



DISTRICT 84 TOASTMASTERS

SERVING CENTRAL AND NORTHERN FLORIDA

Volume 2, Issue 4 (October 2021)

Synergy



ELEVATE *your* EXPERIENCE

FEATURE:

TEDx—Taking Our Message to the Next Level

Pages 7— 9

Joe Shaw presented
“Decision science ain't exact
science” at TEDxEustis in
2020

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District Mission

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

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Synergy is a publication of Toastmasters District 84. Published once a month, the newsletter aims to inform our audience through relevant information and tools to help members and clubs to think and work creatively to achieve goals, inspire through ideas and stories that can be applied to our personal and professional lives and finally, entertain through content that is interesting and presented in a way that is fun to read.



**TOASTMASTERS
DISTRICT 84**
Serving Central & North Florida

Empowering
individuals
through personal
and professional
development



Get Your Club Out of the Weeds!

by Vickie Goodman, DTM,
Club Growth Director



Vickie Goodman

Has your club growth stagnated? Are your members struggling to grow amidst the weeds of too many meeting responsibilities? Or are they failing to thrive without the needed fertilizer of new members and diverse ideas?

Perhaps meetings fail to flourish because they miss the essential nutrients of fulfillment and fun. If you want your club to flourish and

members to experience a healthy harvest from their investment of time and energy, then try pulling unwanted weeds and fertilizing public relations efforts to promote maximum growth.

Pull the Unwanted Weeds

Member Overload: Every Toastmaster meeting must include three essential ingredients—Prepared Speeches, Evaluations, and Table Topics. Other roles are frosting on the cake and meant to add interest, education and practice. When club membership is low, try trimming the agenda to focus on the basics and encourage members to work their Pathways educational program. Eliminating some of the extra roles requires members to focus on preparing and practicing those skills that attracted them to Toastmasters in the first place. A club of eight members can easily cover 2-3 speeches and evaluations, a Toastmaster/General Evaluator, Table Topics Master and Timer. Add other meeting roles as membership increases and in ways that add interest to your meetings.

Boredom and Predictability: When you are the Toastmaster of the Day, show up and participate with enthusiasm to add interest, variety and fun to the program. Shake things up a bit by shuffling the order of the agenda. Rather than a single evaluator, periodically schedule “round-robin” evaluations where several members offer 30- to 60-second evaluations. Plan a theme that requires members to show up with a prop, hat or other representation of the theme and be sure to weave that theme throughout the meeting. Celebrate *everything*: welcome

guests; brag on member progress, level completion, and leadership development; recognize special events, birthdays and holidays. As Toastmaster of the Day, you are the Fun Director.

Plant Seeds: Every member is responsible for bringing guests to meetings—seeds that grow into new members. We all know some of the basic tips and tools, but how many of your members actually follow through? Create incentives to recognize members who bring guests. Schedule special meetings like “Bring a Friend Day” or “Meet my Family.” Hold meetings that target the workplace or professional arena of a member who can then invite coworkers and work representatives to share about their business or profession. Reach out to former members with “We Miss You” emails or, better yet, ask every member to personally call a few former members to invite them to a special meeting. Periodically host a Table Topics session that allows members to practice “elevator speeches” about your club that can be used to invite guests. It is the members who bring the guest(s), but it is the club that encourages membership by their warm welcome, enthusiastic participation, well-organized agenda and a spirit of fun.

Fertilize Public Relations Efforts

Keep Your Club in the Sunshine: Use every available method to get the word out. Divide and conquer the social media monster by joining the PR team and then giving each member a focus area: one to work Facebook, another to target Meetup, someone to work LinkedIn, News Media, or update the website. Invite a guest speaker to attract non-members who share our interests and remember to advertise the event on the club website and social media platforms. Participate in local community events, or sponsor a [Speechcraft](#), to add to your strong community presence.

Don't let weeds overtake your club garden. Include every member in pruning, planting and fertilizing for maximum club growth.

Look for “100 Club Growth Ideas” coming soon to our D84 website: <https://toastmastersd84.org/> ■

Consistent Efforts Lead to Success

by Maria Martinez, DTM, PRM



Maria Martinez

While back, I watched a video where the speaker reminded the audience that what may appear as an "overnight success" was actually years in the making. The truth is, we, as the audience, had no idea of how much time, energy, and effort he had put into building his dream business and the extraordinary project he was sharing with us that day. After

months of preparation, it all had come down to those five minutes. Like most things worth celebrating, achieving success does not happen overnight.

Among various lessons I have learned as a Toastmaster, one remains loud and clear: what you get out of it is directly correlated to what you put in. This realization was further cemented this past week when our District welcomed Toastmasters International Digital Marketing Specialist, Kristi Yablonski.

As Public Relations Manager, I am constantly on the lookout for ideas on leveraging the tools we have to serve our existing members better while attracting non-Toastmasters who would make great additions to our clubs. I also get many questions about elevating our community presence and reaching more people. A lot of our collective efforts these days go towards our digital presence, which makes sense. According to Pew Research, 72% of all Americans use some type of social media daily. The biggest contenders: Facebook, Instagram, LinkedIn, and YouTube. That is what I call 'opportunity'.

Whether we target existing members, former members, or prospective members, we must have a strategy if we are to reach people. Shooting from the hip or posting occasionally will not result in the long-term success we all seek. I submit that we must understand and leverage the one thing that connects all Toastmasters across the world: our brand.

