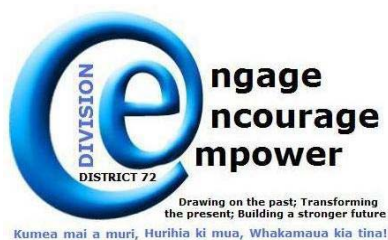




Toastmaster District 72, Division E Newsletter, September 2011



A word from our Division Governor

Hello Division E Toastmasters. I hope you have enjoyed your club Humorous and Table Topic contests and are fully engaged with the area contests underway. At the time of writing the E1, E3 and E5 contests have been held and the rest of September will be busy for the Area Governors and experienced Toastmasters judging at the other seven area contests. The calibre of the humorous speeches and table topics is very high and I think the Division E contests to be held on Saturday 8th October will be really exciting so make sure you register early!

The Division E team recently attended their second installment of training in Auckland over the weekend of 3-4 September. We learnt a lot about our roles and how we can assist members. Remember your Area Governor and I am there to help clubs and answer questions, please do ask for help if you need it.

Finally, please take the time to ensure your club has updated club finder and that three of the committee are receiving the emails sent to your club email address eg club@toastmasters.org.nz.

This way you will hear all about the exciting and interesting events happening in Division E.

Engage, Encourage, Empower
Sarah Bate, DTM, Div E Governor

Actor Robin Williams once said that 'Spring is nature's way of saying "let's party"'. And what a party New Zealand is currently experiencing with the Rugby World Cup!

Speaking of parties.....what's happening in the wonderful world of Toastmasters right here on our very own doorstep? Soon, some, if not all of you will be celebrating either finding five new, dual or reinstated members in the months of August and September. **Congratulations** and I'm sure you'll be looking forward to receiving your "Smedley Award" ribbon soon.

Petone will be abuzz with Toastmasters on 8 October when the Division E conference kicks off, followed hot on its 'cruisy' heels by the District Convention in Tauranga in November!! We also showcase in this issue the story behind the new-look Toastmaster brand and the many opportunities it brings us. We get close and personal with a couple of Toastmasters, read up on a few educationals plus so many more worthy news items!

So what are you waiting for! Party central is right here, right now, and there is no other form of print I'd rather be reading to feel *engaged, encouraged, empowered!*

In this issue:

- 1 A word from our Division Governor
- 2 Toastmasters gets a new look
- 4 Entering contests isn't so bad
- 5 Is your club dynamic and distinguished?
- 7 Introducing a new Area Gov
- 8 Taking the fear out of running speechcrafts
- 9 Socialise your club to get more members
Life after the Smedley Award
- 10 Out and about and a couple of invitations
- 11 A few Toasts
PR and Marketing success tips

2011 Dates at a Glance

Sat 8 Oct, Division E Conference, Baptist Church, Petone
Fri 4 to Sun 6 Nov, District Convention, Baycourt, Tauranga
Sat 19 Nov, Leadership Workshop, Band Rotunda, Oriental Pde
Tue 6 Dec, Club Leadership Training, St Johns in the City
Sat 10 Dec, Club Leadership Training, Wesley Hall, 64 Martin St, Upper Hutt

2012 Dates at a Glance

Sat 28 Jan, Judging Workshop, venue TBA
Tues 7 Feb, Club Leadership Training, Wellington, venue TBA
Sat 11 Feb, Club Leadership Training, Wesley Hall, 64 Martin St, Upper Hutt
Sat 18 Feb, Club Leadership Training, Porirua, venue TBA

Drawing on the Past, Transforming the Present, Building a Stronger Future
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Toastmasters: Achieving Greatness Together



Toastmaster District 72, Division E Newsletter, September 2011

The Toastmaster International Brand gets a new look

A new brand!

A new look!

New messages!

New opportunities!

New members!

One key reason that organisations re-brand or re-invent themselves is that they re-visit their core values to ensure everything that personifies them are still in alignment and consistent with their existing or new direction. A key benefit for doing this is to also attract more customers (brand recall) or further differentiate themselves thereby providing a greater competitive advantage. Take for instance the two Brands¹ below who have re-designed themselves in the past.



When Apple re-branded in 2007 its new look acknowledged the digital era, and its more simplistic and minimalistic direction, which in turn appealed to its existing customers – and as a result attracted millions more!



