



DISTRICT 8

E-Communic~8

District 8 News And Events

Volume 16 Issue 4

District 8

December 2016

For Toastmasters, No Door Is Closed

By Eileen Murphy, CC, VP PR
St. Clair Club #496

I have never been one to back away from a challenge. For much of my early life, I believe this was purely out of stubbornness; but as I get older and the challenges more daunting, I am increasingly more appreciative of the opportunity for growth, mental and emotional, that comes hand in hand with each new experience. However, self-awareness is a double-edged sword that often brings with it the shadow of self-doubt.

When I was first nominated to serve on the planning committee for the recent district conference, I was both humbled by my former club president's confidence in me and terrified that she had drastically oversold my expertise. A Toastmaster for less than a year and definitely not a professional in the field of public relations, I believed there must be many more seasoned and experienced Toastmasters who could do the job better. When the conference chairs officially asked me to join, I was bluntly honest about my lack of qualifications. They were unconcerned and reassured me that I had exactly what they needed.

They were right. On paper, I had no experience in advertising. As we began the process of organizing and publicizing the conference, I found that the building blocks for those skills were firmly in place. I called on experiences that any hiring manager would find completely irrelevant, and I very quickly gained confidence in fulfilling my role.

I had never met most of the Toastmasters serving on the committee, but they welcomed me as part of the team with no hesitation, no questions about my abilities, no disparaging

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2016 Fall Conference Photos



Kat Mokriakow, DTM, PQD, Conference Co-Chairs and
Conference Committee Chairs



Dan Darnall, DTM presenting Shedding Light on the
Pathway-An Early Look at the New Education Program

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remarks about my young age or brief time as a Toastmaster. In my mind, those things had been holding me back from volunteering for any role beyond the club. Even my best efforts don't seem to keep me from being "volun-told," however.

I owe my former club president, the other committee members, and the district leadership a debt of gratitude for showing me that that door of opportunity to develop new skills and gain broader experience is always open - to me and to every Toastmaster. I would encourage anyone questioning whether he or she is beyond-club level leader material to put aside the corporate ladder mentality so ingrained in our culture, remember that our strengths far exceed what we put on our Career Vitae (CV)s and never underestimate what can be achieved in Toastmasters.

Because if there is one quality we all have in common, it is a will to succeed. ⚙



Toastmaster of the Year Award presented to Parasuram Anantharam

Toastmaster Elected to Missouri House of Representatives

A Press Release By Rebecca Now, ACS, ALB
Webster Groves Toastmasters Club #461



President of Webster Groves Toastmaster's Club #461, Tao Liao, is pleased to announce that club member Sarah Unsicker was successfully elected to the Missouri House of Representatives for District 91 on November 8, 2016. District 91 includes Shrewsbury, most of Webster Groves, Crestwood, and a small part of St. Louis Missouri.

Sarah has been a Toastmaster since March 1, 2016. She had this to say about her Toastmaster's experience, "Toastmasters gave me the confidence I needed and helped me improve my speaking skills."

In the photo, Club President Tao Liao congratulates Sarah and wishes her well as she takes her seat in Jefferson City, Missouri in January, 2017. ⚙

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District Director Message

Lora Mather, DTM

District 8 Director

EMAIL: dd@dist8tm.org

Let's Talk About Stretching

Learn. Laugh. Connect. The theme of our Fall Conference will carry us through the rest of our Toastmaster year. Members who are learning in clubs that are growing are having loads of fun. We had loads of fun learning from our fellow Toastmasters.

Let's talk about stretching. Did you stretch today? At the Fall Conference, I saw a lot of stretching. Our Fall Conference Chairs, Elizabeth and Seth, stretched their leadership skills. They are great examples of Toastmasters who challenged themselves to learn, do and lead something they had never done before.



Our District Executive Committee members are stretching. They visited with club officers and attended club meetings. They learned new ways of conducting a Toastmaster meeting and shared the things they learned with their home clubs. My fellow Trio Team members stretched. Kat Mokriakow, our Program Quality Director, is mentoring and coaching other leaders to make great things happen for the district, such as our conferences, trainings and other learning opportunities. On December 3, Kat conducted the first District 8 webinar for our area and division directors on International Contest Training: Best Practices and Sharing of Ideas. Elaine Curry, our Club Growth Director, is leading our members in learning about forming and growing new clubs. Just as when you stretch your body, you need time to let your muscles recover and rebuild. This prepares your mind and your body for your next series of exercises.