The Toastmasters brand makes us strong. Our brand is



recognizable. If people Google public speaking or search for #publicspeaking, chances are Toastmasters will come up. We should take full advantage of what our history-rich and the robust brand has to offer. Going back to Kristi's presentation (which can be watched in its entirety on our Facebook page), there were a few elements I believe are key components of any good marketing strategy:

- **Post often** - like Toastmasters International, our District aims to post 4-5 times per week. Choose what works for you and stick with it.
- **Be consistent** – posting here and there does not give a reliable and predictable message.
- **Focus on engagement** – create posts designed to attract people's attention and to get them talking... and when they do, acknowledge them! Answer their question, resolve their issue, provide the link.
- **Add variety to your posts** – sharing from our District's channels, showing your original pictures, and recording short videos that feature your experience

Continued on Page 5, Consistent Efforts

Consistent Efforts

Continued from Page 4

- are some of the best ways to capture people's attention.

Finally, always adhere to the Brand Manual. Brand-compliant content helps strengthen our relationship with our target audience. The Toastmasters International brand, OUR brand, has a singular identity that should always reflect the core attributes of our organization's personality. It speaks to who we are and, when managed efficiently, it will attract the right members for our clubs. If you need help, review TI resources, engage with the VPPR Mastermind group (on D84 Facebook), or contact me directly.

Kristi's presentation was filled with great resources and insights. It was delightful to hear directly from the TI Digital Marketing Specialist, and we look forward to inviting her back. Kristi's takeaway message was clear: effort leads to success. It might take weeks, months, or the entire year, but stay the course. The sum of our day-to-day efforts will produce a sustainable presence and lead to the success we want. ■



Toastmasters D84

SYNERGY "THE PODCAST"

Hosted by Distinguished Toastmaster John Morrow

<https://toastmastersd84.org/the-d84-synergy-podcast/>

DAY OF CELEBRATION:

Honoring Toastmasters Leaders on the Organization's 97th Anniversary

Join International President Margaret Page and a panel of leaders on Toastmasters' 97th anniversary as they celebrate the leadership shown throughout the organization over the past year. Hear stories of success and resiliency and honor the leaders who have helped you! Learn how you and your club can participate by reading this [Toastmaster magazine article](#).

Friday, October 22, 2021

Live discussion and Q&A:
11 a.m.–12 p.m. Eastern Time

[Register now](#)

So You've Joined Toastmasters.
Now What?

New Member Orientation with
the Trio and Pathways Chair

1st Sunday of Each Month
7:00pm ET on Zoom
Meeting ID: 962 7944 2148
Password: NewMembers

Becky

CLUB CORNER

Reap A Harvest of Success

by Vickie Goodman, DTM, Club Growth Director

Make your fall Harvest Festival a celebration of Toastmasters International's 97th anniversary! Oct. 22nd is the official day, but your club can celebrate with a fun meeting to honor your outstanding accomplishments of the past year, or reach out to plant new seeds of interest with members and friends who have not attended for a while and invite them to "catch up" and share the latest news at your anniversary celebration. Seeds can sometimes take time to germinate, but don't give up! Keep tending to your garden, and you will be rewarded with a bountiful harvest.

Keep those member renewals coming in and add to your club's harvest!

Club Treasurers should deposit those renewal fees and submit them immediately to TI through Club Central. It is contest season, and we do not want a member who wants to compete to be disqualified because their dues were not paid before the competition or because the club did not have the eight paid members to keep it in good standing. Encourage every member of your club to serve as a club ambassador and promote club activities to their workplace, friends, and relatives. Grow your membership with an ongoing campaign: Everyone Bring One! Each member tries to bring one guest to every meeting throughout the month. This effort will pay off and add a few new folks to your club roster.

"Why Toastmasters?" is the perfect resource to plant seeds of interest.

Looking for digital information to send out to prospective members or follow up with guests who have visited your club? The ["Why Toastmasters"](#) link provides interactive information and answers to some of the most frequent questions. It is professional and fun to use, so take advantage of this excellent resource and make it a standard part of your Digital Guest Packet.

Tend to your current garden, even if it is smaller than you'd prefer.

Even tiny gardens can produce a bumper crop if carefully watered with encouragement, pruned with effective evaluations, and fertilized with consistent and dynamic club meetings. Members who have fun, meet their goals, grow, and tend to share these experiences with others. Word-of-mouth is one of the best member recruitment tools available. Don't hold back on your meetings because you have fewer members. This is the time to ask every member to bloom and to recognize and encourage growth in one another. Keep those meetings structured, professional and FUN!

Pathways changes are on the way, thanks to consistent member feedback!

A new Pathways Level 1 is on its way and will include four projects. In addition to the "Ice Breaker" and "Evaluation and Feedback" projects, two new projects will be added to make up an all-new Level 1 in Pathways. "Writing a Speech with Purpose" and "Introduction to Vocal Variety and Body Language" will help teach new members basic public speaking skills right away and set them up for success on their Toastmasters journey. This update is expected to launch before the end of 2021 and will also address member feedback regarding project navigation. Look for the launch notification in your email. ■

BECOME A CLUB COACH & GET DOUBLE CREDIT!

ToastmastersD84.org



1

Club achieves Distinguished status by 6/30/22

2

Coach serves min 6 mo

3

Club reaches min 20 paid members by 6/30/22

Serve as Club Coach and get **DOUBLE THE CREDIT** in recognition of the incredible effort and importance of this supportive role to club success. Coach a club to achieve criteria #1 & #2 and earn credit towards your DTM. Achieve Criteria #3 and get **ADDED CREDIT** for serving in a District Leadership role! Get more details and get started NOW:

Club Coach Chair, Bobby Blackmon, DTM



Mark Gai presented on how to “Use Language To Overcome Fear” at TEDxOcala in 2017.

TEDx—Taking Our Message to the Next Level

by Angela Ardrey-Reynolds, IP5



Angela Ardrey-Reynolds

Do you ever dream of taking your message across the world to a larger audience or feel your unique stories and experiences can bring positive change?

Have you ever realized the words stirring inside you could possibly smash through glass ceilings of thinking to impact lives?

"But wait," you might say. "I am still learning how to use my voice. I don't know how to craft my message. I don't think I'm ready yet. Honestly, I don't think I'm good enough. Who would want to hear my story?"