Kentucky Fried Chicken gave the Colonel a makeover in 2006 to portray a more inviting and friendly fast food Brand. *How did they achieve that through their new look logo?* Look closer and you'll notice that the Colonel has since lost his jacket and replaced it with an apron. Look even closer and you'll notice a deeper blood-like red background colour which portrays a more 'quicker and efficient' level of customer service.

What does this have to do with the new Toastmasters look?

EVERYTHING!!!

Re-brand rationale

Toastmasters International carried out research in 2008 which saw an evident inconsistency on how the Brand was being promoted and portrayed both visually, verbally, and in print.

Another important finding was the strong link between *confidence* and *leadership* and their importance to the members around the world through the fundamentals of the Toastmaster programme.

The results

With this in mind, the Toastmasters international brand was redesigned to ensure *one* consistent Toastmasters-identity that is recognisable wherever you may be, which accurately symbolises the benefits of what a great organisation we should all be proud to be associated with², and portrays key messages that make up its core existence.



According to the latest styleguides, the new logo (on the right) and wordmark are at the forefront of our brand. The Toastmasters logo is the foundation of our visual system – as you can see it is not a complete departure from the globe emblem – but an evolution.

Specifically, continents have been removed to equally represent the 116 countries where Toastmasters meet. The globe implies worldwide presence and the tilt of the latitude and longitude lines implies motion. Strong colors have also been intentionally used. Check out these new looks.



¹ Superbrands, Volume 1, Superbrands Ltd

² TMI, District and Club Leader Brand Manual

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Benefits of using the new Brand

- increased awareness that your club is part of a much bigger, globally recognised and respected organisation – Toastmasters International.
- club objectives will be easier to achieve because the promise is clear.
- the benefits of Toastmasters will be communicated consistently and broadly. The likelihood of attracting members you did not expect to reach will increase through positive, consistent word of mouth.
- the benefits of Toastmasters will be communicated consistently; which will increase shared understanding and global awareness.

Below are some excerpts from the re-brand information that is also available via www.toastmasters.org.

Tagline: Where Leaders are Made

LITERATURE



Mark Twain Charles Dickens William Faulkner

POLITICS



Barack Obama John F. Kennedy Abraham Lincoln

SCIENCE



Sir Isaac Newton Albert Einstein Leonardo Da Vinci

CIVIL RIGHTS



Nelson Mandela Mother Theresa MLK, Jr.

SPORTS



Magic Johnson Pete Carroll Lou Gehrig

BUSINESS



Jack Welch Richard Branson Steve Jobs

Great **leaders**, like the ones above, are great **communicators**. You all joined Toastmasters for a variety of reasons but the common thread you have along with everyone else is that as you work through the programme you gain confidence to communicate more effectively than perhaps you did before. As a result others look to you as a leader, mentor, coach, advisor. For those of you who have been Toastmasters for some time, does this sound familiar? What about those of you who are new to Toastmasters – just think what you have to look forward to....

What can I do to capitalise on the new Branding?

- Apply the new brand through materials across the club – refer to the brand portal – www.toastmasters.org/brandportal.

- Reinforce the new brand through consistent application of your club's messaging and visual communications
- Share your leadership stories with your fellow members and potential new members!

What can I expect from referring to the brand portal, www.toastmasters.org/brandportal?

District and Club Brand Manual (PDF)	Letterhead and Stationery
Meeting Agenda	Training Materials
Videos	Logos
Websites	Visual system elements
Name Tent cards	Email Banner
Marketing Fliers	PowerPoint
Business Cards	Photo Library

In next month's issue, I'll expand more on the new *Toastmaster Mission and Vision*.

Be sure to check out the **PR and Marketing Tips** section at the back of this issue that provides some basic terminology around the new look.



To also learn more about the re-brand go to www.toastmasters.org/WhereLeadersAreMade. Our appointed brand ambassador is Past District Governor, Denis McCord, or speak to the District and Club Leaders or for any additional questions regarding the re-brand contact brand@toastmasters.org.

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Entering contests isn't so bad

As told to Hirata Harris by Sandra Cumming, Toastmaster at Toast Health (a corporate club that meets every Wednesday at lunchtime, at their work premises on the Terrace) who was recently crowned runner-up Humorous contest speaker for Area 6.

Why did you enter your club humorous contest?

It was more a case of why not? Toast Health feels a very supportive and safe place to give things a go so there was never going to be a better opportunity.

As a first time contestant, were you well informed about what you were getting yourself into?

