Dave Stachowiak

C & L Recipient



**Linda Livingstone,
Ph.D.**

Breakfast Educational Session Moderator



**Kathie Nirschl,
ACB/CL**



**Ann Hastings,
DTM, PID**



**Rodger Cota,
DTM, PDG**



**Evelyn Ballesteros,
CC/ALB**



Brittany Spencer

Panel Discussion

Evaluation Toastmaster



**Lawrence Cole,
DTM**

International Toastmaster



**Yolanda Laverde,
ACB**

Congratulations to the Achievers!

Congratulations to the following District ONE members who've achieved Educational Awards between 2/01/10 and 4/01/10!

Club	Area	Award	Member	Club Name
DISTINGUISHED TOASTMASTER				
1015	D2	DTM	O'Connell, Donna G.	Harbor Lights Club
Advanced Communicator Gold				
711440	D3	ACG	Chang, Richard	Toast of the Bay Club
5942	A4	ACG	Hooks, George C.	Dynamic 90's Club
1015	D2	ACG	O'Connell, Donna G.	Harbor Lights Club
743	B4	ACG	St. Paule, Rino Fordham	Singles by the Sea
Advanced Communicator Silver				
8186	B4	ACS	Alim, Abdul	Fig Masters Club
1142290A4		ACS	Allen, Jessica Lewis	Praisemasters
6270	B5	ACS	Basick, Mark T.	Bruin Toastmasters
2327	A2	ACS	Oja, Donna J.	Friends Club
212	C3	ACS	Winfrey, Darrell	Northrop Grumman Toastmasters
6270	B5	ACS	Yu, Stephen L.	Bruin Toastmasters
Advanced Communicator Bronze				
1016	E4	ACB	Blackburn-James, Doreth E.	Upper Crust Club
174	D3	ACB	Estrada, Angel E.	Peninsula Club
6211	C1	ACB	Greenfield, James M.	Speech Encounters
5942	A4	ACB	Holden, Glenda Faye	Dynamic 90's Club
1497	E4	ACB	Kitchen, David	Lakewood Toastmasters
4489	A2	ACB	Mittler, Debra	Agape Club
4419	C3	ACB	Moore, Jessie M.	Aerovision Toastmasters
977	A1	ACB	Nirschl, Kathryn	Professional Women Toastmasters
212	C3	ACB	Patel, Mayur R.	Northrop Grumman Toastmasters
11	E3	ACB	Rivera, Camille Janine	Long Beach Gavel Club
5631	D1	ACB	Traven, Tony E.	Torrance Chamber of Commerce Club
6270	B5	ACB	Yu, Stephen L.	Bruin Toastmasters
Competent Communicator				
1398	C1	CC	Anozie, Micah I.	Narrators Club
2681	B3	CC	Aquarian, Alayha America	Century City Toastmasters
1398	C1	CC	Bauer, Tom A.	Narrators Club
1028926B4		CC	Burke, Janine	Tinseltown Toastmasters
7800	A3	CC	Cando, Rich	Funny Bones
3645	D1	CC	Carrico, Brian D.	Bay Cities Club
1333290C4		CC	Castaneda, Richard Gene	Hard Hatters
711440	D3	CC	Clemente, Homero	Toast of the Bay Club
705139	C4	CC	Connaughton, Mark	Imperial Toastmasters
1333290C4		CC	Connelly, Christopher Curtis	Hard Hatters
3363	C2	CC	Connor, John M.	Tower Toastmasters
3921	C1	CC	Dietz, Bill A.	Beach Cities
1249252C5		CC	Dobreer, Peggy D.	Lions Pride
340	E2	CC	Dunning, Sandy P.	Deluxe Toastmasters
1307	E4	CC	Fernandez, Elmer Jimmy	Diagonal Toastmasters Club
340	E2	CC	Fogg, Julie Anne	Deluxe Toastmasters
1326683A2		CC	Frankel, Tony	West Hollywood Toastmasters
1052	B3	CC	Green, Tene K.	VA GLA Ambassadors
5942	A4	CC	Holden, Glenda Faye	Dynamic 90's Club
11	E3	CC	Hosoda, Hitoshi	Long Beach Gavel Club
6264	D4	CC	Jayaraman, Kartik	Demosthenes Wannabees
6072	D4	CC	Johnson, Wendy D.	Ethical Elite
7800	A3	CC	Jones, Kevin Harger	Funny Bones
1103670B2		CC	Kawakami, Mark R.	Toasted Yahoos
743	B4	CC	Kime, Linda Cherie	Singles by the Sea
881913	D1	CC	Loyd, Tiana	Keenan Speaks
743	B4	CC	Lyness, Scott A.	Singles by the Sea
280	D1	CC	Mackey, Christa Noelle	South Bay Toastmasters Club
5631	D1	CC	McBride, Patrick P.	Torrance Chamber of Commerce Club
4489	A2	CC	McCoy, Ty	Agape Club
983112	C4	CC	McLaurin, Denise	DHL Expressors

6264	D4	CC	Munukuta, Ravikumar	Demosthenes Wannabees
6270	B5	CC	Nebres, Jose Miguel	Bruin Toastmasters
1333290C4		CC	Perkins, Evan T.	Hard Hatters
6732	B3	CC	Phillips, David W.	Century Plaza Toastmasters
817222	C5	CC	Roth, Susan Chou	Firecracker Club
3921	C1	CC	Rummel, Joseph Eric	Beach Cities
2681	B3	CC	Sendowski, Michael H.	Century City Toastmasters
1333290C4		CC	Shields, Linda D.	Hard Hatters
1497	E4	CC	Smith, Marcus	Lakewood Toastmasters
280	D1	CC	Wolfe, Jeffrey A.	South Bay Toastmasters Club
1497	E4	CC	Woods, Cathy	Lakewood Toastmasters