If any of this sounds familiar, let's try looking through a different lens.

For starters, why don't we pursue our next levels? Some say reaching for the next level of anything requires courage. But is this not the same courage that enables us to speak in front of fellow Toastmasters? We're already receiving training in courage every time we speak in front of others. We are facing fears. Our voices are developing and growing stronger. Toastmasters serves as an excellent training ground.

Here are insights from fellow Toastmasters who conquered their next levels and went on to speak at TEDx events:

- You don't have to be an amazing speaker.
- You don't have to construct a speech ahead of time.
- It's not about your talent; it's about your message.
- Most TED Talk organizations assign a coach and a timeline to help you develop and practice your presentation.
- Florida is filled with various TED-style events, locations, and times. Before applying, find the right TED Talk for your message. (see FL TED Event Types [here](#) and TEDx locations/times [here](#)).
- Videographers polish presentations before posting them. If you pause because you forgot your line or made a mistake, the TED team will edit it.

TED (Technology, Entertainment, and Design) is a non-profit foundation devoted to spreading ideas in the form of short talks to worldwide audiences. Meanwhile, TEDx events are community-minded and independently-run under the TED umbrella. These events are designed for smaller, local audiences with topics explicitly tailored to the community. TED is the parent organization to TEDx, much like Toastmasters International is to our local Toastmasters clubs. In fact, you might find an experienced TEDx speaker in your own Toastmasters club. I did. And their advice was priceless . . .

DON'T GIVE UP recommends Joe Shaw, DTM.

I applied for about thirty different TEDx events and got rejected. I just kept applying year after year. I started off being very professional, creating topics based on deep thinking stuff. Then after receiving a total of four rejections in one day, I said, "This sucks!" So, I decided to be more myself, the techie-funny Joe, on the next TEDx application. After I sent it, I thought I should not have done that. But I thought, "Oh well, it's just going to be rejected like the others." But this time, I actually got invited to be a presenter at TEDx Eustis. *Joe Shaw is featured on the cover page.*

HONOR THE THEME recommends Mark Gai, ACS.

Honor the theme in your application. Yes, keep the integrity of your idea, but you must honor the theme of the TEDx event. And get to know the organizing team and their application process. This is an experience where you set a goal for yourself—a goal that takes months of working with coaches. This is not a draft you can create overnight. But it's doable. Remember, the theme is paramount.

EVERYBODY'S WORTHY recommends Rodolfo (Rudy) Rivera, Past Area 13 Director

First, when you are up there speaking, remember it's not about you. You are on that stage to contribute and enrich others. That's how we connect with people. Next, everybody's worthy. If you want to be a TEDx speaker, don't give yourself the "NO." Don't be the one to put obstacles in front of you. Don't be the one to decide if you are good enough or not. Let them decide. Your responsibility is to keep trying. Just keep moving forward and don't stop. And always remember to be yourself and stay humble.

Continued on Page 9, TEDx

TEDx, Continued from Page 8



Dreams do come true. You can take your message across the world.

Your unique stories and experiences are meant to bring positive change.

Awaken to the power of your words. Realize the words stirring inside you can smash through glass ceilings of thinking and impact lives. Believe in yourself. GO FOR IT!

Strong Mind | Strong Body | Believe the Unbelievable.
Professional Coach, Speaker, Writer and Photographer.
Connect with Angela on [LinkedIn](#).

TEDx FACTS

- 4300 events happened around the world
- 1200 cities and 133 countries around the world have hosted one or more TEDx events
- 16,500 TEDx Talks.
- 168 talks from TEDx events featured on TED.com
- 42 million views of the TEDx Talks on the YouTube channel and the TEDx Talks website.
- 80 million views of the TEDx Talks featured on TED.com

THE TED COMMANDMENTS

1. **Dream big.** Strive to create the best talk you have ever given. Reveal something never seen before. Do something the audience will remember forever. Share an idea that could change the world.
2. **Show us the real you.** Share your passions, your dreams ... and also your fears. Be vulnerable. Speak of failure as well as success.
3. **Make the complex plain.** Don't try to dazzle intellectually. Don't speak in abstractions. Explain! Give examples. Tell stories. Be specific.
4. **Connect with people's emotions.** Make us laugh! Make us cry!
5. **Don't flaunt your ego.** Don't boast. It's the surest way to switch everyone off.
6. **No selling from the stage!** Unless we have specifically asked you to, do not talk about your company or organization. And don't even think about pitching your products or services or asking for funding from stage.
7. **Feel free to comment on other speakers, to praise or to criticize.** Controversy energizes! Enthusiastic endorsement is powerful!
8. **If possible, don't read your talk.** Notes are fine. But if the choice is between reading or rambling, then read!
9. **You must end your talk on time.** Doing otherwise is to steal time from the people that follow you. We won't allow it.
10. **Rehearse your talk in front of a trusted friend ...** for timing, for clarity, for impact.

TED event
vs.
TED^x event

What's the difference?

TED: A TED event is put on by the official organization itself.

TED^x: A TED^x event is an independently organized local event. x= independent

BOTH: Speakers give carefully prepared talks, demonstrations, and performances on a large variety of topics. The purpose is to spark conversation, foster learning, inspiration and wonder.

The Domino Effect: How Toastmasters Positively Influenced My Life

by Serena Piper



Serena Piper

"Toastmasters? What's that?" I said when my boss suggested I join during our weekly check-in. She was trying to mentor me with professional development groups that would be helpful for my position as a Community Relations Specialist. She said Toastmasters would allow me to practice my speaking and communication skills, my position's two most essential components.

I had only been in my position for three months and felt overwhelmed with everything that comes with starting a new job: responsibilities, coworkers, new routine. And not that I had a choice, but I wasn't sure I wanted to take on another commitment.