Yes, I had read and heard about the benefits of participating in contests, either as a speaker or in one of the other roles. However, I think my decision to enter had more to do with the safe and supportive Toast Health environment.

Talk us through your preparation for the contest?

I made numerous attempts to write a funny speech but none seemed to work. I was actually about to withdraw from the club contest. Then I decided that the speech I had already prepared for a 'routine' scheduled speech was a bit funny and could be made funnier. I re-worked that speech and gave it at one of our usual club meetings. The audience strongly indicated that I should use that as my humorous speech for the club contest the following week. So that is what I did, after making some amendments to improve it.

And then you won, how did that feel?

It felt great! I was not expecting to win, but I was confident that I would deliver a good speech that got some laughs.

Your next challenge was then to compete at Area level, how did you prepare for that?

My preparation for the Area contest was mainly just regularly going through my speech. Each time I went through it, I found things I could change to improve it. Most of the changes at this stage were more around things like gestures and vocal variation rather than changing the words.

And you came runner-up which, for a first-timer is a magnificent feat. How did that feel?

That was really a surprise. Our Toast Health club only started about six months ago so I went in with no expectations, knowing that there were likely to be more experienced speakers than me. My main aim was to not appear totally below standard so I am very happy to have come second.

I hear you had an entourage of supporters. Given this was

your first toastmaster speaking opportunity outside of your own club, did that help you in any way?

Yes, I certainly did have an entourage! The entourage demonstrates what I said earlier about Toast Health being a safe and supportive environment. It was great to have so many friendly faces in the audience. The en masse entrance of the entourage was quite impressive and was noticed by others.

Did you learn anything from the experience?

I learnt that Toast Health is a great club to be part of (see above)! I learnt that I can cope with the contest environment and I need to worry less about whether I will meet an acceptable standard and just try to enjoy the experience.

Will you enter contests again or try your hand on the other side of being part of the organising team?

I would definitely be happy to compete again, but I would also like to be involved in organising a contest. You can't do both at once so, at some stage, I will have to decide which way to jump.

For anyone thinking of entering their first -ever contest, what's one key piece of advice?

Be like Nike - just do it!. The club level contests are a really good place to start so focus on that and see what happens. Don't let the prospect of having to enter a higher level contest put you off entering the club level.

Spoken like a true leader! Way to go Sandra.



Look out for next month's issue where we interview a senior toastmaster and their experiences at entering contests!

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Toastmaster District 72, Division E Newsletter, September 2011

Is your club dynamic and distinguished?

(article sourced from Murray Coutts, DTM, Lieutenant Governor Education and Training)

Why:

Did you join Toastmasters? Most people will tell you that they joined Toastmasters in order to learn to communicate or to learn a new skill.

Do you stay in Toastmasters? Once people learn new skills and continue to learn new skills, what often keeps them in Toastmasters are the relationships that they've formed in the clubs and the fun that they continue to have at the meetings. An important part of these relationships is that members demonstrate that they care about one another by offering each other support in their efforts.

What are the secrets to a dynamic club?

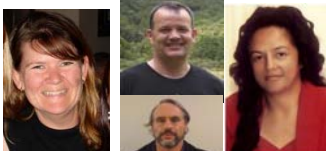
Education and Fun! Given that the people join Toastmasters to learn and they stay because it's fun then it makes sense that Dynamic Clubs always keep education and fun foremost in mind.

Keep it simple! As you make changes to your club make sure that you try the simplest things first. If the club is struggling then in the initial stages you need to have easy wins before you can take on the harder things.

Who can help?



District Officers including your Area Governor. Ask your Area Governor to visit your club more often. Invite your Division Governor to a club social activity. Consider asking them to participate in your meetings as speakers, educational presenters or by taking a meeting role.



Experienced guests speakers or Guest general evaluators. There are some very experienced Toastmasters in your Division. Many of them will accept an invitation to come out to your club to speak or evaluate. Clubs can learn a great deal by watching experienced speakers who they haven't seen before.

Educational Workshop presenters. Some Toastmasters enjoy presenting educational workshops. By attending Toastmaster events outside your club, you can quickly identify who they are. Consider inviting them out to your club to facilitate an

educational workshop. Include a Table Topics session that allows club members to practice the skills they learned as part of the workshop.

How do you create a dynamic club?