This month of December is our time to be kind to ourselves. Take the time to review what you learned, remember the laughter and connect with your family and friends. For me, I learned that my Toastmaster friends are there for me to teach me and help me to grow. I remember the laughter through the conference, not only the humorous speeches but also the smiles and hugs of being with people who have learned to love. The connections with my long-time and new Toastmasters are precious friendships to me. District 8 is the best place to learn, laugh and connect. ⚙

Magnus Jansson, DTM International Director Region 5 sharing a moment from his keynote address with Lora

District Vision: District Eight Enhancement Program (DEEP)



Program Quality Director Message

You Asked and I Listened

Kat Mokriakow, DTM

Program Quality Director

EMAIL: pqd@dist8tm.org



When I accepted the nomination of Program Quality Director, I knew that I had an awesome responsibility to bring the best possible programs and trainings to District 8 members. When I reflect back on the first half of the Toastmasters year and what has been created so far, I feel a sense of pride for all the interest and help that made it a great experience. Judge's trainings were well attended and folks were asking for more.

The Fall Conference was a tremendous success! When you walked in, there was never a wait at the registration desk. Almost all of the conference attendees preregistered. This in itself was quite nice and made registering easier to manage by a small crew. Progressing down the hall, there was a map representing every club within the district, the awards they received, and the correlation of where they fit in the divisions. Many Toastmasters stopped and took pictures of their clubs on the maps while expressing their shared fascination with this style of decorations. Friday Fun Night took many by surprise and was voted the number one best thing at this conference. Having an interactive games night allowed members to wind down from a hard day at work and just have fun. From the exceptional speeches to the time spent together, we can all take pride in this conference. To Elizabeth Depke and Seth Jarboe and all the conference committee who took their time to bring you a great conference experience, I thank you very much.

Though the fall conference is wrapped up, my job is not finished. In fact, in many ways it feels like it is just beginning. As we head into the second half of the Toastmasters year, I am working on the next two TLIs (club leader trainings), a few stand-alone workshops and another conference to plan. In order to do this, my first concern was to be sure I am presenting what training you want. With the results of the Survey Monkey sent to all club leaders and feedback from various sources, this Winter TLI will be a different experience than what has been done in the past. I know with breaking from tradition, it may cause some to pause. However, it is more in line with what is being asked from the club leaders on how to make their clubs stronger and more vibrant.

The last thing that was asked by many members is to plan events earlier than what we have in the past few years. I took that challenge on and the balance of this Toastmasters year for education and training is scheduled and posted on the District 8 website under 'upcoming events'. It is in a timeline format that is easy to follow. The district website can be found at www.dist8tm.org and is a resource for all Toastmasters and non-Toastmasters to explore.

Now it is my turn to ask a favor of you. With having all the events scheduled, you can see it is going to take a lot of help from members all over the district to make each one a success. **It is going to take you!** If you are willing and able to help, please reach out to me at katmokriakow@dist8tm.org. Even if you have never helped in the past, your willingness and desire is prized. Come and be a part of your district's network. You never know what is in store for you to learn or the friendships that can be created as a result. Keep the feedback coming and know that when you ask, I listen. ✨

Program Quality Director Vision: To Strengthen the Core of District 8 by Achieving Personal and Club Excellence



Club Growth Director Message

The Key to Our Rise to Success

Elaine Curry, DTM

Club Growth Director
EMAIL: cgd@dist8tm.org



Season's Greetings Toastmaster Villagers,

We have just entered the sixth month of our Toastmaster year and it is amazing how quickly the time has passed. It is a time to reflect on our progress individually as clubs and collectively as a district. The month of October presented its challenges for clubs as we renewed our dues and made tremendous efforts to increase memberships and retain current club members. You all are a steadfast group and have been extraordinary in helping us through this time after changes were made from last year's dues.