After meeting with my boss, I looked up Toastmasters online to learn more. The only words my brain registered were "public speaking." That alone was enough to make me want to push the whole thing out of my mind and try to find some excuse to tell my boss why I couldn't join. So I tried to ignore her suggestion for a few days, but she checked in with me a few days later, being the leader she is. How thoughtful, right? The thing is, I'm glad she did.

I visited a few local clubs before deciding Toastmasters at Twelve was the club for me. When I chose my Pathway, Strategic Relationships, I was only focused on how the projects would benefit me in my professional life. As I look back on how they have served me, I realize there are two areas of my personal life Toastmasters has positively influenced as well:

Direct Communication

Being assertive is often seen as a bad character trait—we don't want to be "mean" in our assertiveness. I fell into this trap, worried that someone would think of me as assertive and, therefore, an unpleasant person. However, Toastmasters has taught me that effective communication goes hand-in-hand with being assertive. It's being clear and concise, not mean. Choosing my words carefully in speeches and being rigorous in their organi-

Toastmasters has taught me that effective communication goes hand-in-hand with being assertive.

zation—not to mention serving in an officer role—has made me realize the value of being direct when speaking with family, friends, even potential dates.

Direct communication has ultimately saved time, proved more efficient, and led to less confusion on everyone's part. Sure, there's a time and a place for being coy, but getting to the point, or being assertive, is a sign of respect; let's quit beating around the bush.

Self-confidence

There's no doubt that being a better communicator has led to improved performance of my job and eventually a promotion and a raise. What I didn't expect was a domino effect. The success in my career as a result of improved professional skills and interpersonal relationships has made me feel self-sufficient—something I always hoped I'd be. That feeling of independence is highly satisfying, not to mention invaluable, and I'm not sure I would've reached it if it hadn't been for all the opportunities Toastmasters offered me.

There's no way to explain the feeling that came over me when I noticed these improvements in myself. It wasn't like a light bulb moment per se, but the progress was steady, with both my boss and my family noticing the difference.

Since joining Toastmasters, I no longer recoil when I'm asked to speak at a Chamber of Commerce meeting or present to my coworkers on a project. I know I can handle it. Being a member of Toastmasters indeed results in greater self-confidence and personal growth. ■

On Mission: Part 4 of 4

The Greatest Objective of Toastmasters

by [Debby Kerr-Henry, IP5](#),
Immediate Past Area 90 Director

We provide a supportive and positive learning experience
in which members are empowered
to develop communication and leadership skills
resulting in greater self-confidence and personal growth.



Debby Kerr-Henry

Did you know Toastmasters' primary purpose is *not* to improve public speaking skills?

It's true. The last piece of our mission statement reveals a bigger and deeper objective: greater self-confidence and personal growth. Developing communication (and leadership) skills is simply the means

to the end. Toastmasters provides a way to challenge ourselves to grow into more of ourselves, whether through overcoming a fear of public speaking, leading a project, or managing conflict. It's not about winning or accumulating awards, but rather what we glean through the process of gains and losses.

How do we transfer our new knowledge and experience into life?

Can we speak better on our feet?

Can we communicate frustrations or problems with poise and dignity?

Can we step up to an unfamiliar plate with confidence that we can overcome?

Can we recognize a supportive and positive environment and then be vulnerable in it to try new challenges?

Toastmasters no doubt provides valuable opportunities to develop communication and leadership skills, but in the end, Toastmasters is so much more. Toastmasters is about you and me being our better selves, so we can, in

turn, contribute to a better world.

Welcome to Toastmasters.

In case you missed Parts 1, 2 and 3 of this "On Mission" series, here are the links:

[Part 1](#): We provide a supportive and positive learning experience

[Part 2](#): in which members are empowered

[Part 3](#): to develop communication and leadership skills



Monthly Sessions

Learn how PATHWAYS is the companion on your Toastmasters journey!

Zoom ID: 853 1202 4512
Passcode: 448672

17th of every month* at 7pm ET

*except January 2022

November focus:

Assisting new members

December focus:

Working through the levels as a member

January focus:

Base Camp Managers

TOASTMASTERS
PATHWAYS
— learning experience —

Toastmasters Help Overcome Fear

by Sandy DePrimo, DTM



Sandy DePrimo

At the end of each meeting, we usually ask guests what they thought of the meeting and why they came to Toastmasters. The answer is usually the same. "I have a fear of speaking in front of people." My reply is, "Have no fear, Toastmasters is here!"

The fear of speaking is valid, but that is just the tip of the iceberg. For some, the real fear is fear of

the evaluation. Once you realize that your Toastmaster family is here to help, not to criticize, you are on your way to the new you. Once you speak, fear begins to break. When the fear is broken, doors open!

For many potential members and new members, the assumption is that Toastmasters is only a speaking club. Not true! The program provides a strong leadership program and opportunities to lead.

The lessons are priceless, and the benefits are enormous.

I joined Toastmasters five years ago in May. I was scared to stand in front of people. I couldn't share a thought or idea; therefore, I was stuck in a job I did not enjoy due to the fear of judgment. I saw Toastmasters on a co-worker's calendar and began to inquire. She took me to a meeting, and the journey began. The Vice President of Education quickly put me on the agenda for an Ice-breaker. It was scary, but I survived.

I started looking at functionary roles and soon discovered the meeting structure. By December, I was feeling comfortable. The President asked who would be interested in officer roles. I raised my hand and became the

Vice President of Education (VPE). The first undertaking: get the agenda filled. The second task: plan a contest by January 30. The third goal was an open house.

I planned the contest according to the rule book, and it went well. At the end of the contest, my Area Director asked me to be her successor, and I accepted it. Let the lessons begin! I had five clubs to support. I started speaking in the clubs and teaching Pathways to those who needed help. I became a mentor. I took people to visit advanced clubs for further growth. I planned two program showcases, so a wider audience could see their talents.