Values. Operate all areas of the club based on all of the four values of Toastmasters –

*Service to the Member
Respect for the Individual
Integrity
Dedication to Excellence*

Vision and Support. It's important that at the very least your club executive have a shared vision towards making a positive change in the club. Once the club executive shares the vision it's equally important that all officers provide support for each other by helping out in whatever way possible. The President needs to be willing to step in and help any club officer who needs it when they ask for the help.

Officer Training. Attending officer training seems to make a real difference in the performance of successful clubs. The training gives you the opportunity to meet Toastmasters from other clubs in the same role and these people can become part of your support network if you allow them. Encouraging your own officers to attend training seems to lead to them actively considering what the job requires and then rising to meet those goals.

Mentoring. A strong mentoring programme is a very good sign of a healthy club. When people mentor each other they are taking an interest in each other's success. It's hard to have major disagreements or "in groups" when everyone is pulling together to help each



other. Run a workshop on mentoring every year. Mentoring is as much about the CL manual as the CC manual.

Got a story to share in next month's newsletter issue? Email me on hirata_harris@yahoo.com

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Room Setup. The way a room is setup leaves an instant impression on our members and on our guests. Guests tend to vote with their feet, so if you are having any

problems converting guests into members then one area to review is how well the room is setup. Club members also are impacted by the room setup. Simple things like a name tent can show members that they have a place in the club and that everyone wants them at the meeting. A club banner can convey a sense of club history as well. Does the room support the speakers needs? Room setup is one of the most important factors in the success of a club!

Use of Time. One of the selling points of Toastmasters is that by joining you will become better at communicating and by extension running meetings. Nothing is more impressive to a businessperson than seeing a meeting that's incredibly productive while also starting and ending on time. Make the meeting run well, start it on time and end it on time. Do so and it becomes a strong contrast with the vast majority of business meetings that tend to be unorganized, non-productive, start late and rarely end on time. Guests will sometimes join based on the power of this example alone.

Evaluations. People join Toastmasters to learn and one of the most effective learning tools we have are the evaluations we provide at each meeting. Consider having at least two workshops on evaluation and make some changes to your evaluation opportunities. A key part of the General Evaluator Role is to raise the standard of evaluation in the club. When scheduling, avoid having the same members usually evaluating the same member.

Agenda. Get that agenda out as close to a week before the next meeting as possible. Make sure to have enough copies for everyone and verify that people know what their roles are.

Meetings variants. Try to have a mix of speech projects at each meeting and schedule them in ascending order of experience.

Business Meeting. An important part of being in the club executive is proper governance. Having a meeting dedicated to club business once every three to six months gives the membership a chance to discuss issues related to the club while also taking part in the overall democratic process. Have each club officer provide a short speech giving the status of their core responsibilities. Follow this with a "new business" section that allows club members to propose motions. It is also an opportunity to practice formal meeting procedure.

Socials. "People need to know you care before they care about what you know". Schedule periodic club social events that focus on letting the club members get to know each other a lot better. This will have a positive impact on mentoring and evaluations.

Membership Campaign. These should be a regular part of the club. If your meetings are truly educational and fun then guests will sign up with very little persuasion. They will be able to see instantly why your club is a place that they will want to be. Members will renew their membership for the same reasons.

Advanced Communication Manuals.

These have a club library set of advanced manuals and encourage members to start looking for them when they have done their 8th CC speech. Choosing the right



right advanced manuals impacts member retention.

At the first quarter mark is your club on the right path for being distinguished enough?

Distinguished Club Program Goals

Membership Requirement: At year-end (June 30), the club must have at least 20 members OR a net growth of at least five members AND achieve the following goals:



<input type="checkbox"/> 1. Two CCs	<input type="checkbox"/> 6. One more CL, AL Bronze, AL Silver or DTM
<input type="checkbox"/> 2. Two more CCs	<input type="checkbox"/> 7. Four new members
<input type="checkbox"/> 3. One AC Bronze, Silver or Gold	<input type="checkbox"/> 8. Four more new members
<input type="checkbox"/> 4. One more AC Bronze, Silver or Gold	<input type="checkbox"/> 9. Minimum of four club officers trained during each of two training periods
<input type="checkbox"/> 5. One CL, AL Bronze, AL Silver or DTM	<input type="checkbox"/> 10. One membership renewal report and one club officer list submitted on time

TOASTMASTERS
INTERNATIONAL

5 goals achieved:

Distinguished Club

7 goals achieved:

Select Distinguished Club

9 goals achieved:

President's Distinguished Club

Got a story to share about how you have turned your club into a dynamic one Email me on hirata_harris@yahoo.com

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Toastmaster District 72, Division E Newsletter, September 2011

Introducing a new Area Governor for 2011/12 (plus 11 things you may not have known about Mike)



Michael Wareham

E9 Area Governor

*Five Crowns, High Noon Bankers,
Terrace@12, Victoria University, Willis
Quarter*

A special welcome to Mike who has taken on the role as the E9 Area Governor. Each Area Governor will be showcased more to give you a better idea of what really makes them tick.