What are your thoughts on starting a blog page on our District 8 site where we share our successes on how we retain members and what works in attracting new members? As I have mentioned in times past I see our district as becoming President Distinguished. A major component of getting to that status involves club growth and member retention. The number one factor of success is YOU! Each of us plays a vital role in making our clubs, areas, and divisions successful and ultimately our district.

Marketing Toastmasters to your companies and communities can be a daunting task. Some of the greatest successes of club growth happens when a Toastmaster brings in new members. You told your friends, family members and colleagues about Toastmasters and they came out to a club meeting. Your enthusiasm and excitement makes them curious and opens the door for you to share with them what Toastmasters has done for you.

Make sure you incorporate your Toastmasters experience in your resume and put it on your LinkedIn page. We need to stir up discussion about our great organization that triggers a buzz that is contagious in your communities and offices. We want everyone talking about Toastmasters and sharing how their visit to your club made them tell someone else. Open houses are a great tool to gathering prospects. Consider having an open house. Other clubs can share how this strategy has helped them.

There are many of you who are looking for opportunities to help our clubs through sponsorship, club mentoring and coaching. Don't lose that drive. Your sacrifices to help promote the Toastmaster mission at every level is the key to our rise to success. Reach out to your area and division directors to help identify a club that can use your help. We need each and every one of you to help us achieve our potential. Remember, **"It takes a village"**. Let's go forward. We can make it happen.

Wishing you and your families Happy Holidays and a successful, healthy and prosperous New Year. ⚙

Public Relations Corner

By Cathy Babis, ATM
District 8 Public Relations Manager



If you are your club's VPPR or you are on their team, you might have some news that you want to shout from the rooftops – or at least get published in a local newspaper or on your club's Facebook page. The Toastmasters International website provides tools and information to help you send your message to the right place in the correct format. You don't need a login to access the Public Relations guidance on the Toastmasters International Website, <https://www.toastmasters.org/Leadership-Central/Public-Relations>

The PR link contains downloadable press release forms, a section called “Logos, Images and Templates” which provides print-ready images that promote the Toastmasters Brand, a digital handbook titled “Let the World Know” and other useful information. When creating business cards, stationary, or websites, you should follow the guidelines at the Logos, Images and Templates link. If you want to create something that is not provided, you must submit it to TI for approval by submitting a “Trademark Use Request” from the Logos page.

I am happy to review your press releases prior to submission.

Send to: PRM@Dist8TM.org. ⚙



District 8 Mid-Year Club Officer Training

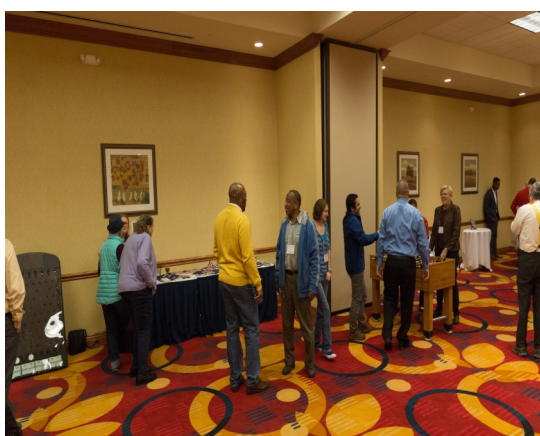
**Mandatory for all officers
Optional for all District 8
Members**

**Saturday, January 14, 2017
8:00 a.m.–1:00 p.m.
Webster University
545 Garden Avenue
Webster Groves, MO 63119**

TLI Chair: Tammy Ablan

**Session details will soon be
available on the District 8
website or in your email
inbox.**

Fall Conference Photos



Selfie by Leo Breitin, Conference Photographer and his wife Angie.
Many Thanks to Leo for filling in!!!