Toastmasters provides the foundation to make fears disappear, and, in time, you will feel your communication skills grow, your confidence skyrocket, and doors open.

I was a Division Director, the Education Chair, the Conference Chair, and I won Division Director of the Year. All roles I would have never as seen possible without Toastmasters. This past year I was able to compete...that's when I saw my growth.

I look at the members I have helped; they have achieved Distinguished Toastmaster Awards (DTM's), District 84 roles, and a great wealth of confidence. They have gotten promotions and opened busi-

nesses. I took a fellow Toastmaster to a job fair, not intending to apply. I walked in without applying, and I walked out with a job offer. I left the dead-end job behind. Confidence was raised right there!

Toastmasters provides the foundation to make fears disappear, and, in time, you will feel your communication skills grow, your confidence skyrocket, and doors open. My advice is to take pictures, so you will never forget how far you have come in a short time. Life is too short to be scared. Let Toastmasters guide you to a better version of yourself. You will get that dream job, you will be asked to present at a conference, you will feel accomplished, and you will have a whole new family rooting you on. Have No Fear, Toastmasters is Here! ■

Reaping the Benefits of Electives

by Sowjanya Athmakuri Ramini, LD5, DL5, Area 93 Director



Sowjanya Athmakuri

Toastmasters International (TI) offers 11 different pathways to fit every communication and leadership need. However, did you know that in order to harvest additional benefits of these pathways, there is hidden wisdom in the electives of Levels 3, 4, and 5?

The Pathways program requires Toastmasters to complete two

electives in Level 3 and one elective each in Levels 4 and 5; however, Toastmasters are encouraged to finish several electives in each level to reap the benefits of these versatile domains. Detailed embedded videos provide robust tips and exercises on how to master the objective of the electives. By the end of each level, Toastmasters gain invaluable knowledge and will be able to present their next speech, aligned with the objective of the elective.

Many options offer customized choices, many of which TI designed to fit our present digital communication needs. For instance, electives such as "Using Presentation Software," "Creating Visual Aids," "Building a Social Media Presence," "Creating a Podcast," and "Managing Online Meetings" all talk about honing communication skills in this internet era.

In addition to digital electives, many high-performance electives such as "Moderating a Panel Discussion," "Question-and-Answer Session," and "Managing Difficult Audiences" help open an interactive channel of communication with audiences, making the speech experience more unpredictable and dynamic. Additionally, elective speeches with time requirements of up to 25 minutes will build endurance and confidence for advanced speakers.

Lastly, thought-provoking electives such as "Ethical Leadership," "Leading in a Volunteer Organization," and "Public Relations Strategies" enrich on an entirely different front. These electives draw attention to managing diverse teams and equipping you with tools to navigate

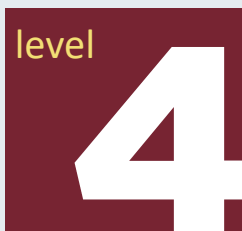
conflict successfully.

While Levels 1 and 2 focus on public speaking and interpersonal communication and can be compared to **seed and soil**, the electives in Levels 3, 4, and 5 are the **fertilizer** needed to grow a more lush crop as they focus on strategic leadership, management, and confidence. Reap innumerable benefits by reviewing these knowledge hubs. Here is the complete [list](#) of electives from Levels 3, 4, and 5:

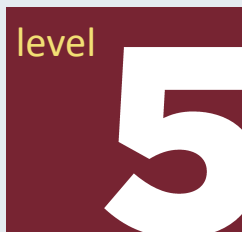
1. Using Descriptive Language
2. Connect with Your Audience
3. Make Connections through Networking
4. Focus on the Positive
5. Inspire your Audience
6. Understanding Vocal Variety
7. Prepare for an Interview
8. Effective Body Language
9. Know your Sense of Humor
10. Active Listening
11. Connect with Storytelling
12. Creating Effective Visual Aids
13. Deliver Social Speeches
14. Using Presentation Software



1. Create a Podcast
2. Building a Social Media Presence
3. Managing a Difficult Audience
4. Write a Compelling Blog
5. Manage Online Meetings
6. Question-and-Answer Session
7. Public Relation Strategies
8. Manage Projects Successfully



1. Lessons Learned
2. Moderate a Panel Discussion
3. Ethical Leadership
4. High Performance Leadership
5. Leading in your Volunteer Organization
6. Prepare to Speak Professionally



¿Hablas español?

by Sandy DePrimo, DTM

In the world of Zoom, we have infinite possibilities to connect with other cultures. The challenge: we may not understand the language. Toastmasters is working to solve this dilemma by hosting bilingual clubs.

In honor of Hispanic Heritage Week, we would like to highlight "*We Can Speak / Podemos Hablar Toastmasters Club*." *Podemos Hablar* was chartered on March 1, 1993 in Havana, Florida. In 2006 the club moved to a restaurant in Tallahassee, Florida, and now resides on Zoom due to the ongoing pandemic. There are currently 15 members, of which 4 are fluent Spanish speakers.

We Can Speak believes that the key to communication requires practice to sustain the process of learning. After all, if you don't use it, you lose it. It is designed for English speakers to slowly learn Spanish, as well as Spanish speakers to learn English, in a regimented fashion slowly. You may be wondering how they accomplish this task. Let me share their process with you.

The fluent bilingual members use the Educational moments to incorporate vocabulary in English and Spanish. There are sometimes three or four words, in English along with the Spanish translation. Each educational moment gives you the ability to familiarize yourself with a commonly used vocabulary. Club members deliver speeches in English or Spanish. Sometimes they use Spanglish! Practice, practice, practice helps a club member learn, regardless of which language they use in their speech. Practicar, practicar, practicar ayuda a un miembro del club a aprender sin importar el idioma que use en su discurso.