Why did you join Toastmasters?

As a mature university student I had just completed my honours degree. I decided I would branch out into Politics and decided Toastmasters might assist me in this. I joined Spinnaker Toastmasters in Porirua. This club gave me the opportunity to extend my skills when I became secretary of the Paremata/Plimmerton branch of the Labour Party. I also became a friend of Pataka, which is the cultural icon of Porirua. My main interest was organising series of Sunday concerts at Pataka.

How long have you been a member?

I joined toastmasters in 2004 at the tender age of 61.

Which clubs do you belong to and what do you like about them?

- *Wellington Professional Toastmasters* because it has a professional approach in the way the meetings are organised.
- *Victoria University Toastmasters* because of its academic environment and I love to be back once a week at the big school on the hill. Both clubs I love because of the people I meet and the lasting friendships I have made. I was previously a member of Spinnaker and Mount Victoria Toastmasters.

What do you do for a living?

I am a full time retiree and loving every minute of it.

How have your communication and leadership skills grown since joining Toastmasters?

I have a hearing loss. Toastmasters has enabled me to overcome this difficultly and I have met many other toastmasters in the same situation. I have become a confident

speaker and leader. I never could have imagined myself in a toastmasters leadership position; now I just became an area governor for five city central Toastmasters club in Wellington including my alma mater club, Victoria University toastmasters! I regularly visit a retirement home in Wellington where I am often asked to give speeches and read the newspaper to the residents.

How have these skills benefited you personally and professionally?

I have gained more confidence and learnt to overcome fear of being a failure.

What are your goals in Toastmasters?

Continuous personal mature growth — and I want to help and watch my Area grow and assist others to climb their personal ladder of success.

What is your favorite thing about Toastmasters?

Easy – the people and the true friends I have made. These Toastmasters friends are there to assist me 100 percent. What more could you ask for from your friends?

What surprised you most about Toastmasters?

How life-changing it has been for me at this mature time of my life. Sometimes I have thought of quitting Toastmasters especially when I have made wrong judgements or poor speeches but similar to my University Career, my toastmaster friends such as Dale Hartle, Diane & Neville Isherwood, Steve Preston and Sarah Bate (just to name a few) who have in their own way encouraged me to stay on.

What's next for you in Toastmasters?

I'm working on my Advanced Communication Gold hopefully in the next year.

Is there anything else you would like to share with us about yourself?

Enjoy life whatever age you may be. Life is short, live every minute of it. Finally remember your never too old too learn. I know I'm one of those.

Got a story to share in next month's newsletter issue? Email me on hirata_harris@yahoo.com

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Toastmaster District 72, Division E Newsletter, September 2011

Taking the fear out of Speechcrafts



Speechcrafts are a fantastic way to financially supporting your club and propel yourself as a leader and influencer to others when you introduce them to the world of Toastmasters during an 8 week period. In the last newsletter issue we toasted Erin Daldry, Area Governor E10. Here's why....

How long had you been delivering speechcrafts? The course I took recently was my first as a facilitator but I've presented at others.

What types of audiences have you delivered speechcrafts to? One community but I've presented at two other community and two corporates who were Dominion Post and Z.

Why do you believe in speechcrafts? Because I've seen what confidence they can give people who imagined that they couldn't speak in front of other people.

When do you decide to put on speechcrafts? When the club needs some funds or club members would like some experience.

Name three things you have enjoyed about delivering speechcrafts? Bringing together a team to work on them; watching impromptu speaking skills develop; and listening to a fascinating range of speeches.

Share with us your most memorable speechcraft experience and why? Giving my speechcrafters certificates at the end for the thing I remembered them best for. Made me realise how far they'd come over eight weeks.

If someone was keen to put together their first ever speechcraft what 5 key "do and don't" tips would you give them?