More Conference Photos



Art Stanze, Area 12 Director with winning ticket for the 50/50 raffle with Elizabeth Dempke, Conference Co-Chair



A "Tea-riffic" Roast of Farzana Chohan, DTM, IPDG—Sandy Kardis, Kat Mokriakow, Tom Coscia and Mary Kerwin



First Timer June Jeffries, Area 13 Director with husband Matt, Sandy and Tony Kardis



Meg Langland, College Coordinator and Callaway Community Toastmasters



Early Bird Winner of NutriBullet Sammy Ponnusamy with Angie Breinin, Division F Director—members of MilliporeSigma

More Conference Photos



Appreciation Award to Frank Yates, Webmaster for Contributing toward Select Distinguished District



District Director Award presented by Lora Mather

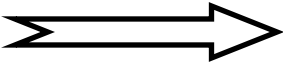


Shyam Paudel receives Triple Crown Pin



Don Smith receives Area Director of the Year Award — Bridgette Wesley receives Division Director of the Year Award

Education Session Presenters



New York Times Best Selling Author Reveals 5 Little-Known Benefits of Toastmasters You Probably Missed

By Sarah Petty, DTM

In my New York Times best-selling book, *Worth Every Penny: Build a Business That Thrills Your Customers and Still Charge What You're Worth*, I teach the boutique business model; a model that shows you how to charge what you're worth. Businesses (and even you personally) can follow this model to avoid losing out to cheaper competitors or a new job.

After profiling over 30 businesses for the book and as a boutique business owner myself, I discovered that a huge part of thriving with the boutique business model is to find the next level and challenge yourself to get there. As a professional photographer and speaker who follows this model, I constantly need to thrill my clients or they will flock to cheaper competitors. How can I thrill them if I'm not constantly working on improving my skills and taking myself to the next level?

One way I've found to push myself to the next level and keep my clients saying I'm *Worth Every Penny* is to earn professional certifications. Certifications communicate to your clients that you have met a high quality standard. For me, it started with earning my MBA in a tough job market to separate myself from other job seekers. Years later when I started my photography business, I needed to separate myself from cheaper competitors by reaching designations that I knew most photographers wouldn't invest the time and/or money to earn. While it took me years to earn two professional degrees in the photographic industry, these certifications have helped my business thrive in economic downturns and an onslaught of discounting competitors. I strongly believe that business owners that value ongoing education have higher quality products and services, thus giving them an advantage over their competitors. This year, I have added both the Distinguished Toastmasters (DTM) with Toastmasters and the Certified Speaking Professional (CSP) with the National Speakers Association. Both were based on giving many speeches, meeting leadership requirements and the NSA designation included a steep revenue component that spanned a 10-year period of being a professional speaker.

None of these designations came quickly or without effort, and it's hard to directly tie revenue to earning them. Yet I am a big believer that we can set ourselves apart from the pack by doing things that others aren't willing to do. Most designations do require a multi-year commitment but will increase your value and make you worth every penny.

Here are 5 Little-Known Benefits of Toastmasters That Make You Worth Every Penny:

1. Rev-Up Your Confidence – There is no better way to rev-up confidence in yourself than to improve your speaking and presenting skills. But you already understand that as a member of Toastmasters. What you may not realize is that if your career requires you to influence others or ask people for money (let's face it, most of us are), the time you spend in Toastmasters can help you become better at articulating your worth.

2. Upgrade Your Value – People who are investing in themselves to be at the top of their industry are worth more, plain and simple. As I saw in my photography business and as a professional speaker, people will pay more for the expert in the field. These designations verify you as an expert rather than you just claiming to be one. Both professional photographers and professional speakers are both a dime a dozen, yet I am able to ask for and receive top dollar for both thanks to the expert status my designations have helped me achieve.

3. Spotlight Your Expertise – These designations and certifications are newsworthy and can help you get featured in the press. The publicity you earn is advertising for YOU and your brand that don't have to pay for (and it's seen as more credible)! It identifies you in a cluttered marketplace as a top-performer in your field. When you are featured, you can then tout this expert status to your clients and/or your boss.

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4. Unearth Hidden Opportunities – Your professional certifications open the door to opportunities that wouldn't have been there otherwise. For example, when a meeting planner is evaluating two speakers and one has a CSP and/or DTM and the other doesn't, which one looks like they are worth more? Budget may be a driving factor in the decision, but I've found that many decision makers prefer to pay more when they are getting a higher quality product or service for their investment.

5. Fine-Tune Your Leadership Skills – Leading by example is a powerful way to demonstrate that you are the right person for the job. Dynamic leaders invest time and effort into growing their skills so they can influence. Your certifications communicate that.