Like most clubs, *Podemos Hablar* loves hosting guests! They have hosted local guests and visitors from faraway lands, such as Ecuador, making it a great cultural exchange. Cultural exchange in the welcoming club atmosphere provides the perfect setting for learning a new language without the fear of failure. Understanding another language is especially handy as we Zoom to participate with clubs across the world.

Some jobs now require bilingual abilities just to apply. Even rudimentary bilingual skills would have helped the 911 operators when a kitchen fire was reported from a

Hispanic neighborhood. The responders were not bilingual and could not communicate with the family. An interpreter had to be called to relay messages to the family to determine the extent of the damage. Public servants and neighbors alike would be able to much better assist each other with minimal international vocabulary.

These are just two instances showing the need for bilingual speakers, but the examples and stories are endless in today's Zooming world. What situations have you encountered with language barriers? *We Can Speak / Podemos Hablar Toastmasters* can help.

We Can Speak - Podemos Hablar Toastmasters Club

Meets every Monday (excluding State Holidays)

6:30 pm to 7:30 pm on Zoom

Note: Connecting with a computer/device — You must [REGISTER Here](#) before the Zoom Meeting information is provided.

You may also reach out by emailing: contact-9241@toastmastersclubs.org to get more information about connecting via Zoom or to find out the status of the meetings.

Please view our [website](#) and our [Facebook page](#)! ■



About Competing, Winning, and More

by Julie Salgo, Retired Learning and Development Consultant



Julie Salgo

I must admit I am not competitive. I am sure I belong to a minority, as Americans love healthy rivalries.

However, to participate in competitions at some level, I first volunteered as a vote counter for a Toastmasters speech contest. I found it exciting and important, yet after two events, I needed

more challenge and soon progressed to the role of a judge. It was superbly exciting! I love that we have five judges; their scores are reviewed, then two vote counters tally the numbers, and the Tiebreaker Judge has the final say in the event of a tie. First, second and third winners are then announced in reverse sequence.

I never witnessed any arguments, only the need to review the numbers for accuracy. On the other hand, when my brother judged numerous international piano competitions, he often witnessed lengthy and serious arguments among the judges, even after using scoring tools. When there is an objective measure, like time, height, length, or weight, judging results is relatively easy. Other competitions, like musical performances, movies, or TV shows, for example, judges rely on subjective opinions, though they can use a well-designed scoring system as we do for Toastmasters competitions:

- The **International Speech Contest** places 50% emphasis on content, 30% on delivery, and 20% on language.
- The **Evaluation Contest** places 40% emphasis on the analytical quality, 30% on recommendations, 15% on technique, and 15% on summation.
- The **Table Topics Contest** places 55% on content, 30% on delivery, and 15% on language.

- The **Humorous Speech Contest** places 55% on content, 30% on delivery, and 15% on language. (This contest is not offered at the Area Level and beyond for the 2021-2022 year in District 84.)

Additionally, all the above tools give suggested point values with weighted numbers for Excellent, Very Good, Good, and Fair. We use these innovative tools and explanations to guide subjective judgments toward more objective and measurable results.

Speaking of results, the Summer Olympics are now over, but I can't help but feel sad that only three athletes can win in any competition. I have the same sentiments at other competitions too. All the talented and driven people who compete know that all cannot win, and perhaps, as Hungarian swimmer Éva Székely says, "Only the winner is allowed to cry." Székely won the gold medal at the 1952 Summer Olympics in Helsinki and the silver medal at the 1956 Summer Olympics, set six world records and won 44 national titles. She held the first world record in the 400m individual medley in 1953. I get goosebumps quoting the title of her book: "*Only the Winner is Allowed to Cry!*". Too bad this story has no English translation, but if I were to summarize its classic lessons, they'd be:

- Practice diligently.
- Work up the courage to participate.
- You are a winner, no matter what level and place you get to.
- Hold your head high, give yourself a pat on the back, treat yourself to a special gift.

For those of you, like myself, who do not wish to compete (at least maybe for now), there are numerous roles you can serve in to help make Toastmasters contests successful at all levels. Learn more about [Speech Contests](#) and [Contest Rules](#). ■

Are You Ready for Contest Season?

by Troy Palmer, DTM, D84 Contest Chair



Troy Palmer

The District Executive Committee (DEC) voted in October to approve only virtual contests for the Area, Division and District levels. Clubs have more latitude and may hold in-person, hybrid, or virtual contests, or select a member to represent the club at the Area Contests. Club contests must be conducted between Oct. 1 and Dec. 31, 2021, so there is no time to

waste! Get those club contests scheduled, the contest teams in place, or recruited. TI recommends that club contests follow the same format as Area, Division, and District contests which will help club contestants prepare for the higher-level contests.

Downloadable scripts, ballots, and briefings will be available at: www.toastmastersd84.org. Detailed instructions for running all contests can be found in the 2021 – 2022 Contest Rule book and [other resources available here](#).

Area Contests must be scheduled Jan. to Feb. 2022, with Division contests in Mar. to April 2022. Area, Division and District contests are regulated by the DEC, both in

terms of which contests to offer and what format to use. This year, the DEC voted to offer three contests: Table Topics, Evaluation, and International Speech. As previously stated, the DEC voted for the virtual format from the Area level and beyond.