1. Get help
2. It's a lot of fun to have other people involved.
3. Be organised. It lessens the stress.
4. Be interested in your speechcrafters. Get to know them so you know what would help them learn best.
5. Get feedback as you go so you can adjust the programme if necessary.
6. Celebrate achievements.

Is there anything else you'd like to add? Speechcrafts are hard work but very well worth it.



Erin's group of speechcrafters during one of their meetings held at Wellington Central Library in August.

Interested in knowing more about Speechcrafts? Talk to the following Toastmasters who are currently conducting some at a place somewhere near you:

- Steve Preston - 021 203 4545 or 04 382 9811
- Peter Scholtens – 0275 674 381 or 04 570 5118
- Leanne Gibson – 021 240 6706

Interested in helping out at a speechcraft due to get underway?

Details:
Thursday 20 October from 6pm – 8pm for 8 sessions at the Band Rotunda at Oriental Parade
Contact:
Sarah Bate, Division E Governor
021 322 427 or email div_e@toastmasters.org.nz



This month's chocolate fish goes to John Stapleton, Karori Toastmasters Club. Read why on page 9 of this issue. **Congratulations John!!**

Have you come from a speechcraft course and would you like to share your experiences to date? Email me on hirata_harris@yahoo.com



Toastmaster District 72, Division E Newsletter, September 2011

Socialise your club to attract more members



If you listen carefully, sometimes you pick up some real gems of information which are made worthwhile especially when you least expect.

This was the case at the recently held Division E e-clinic where attendees

were given a 101 introduction to the vast range of online technology tools that could help them improve the efficiency of their club administrative systems, or communicate more effectively via the internet. Tools discussed included text, audio, visuals, podcast, easySpeak and other related multi-media options.

Natalie Elepans from Ohairu Club raised a valid point which I couldn't help sharing with you (abridged version):

'This multi-media world' is obviously a generational thing however what good does it serve for someone like me whose first and only preference is to continue communicating face to face?

To which the gem response came from John Stapleton from Karori Club (abridged version):

With all the knowledge you have (Natalie), don't you think it would be a great idea to impart that knowledge onto the younger generation by recording your experiences and knowledge via the likes of YouTube which you could then link to your club website where they could be played over and over again? We won't be around forever but this the perfect example where social media could benefit all generations!

Social media tools have a definite place when it comes to communication because they involve real people, and real relationships. Be sure to understand their purpose, plan how each one will be managed both now and in the future, and ensure the ones you choose align perfectly with your club's overall plans. By following those three key rules, you'll be ready to communicate online.

Life after the Smedley Award, for Clubs

Membership building is something that is widely encouraged and acknowledged at Toastmasters. New members help clubs to thrive and survive because they bring fresh ideas, different perspectives, and opportunities for senior members to hone their lead hone their leadership, the list is endless.



Last month we featured the Smedley Award that acknowledges clubs who add five new, dual, or reinstate members between 1 August and 30 September. *How has your club fared with this challenge?*

Are there any other membership building awards acknowledged in Toastmaster?

You bet! Ensure you put these dates in your diary.

- *Talk Up Toastmasters, February to 31 March*
- *Toastmaster Week, first two weeks in March*
- *Beat the Clock, 1 May to 30 June*

There will be regular showcases of each programme from next month onwards – so you will have no excuse on what to do when the time comes to increase membership in your clubs.

What are the benefits that your club can get from these Awards?

- more new members with new ideas, new stories and so much more
- DCP accreditation
- 10% discount off your next club stationery order
- a cool looking ribbon to add to your club banner acknowledging this achievement

If you would like to share your ideas on how you achieved these awards, send them to hirata.harris@yahoo.com or phone 027 600 4150.



Toastmaster District 72, Division E Newsletter, September 2011

Out and About in the Wairarapa



Rita Stirling and five fellow toastmasters from two Wairarapa clubs managed a stand at the Wairarapa wedding Expo held at Copthorne Solway Park recently.

While there were no new members gained for the clubs, it was a great brand awareness exercise and there were enquiries if clubs were available in Wellington.

We stood, surrounded by bridal gowns, flowers, cakes and photographers, watching prospective brides and entourages pass. Eventually, with a bit of courage, we refined our sales patter " Have you considered the wedding speeches yet?". The looks of terror that something hadn't been considered, were priceless and all who were asked took away an information sheet.