I have never regretted the time and effort I have put into receiving any kind of certification I've earned. I am hoping that you, too, see the value of continuing your Toastmaster's journey. ⚙



Toastmasters International and District 8 Recognizes District 8 Toastmasters Triple Crown Awardees Who Earned Three Awards During a Toastmasters Year

2015—2016 Triple Crown Awardees

Ablan, Tamara
 Allen, Edward
 Chapman, Jerry
 Darnall, Daniel
 Early, Rosalind
 Jacobs, Erin
 Kardis, Sandra
 Kelly, Melissa
 Kimbrow, Larry
 Leingang, Karen
 Paudel, Ghana Shyam
 Randall, Nathaniel
 Roth, Dennis
 Roth, Eileen
 Shields, James
 Steinbach, Carol
 Storey, Andrew
 Triplett, Melissa
 Van Winkle, Robert
 Yates, Frank



2016—2017 Triple Crown Awardees

Delbert, Creed
 Ikeda, Yutaka
 Petty, Sarah

Gem City Toastmasters Club Receives Marion County (Missouri) 2016 Friend of 4-H Award

By Soneeta Grogan, President, Gem City Toastmasters #1130739

The Friend of 4-H Award is given to an individual or organization that has made outstanding contributions to 4-H in Marion County (Missouri). The Gem City Toastmasters Club located in Quincy, Illinois has been a strong supporter of Marion County 4-H for several years. During 2015 and 2016, Toastmasters generously contributed their time to educate and coach members of the Fabius 4-H Club who were enrolled in the public speaking project.

The eight project meetings each year focused on communication and leadership skills including How to Give a Demonstration; Developing a Prepared Speech; Impromptu Speaking; Gestures, Vocal Variety and Vocabulary in Speaking and Meeting Procedures. Toastmasters guided the 4-Hers in selecting speech topics, organizing a speech and practicing for effective delivery. Project members prepared an Ice Breaker speech and speeches for Club Achievement Day and the State Public Speaking Contest.



This year five Fabius 4-H Club public speaking project participants competed in the State Public Speaking Contest. Three received semi-finalist recognition.

From left, Gem City Toastmasters Vice President Public Relations Lisbeth Lefler, Gem City Toastmasters President Soneeta Grogan, Sergeant at Arms Dan Tanna and not pictured, Margie Humphreys accepted the Friend of 4-H Award at the Marion County 4-H Recognition Program in Palmyra on November 10. ⚙

A Toastmaster's Promise

As a member of Toastmasters International and my club, I promise

- ◆ To attend club meetings regularly
- ◆ To prepare all of my speech and leadership projects to the best of my ability, basing them on projects in the *Competent Communication*, *Advanced Communication* or *Competent Leadership* manuals
- ◆ To prepare for and fulfill meeting assignments
- ◆ To provide fellow members with helpful, constructive evaluations
- ◆ To help the club maintain the positive, friendly environment necessary for all members to learn and grow
- ◆ To serve my club as an officer when called upon to do so
- ◆ To treat my fellow club members and our guests with respect and courtesy
- ◆ To bring guests to club meetings so they can see the benefits Toastmasters membership offers
- ◆ To adhere to the guidelines and rules for all Toastmasters education and recognition programs
- ◆ To maintain honest and highly ethical standards during the conduct of all Toastmasters activities

Mike Storkey, DTM, International President has been expanding on the commitments of the Toastmaster's Promise in the *Toastmaster* magazine in his monthly articles. In the December issue, he discussed "To prepare for and fulfill meeting assignments."