Areas and Divisions need to select a date and time for their contests. This needs to be done

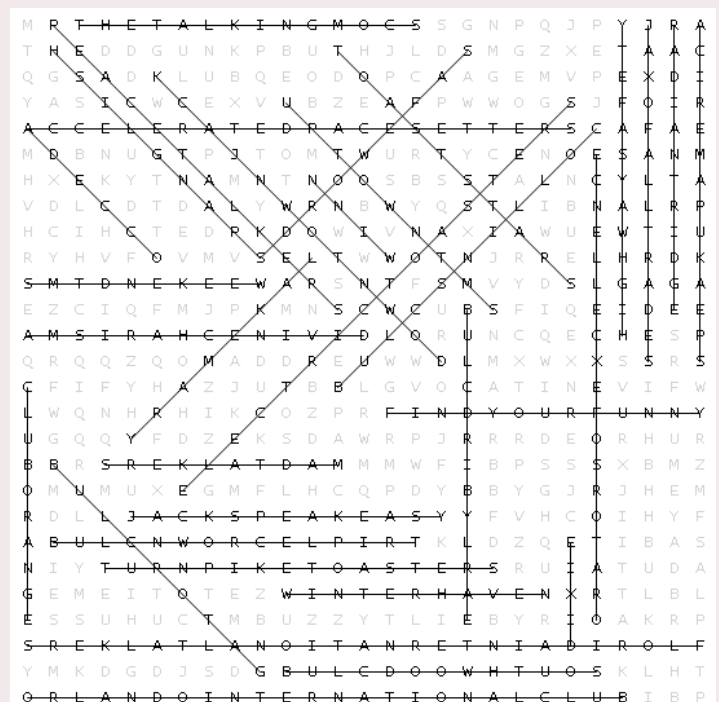
now. It is also not too early for Areas and Divisions to start putting together their contest teams. Start selecting Contest Chairs, Contest Masters and Chief Judges. Find your functionaries, order your trophies, download the scripts and briefings for the contest (Contestants Briefing, Judges Briefing, Timers and Ballot Counters Briefing, Contest Masters Script), and plan your contests.

Changes to Contest Rules

Each year Toastmasters International comes out with a new rule book and each year there are changes to the rules. These changes are indicated by a diamond next to the rule change. When you download and review the rules, take special note of the changes from last year's rules.

This should get you off to a good start. Remember: starting early reduces the number of issues you will have during a contest. Don't forget the most important contest rule – have fun! ■

WORD SEARCH ANSWER KEY



What's in a Name?

by Marjane Taylor, DTM



Marjane Taylor

Have you ever wondered how some of our District 84 Toastmasters Clubs got their names?

For example, was it *Divine Charisma* that attracted members to meet together? Perhaps some members had a *20/20 Toastmasters* vision of their club. If so, did they see it through *LensMasters Advanced Toastmasters*?

Is there a rock in Florida whose top is large enough to accommodate all of the members of *Top O' The Rock Toastmasters Club* at one time?

It is inevitable that in Florida, we'd have some citrus-themed clubs. We have *Club Orange*, *Citrus Toastmasters*, and *Orange County Toastmasters*. I'd like a side of bacon with my orange Toastmasters. Then again, I'd like a side of bacon with almost anything. I wonder if the *Mayo Clinic Toastmasters* could spare a little mayo and donate some lettuce and tomato. If the *Electric Toasters Club* would donate two slices of bread, I could have a tasty "sandwich...evaluation".

I must be hungry because I may have to attend *Mac Masters* sometime to see if they serve Mac and Cheese at their meetings. That would be an incentive for me to attend. If you like a spicier, Latin flavor, *Spanglish*, or *We Can Speak - Podemos Hablar Toastmasters Clubs* can most likely add some hot, fresh, and juicy speeches to your repertoire.

There's The Talking Mocs (Florida Southern College), Gator Club, and Talking Gators for reptile and animal lovers. If you're scared of all those mocs and gators, visit the *Eagle Toastmasters* or the *Deerwood Toastmasters Club*. They sound a little less aggressive than all those gators to me. I haven't figured out yet if *Jacksonville Bullmasters* fits in this group. I doubt they just sit around and "shoot the bull," but I could be wrong. If you don't like any of those, maybe you belong at *Hunters Creek Toastmasters*, but don't shoot me - I'm just the messenger.

Do *Reliable Speakers* have their *Voices in Sync*? We also have a *Safe Words* club. Is that so we don't end up with

Mad Talkers? If you're confused, try *You Talkin' to Me? Toastmasters* or *So You Think You Can Talk*? (I must admit, that last one makes me think of dancing and if you know me, you know that I'd be the first in line for a dancing Toastmasters club.)

District 84 has *Jax Speakeasy* and *Energy Speakeasy*. I haven't checked them yet to see if they feature dancing. The *Wyndham Easy Speakers* probably don't, but it does sound relaxing. *Girl Talk Toastmasters Club* is probably relaxing as well. I can almost picture us in our jammies, sipping wine and chatting. Be careful, though. Even if you are a *JAX of All Trades*, don't get yourself in trouble or *C.I.A. Toastmasters* may come looking for you.

Weekends are made for relaxing, so you may want to try attending *Weekend Toastmasters* or *Sensational Saturday Speakers*. If you're a member of the *Merritt Moonliters Club*, you've apparently worked very hard during the week and deserve a second dose of Toastmasters relaxation. And if you haven't partied enough on the weekend, the *Post Toasters Club* seems like a good place to continue celebrating. Just don't end up stuck on the turnpike, unless of course you are there to visit the *Turnpike Toastmasters Club*. If you do get stuck, call the *D5 Department of Toasters* and maybe they can help.

If you have also wondered how these clubs got their names, maybe it is time to take your own virtual tour of District 84 Clubs! You may ask, *Y Toastmasters*? Isn't the answer obvious? It's to *Find Your Funny*! ■

Club Coach & Mentor Training

With: WC "Bobby" Blackmon



First Monday of each month:
October 4th
November 1st
December 6th
8:00 PM

Each month a different focus, come and learn how to maximize club strengths, offer resources and tools to empower the club to achieve growth.

TOASTMASTERSD84.ORG



Meeting ID 847 0417 6502
Passcode 318989

Defining Resolute Friendship

by Bob Costello



Bob Costello

I am a steadfast optimist. A friend forever. But ask yourself, “*What is friendship?*”.

Friendship is a bond of trust, honesty, integrity, dignity, openness in feelings for compassion, understanding, and total respect.