LEADERSHIP AWARDS

High Performance Leadership

11	E3	LDREXC	Banniza, Marya S.	Long Beach Gavel Club
922100	E3	LDREXC	Larson, Julie L.	The Sky is the Limit
4847	C2	LDREXC	Muhamman, Kareem I.	High Flyers
1249252C5		LDREXC	Thompson, Husan	Lions Pride
3921	C1	LDREXC	Varga, Agnes	Beach Cities

Advanced Leader Silver

983112	C4	ALS	Russo, Brian F.	DHL Expressors
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Advanced Leader Bronze

212	C3	ALB	Alexander, Monica	Northrop Grumman Toastmasters
1103670B2		ALB	Alim, Abdul	Toasted Yahoos
8186	B4	ALB	Casey, Chiuhing L.	Fig Masters Club
2133	B3	ALB	Davis, Gena Yvette	Fox Talkz
7800	A3	ALB	Inwek, Eno Georgette	Funny Bones
8186	B4	ALB	Jeffers, Karla	Fig Masters Club
705139	C4	ALB	Kantharia, Kevin	Imperial Toastmasters
1497	E4	ALB	Kitchen, David	Lakewood Toastmasters
212	C3	ALB	Moon, Kathy	Northrop Grumman Toastmasters
4847	C2	ALB	Muhammad, Kareem I.	High Flyers
1028926B4		ALB	Quiachon, Maria C.	Tinseltown Toastmasters
691841	D2	ALB	Sanders, Frank	Dreambuilders
1333290C4		ALB	Shields, Linda D.	Hard Hatters
743	B4	ALB	St. Paule, Rino Fordham	Singles by the Sea
693601	C1	ALB	Weltman, Grace Cainoy	Follow the Leader
212	C3	ALB	Winfrey, Darrell	Northrop Grumman Toastmasters
1497	E4	ALB	Woods, Cathy	Lakewood Toastmasters

Competent Leader

8186	B4	CL	Berland, Kim Renee	Fig Masters Club
174	D3	CL	Branconier, Kathleen M.	Peninsula Club
8186	B4	CL	Casey, Chiuhing L.	Fig Masters Club
1333290C4		CL	Connelly, Christopher Curtis	Hard Hatters
1032	B2	CL	Denk, Alexander	Toastmasters 90210
11	E3	CL	Dunning, Sandy P.	Long Beach Gavel Club
340	E2	CL	Fogg, Julie Anne	Deluxe Toastmasters
1326683A2		CL	Frankel, Tony	West Hollywood Toastmasters
412	B5	CL	Grancell, Nona J.	Executive Toastmasters
5942	A4	CL	Holden, Glenda Faye	Dynamic 90's Club
7800	A3	CL	Inwek, Eno Georgette	Funny Bones
1015	D2	CL	Johnson, Elena A.	Harbor Lights Club
5631	D1	CL	Mah-Meggett, Choon Hong	Torrance Chamber of Commerce Club
711440	D3	CL	Mei, Christine	Toast of the Bay Club
4847	C2	CL	Muhammad, Kareem I.	High Flyers
2327	A2	CL	Oja, Donna J.	Friends Club
1333290C4		CL	Perkins, Evan T.	Hard Hatters
1333290C4		CL	Puppos, Athene Diane	Hard Hatters
11	E3	CL	Rivera, Camille Janine	Long Beach Gavel Club
1333290C4		CL	Shields, Linda D.	Hard Hatters
3921	C1	CL	Shue, Shannon	Beach Cities
2681	B3	CL	Smith, Elizabeth A.	Century City Toastmasters
4131	E3	CL	Stengelsen, Larry W.	Long Beach Live Wires
1497	E4	CL	Woods, Cathy	Lakewood Toastmasters

District One Toastmasters Club Mentor, Sponsor and Coach Training

Monday, April 19, 2010

Find out about a new way to help clubs: the **Club Specialist**

El Segundo Public Library

111 W. Mariposa Ave
El Segundo, CA 90245 **MAP**

Doors open 6:00 pm

Training 6:30 – 8:30 pm

Light refreshments



Help grow a new club!

What is a New Club Mentor?

A New Club Mentor meets regularly with the club for 6–12 months, helping new members build skills to grow the club. Each new club will have two mentors.

What is a New Club Sponsor?

A New Club Sponsor finds opportunities to start new clubs, scouts locations, attracts potential members and helps bring a new club from idea to charter.

Why be a New Club Mentor or Sponsor?

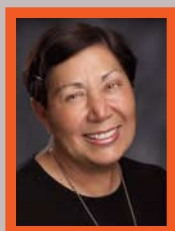
Two big reasons:

1. Helping a brand-new club find its feet—and its voice—is just about *the* most rewarding thing you can do in Toastmasters.

2. Being a New Club Mentor or Sponsor fulfills one requirement for the AL Silver award, leading to a DTM.



New club “True Blue” cheers for its mentors.



Mentor Chair
Maria Ruiz, DTM

What is a Club Coach?

A Club Coach works with a low-membership club for 1–2 years, helping the club reach Distinguished status.

What is a Club Specialist?

Come and find out about this new, fast-track opportunity to aid low-membership clubs.



For more information or to reserve your materials packet:
Maria Ruiz, DTM • mariaaruiatrb@cs.com • 310-540-5635
Sponsored by District One Toastmasters