District 8 Members Earn Education & Leadership Awards from November 7, 2016—December 5, 2016



Division A

High-Noon Toastmasters Club

- Kirchdoerfer, Ellen K. —ACS

Chesterfield Toastmasters Club

- Zhang, Emily X. —ACB
- Zaegel, David J. —CC

Crossroads

- Muelleman, Norman F —ALB

Division B

River City Toastmasters Club

- Steinbach, Neal E.. —CC
- Steinbach, Neal E. —CL

Magellan Toastmasters

- Sridharan, Chandra —CC

St. Charles County Toastmasters Club

- Jimenez, Paul A —CC
- Jimenez, Paul A —CL

Aerospace Orators

- Ikeda, Yutaka —ACG
- Ikeda, Yutaka —DTM

DSAGSL WORD Masters

- Roth, Dennis Andrew —ALB

Division C

St. Clair Club

- Anderson, Marquette —ACB

Scott Toastmasters Club

- Lobban, James N. —CC

Horace Mann Toastmasters

- Snow, Brianna —CC
- Snow, Brianna —CL
- Eslahi, Pebalz S. —CL

Fairview Heights Toastmasters Club

- Childress, James L. —CC

St. Elizabeth's Hospital

- Allen, Abby E. —CC

Capital City Toastmasters

- Abaidoo, Kofii —CC

Division E

Downtown Toastmasters

- Meyer, James C. —CC

Alpha Toastmasters

- Dyal, Keven —ALB

Division F

Wells Fargo Advisors Toastmasters

- Dockett, Monaye —CL

MillisoreSigma Toastmasters

- Madhi, Sateesh —CL

Free Speakers

- Hammond, Cheryl —CC
- Vehyl, Stanley G. —CC



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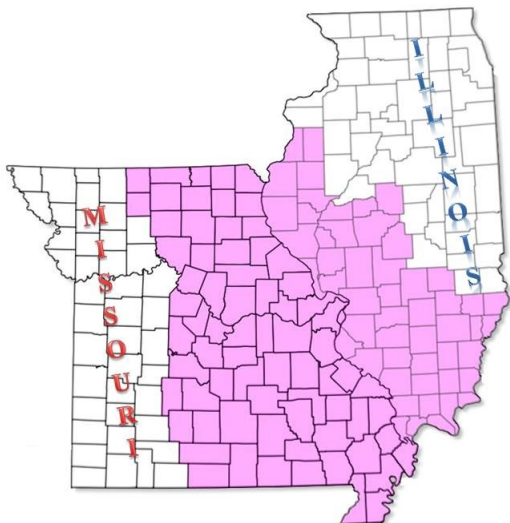
District 8 is on the web.
www.dist8tm.org

Toastmasters International Values

- ♦ Integrity
- ♦ Respect
- ♦ Service
- ♦ Excellence

The Mission of District 8

We build new clubs and support all clubs
in achieving excellence.

**From the Editor**

I am looking for elves to contribute articles for the next online issue of the Communic~8.

Think about what's going on in your club. Write an article about what's special about a club member or your club to share with District 8 Toastmasters. Email your contribution in Microsoft Word to the Editor.

The submission deadline for the next issue is **February 7**.

Check the District 8 website to view a slideshow of selected photos from the 2016 Fall Conference including winners of the Table Topics Contest, Erin Gissel, Angelica Were and Genevieve Howard, winners of the Humorous Speech Contest, Rich Puskarich, Brian Jones and Wayne, Rick Ross Jr., and recipients who were presented a DTM medallion and walked the DTM line, Delbert Creed, Sandy Kardis, Adam Kutell and Rob Van Winkle. ✨

District Calendar

December 17, 2016 10:00 am—2:00 pm	Workshop I Training: International Speech Contestants, Chief Judges, Contest Chairs Grants View Library 9700 Musick Road St. Louis, MO 63123 Contact Kat Mokriakow, PGD
January 14, 2017 8:00 am—1:00 pm	Toastmasters Leadership Institute Webster University 545 Garden Ave. Webster Groves, MO 63119
February 18, 2017 9:30—11:30 am	Workshop II Training: Using Toastmasters Skills in the Workplace 9700 Musick Road St. Louis, MO 63123 Contact Kat Mokriakow, PGD
Division A—April 22, 2017 Division B—April 29, 2017 Division C—April 1, 2017 Division E—April 15, 2017 Division F—April 8, 2017	Division Spring Conferences
May 19-20, 2017	District 8 Spring Conference Crowne Plaza Downtown 200 N 4th Street St. Louis, MO 63102
June 24, 2017	Toastmasters Leadership Institute Webster University 545 Garden Ave. Webster Groves, MO 63119