Here's hoping that there will be some prospective new members soon joining our ranks to practise their wedding speeches.

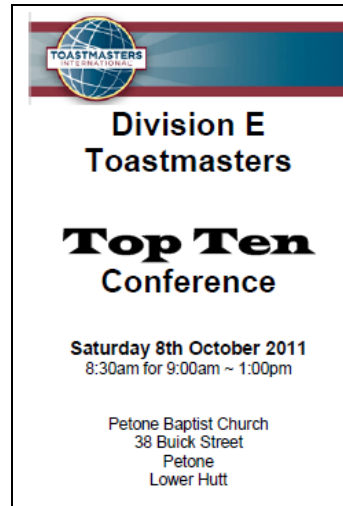
Bits N Pieces

Donations If you haven't yet paid your club donation payments please do so by the 30th of September. The Division really needs these funds to provide Club Leadership Training, clinics and workshops for you and your club members. Any queries please contact Sarah Bate on div_e@toastmasters.org.nz.

Promotional Activities...

Does your club, or Area, have any promotional activities in mind? Maybe a community fair, or exhibition is coming up? We have some material and support you can call on... For more information contact the Division E PRO by email on hirata_harris@yahoo.com.

You are invited to...



You've attended the local club contests! Now come see Wellington's finest Impromptu and Humorous speakers come together to battle it out for Division honours.

You won't want to miss this event where you get the opportunity to:-

- support your 'Area' comrades
- learn from the best in Wellington
- be reminded about the benefits of Toastmasters network with other Toastmasters
- have fun achieving all of the above!

Download the registration form the website on www.toastmaster.org.nz or *contact* :

Michelle Gerwitz
Division E Secretary
40B Winston Street
Crofton Downs, Wellington 6035
Mobile 021 064 2721
michelleg@nzso.co.nz

District Convention

4-6 November 2011
Baycourt Community Arts Centre,
38 Durham Street, Tauranga



Enhance your knowledge, enrich your networking relationships at the forthcoming District Convention!

Come and support your Division E winners in the District Finals of the Humorous Speech and Table Topics Contests, enjoy the keynote speakers and educational workshops. Don't forget the dine & dance... <http://www.toastmasters.org.nz/events>

Drawing on the Past, Transforming the Present, Building a Stronger Future
Kumea mai a muri, Hurihia ki mua, Whakamaua kia tina!
Toastmasters: Achieving Greatness Together



Toastmaster District 72, Division E Newsletter, September 2011

A TOAST to the latest Award recipients

Club	Area	Award	Date	Member	Club Name
9248	2	CC	09/13/2011	Cole, Sonia M	Business Breakfast
9248	2	CL	9/9/2011	Daldry, Erin	Business Breakfast
9248	2	CC	7/9/2011	Cahill, Judith P	Business Breakfast
4775	4	CL	09/13/2011	Dixie, Nick J.	Johnsonville Toastmasters
8373	4	ACS	10/9/2011	Talboys, Sarah Anne	Ngaio
1623	4	ACB	10/9/2011	Gunaratna, Bandula	Karori Toastmasters
9964	8	CC	08/23/2011	Palmer, Colin James	WOW
1394512	10	LDREXC	09/15/2011	Daldry, Erin	Wellington Professional Toastmasters
1394512	10	CC	7/9/2011	Preston, Stephen	Wellington Professional Toastmasters

PR and Marketing success tips

The new brand brings with it a major responsibility for us all to ensure that we fully adhere to the new branding guidelines. To help you, we recommend familiarising yourself with a few word definitions taken from the Brand Manual that can be found:-
[www.toastmasters.org/WhereLeadersAre Made.](http://www.toastmasters.org/WhereLeadersAreMade)

What is a brand?

A brand is an exclusive and desirable idea embodied in products, places, services, people and experiences.

What is a brand vision?

The way we want customers to think of our brand in the future.

What is a brand strategy?

The plan that identifies short and long-term objectives, key brand initiatives, tactics and measures of success. The brand strategy determines how we implement and express the Toastmaster brand.

What is brand positioning?

What people envision when they think of our brand. It is the space we want to occupy in the minds of our existing and potential members.

What is a positioning statement

The place in the market that is uniquely yours to claim.

What is a value proposition?

The primary benefit a brand provides to its target audience.

What is a tagline?

A concise, consistent way to communicate an organisation's value position to the general public.

What is a logo?

A graphic symbol designed to represent the brand.