Your friend is an extension of you, much as a clone or alter ego and as a Pickwickian fellow. Friendship is a symbiotic synergy of mind and spirit. It is like-minded people in sync with each other, much as iambic pentameter is to poetry in its syncopation of spirits. As poetry, what verse will you contribute to? Our friendship poetry is made as symbiotic synergy as it contributes to the poetry of life itself; and as Toastmasters.

Before I get too far afield here, what does the Dictionary have to say about *friendship*? It renders a friend as being one who is attached to another in either affection or respect; they are supportive without hostility, but more than a mere acquaintance. It is believed that two heads are better than one, as a Toastmaster mentor or member/facilitator is held to be.

“*O Captain, O Captain,*” my friend, confidante and ally is my Toastmaster friend who leads and gainfully instructs in the arts of verbal lexiconic proficiencies.

Have you, in your life, ever been offended by another? Do you recall Mom saying, “*sticks and stones will break your bones, but words will never hurt you?*” Bunk! They can leave emotional scars far deeper than epidermal remnants. That said, friends help us heal with words endearing and caring.

A leader’s words have strong implications as altering the course of history, countries and affairs of man. They effectuate change! Leaders must be cautious in their choice of words as they can manipulate the community of man to action as befriended, we believe.

A friend never betrays another friend. Or it may become a worse nightmare. A friend is true, helpful, instructional, a guide and emotional stabilizer to sate fears as in the fear of speaking. Our mentors give instructional guidance, emotional support and valued impressions. The respect of our Toastmaster mentors is earned by experience tested over time as evaluated by us all, even when not assigned that role.

A mentor aids us in seeing our speech delivery in various and valuable ways not seen by us, as we are immersed in our writings readied for presentation. Just when you believe you are prepared, you must look at it in another way, even though it may seem senseless, silly or even wrong. You must try, however. It will open your eyes as it will add exponentially to your quality of oratory given. This is what friends do.

Your speaking reflects your nature and your credibility. Your subject matter as a morsel of poetry adds a rhythm of life to your speech; that is the highest of its art.

Toastmasters’ friendship is dear to my heart... and wise in its attributes. Speaking in front of an audience, especially unknowns, rather than acknowledged friends, is fearful at first. However, delivering your message is knee-knocking at first, though not long-lived. It is daring, yet FUN in its doing. Confidence comes through practice, practice, practice.

The greatest aspect of Toastmasters is in the doing. It is not a childish ‘*do or dare*’ consideration but a well-planned guided direction of self-betterment.

Friends are made here, through mentors, members and an international support group. Within the framework of being a Toastmaster member is an endearing form of friendship and an enduring endeavor of mankind to better themselves.

Let friendship and Toastmasters shine on... verbally! You have my word on it. ■

District 84 Clubs Word Search

by Julie Salgo, Enigmatologist

How many District 84 Toastmasters Club names, or part of names, can you detect in this puzzle?

The word search answer key can be found on Page16.

M	P	T	H	E	T	A	L	K	I	N	G	M	O	C	S	S	G	N	P	Q	J	P	Y	J	R	A
T	H	E	D	D	G	U	N	K	P	B	U	T	H	J	L	D	S	M	G	Z	X	E	T	A	A	C
Q	G	S	A	D	K	L	U	B	Q	E	O	D	O	P	C	A	A	G	E	M	V	P	E	X	D	I
Y	A	S	I	C	W	C	E	X	V	U	B	Z	E	A	F	P	W	W	O	G	S	J	F	O	I	R
A	C	C	E	L	E	R	A	T	E	D	P	A	C	E	S	E	T	T	E	R	S	C	A	F	A	E
M	D	B	N	U	G	T	P	J	T	O	M	T	W	U	R	T	Y	C	E	N	O	E	S	A	N	M
H	X	E	K	Y	T	N	A	M	N	T	N	O	O	S	B	S	S	T	A	L	N	C	Y	L	T	A
V	D	L	C	D	T	D	A	L	Y	W	R	N	B	W	Y	Q	S	T	L	I	B	N	A	L	R	P
H	C	I	H	C	T	E	D	P	K	D	O	W	I	V	N	A	X	I	A	W	U	E	W	T	I	U
R	Y	H	V	F	O	V	M	V	S	E	L	T	W	W	O	T	N	J	R	R	E	L	H	R	D	K
S	M	T	D	N	E	K	E	E	W	A	R	S	N	T	F	S	M	V	Y	D	S	L	G	A	G	A
E	Z	C	I	Q	F	M	J	P	K	M	N	S	C	W	C	U	B	S	F	I	Q	E	I	D	E	E
A	M	S	I	R	A	H	C	E	N	I	V	I	D	L	O	R	U	N	C	Q	E	C	H	E	S	P
Q	R	Q	Q	Z	Q	O	M	A	D	D	R	E	U	W	W	D	L	M	X	W	X	X	S	S	R	S
C	F	I	F	Y	H	A	Z	J	U	T	B	B	L	G	V	O	C	A	T	I	N	E	V	I	F	W
L	W	Q	N	H	R	H	I	K	C	O	Z	P	R	F	I	N	D	Y	O	U	R	F	U	N	N	Y
U	G	Q	Q	Y	F	D	Z	E	K	S	D	A	W	R	P	J	R	R	R	D	E	O	R	H	U	R
B	B	R	S	R	E	K	L	A	T	D	A	M	M	M	W	F	I	B	P	S	S	S	X	B	M	Z
O	M	U	M	U	X	E	G	M	F	L	H	C	Q	P	D	Y	B	B	Y	G	J	R	J	H	E	M
R	D	L	L	J	A	C	K	S	P	E	A	K	E	A	S	Y	Y	F	V	H	C	O	I	H	Y	F
A	B	U	L	C	N	W	O	R	C	E	L	P	I	R	T	K	L	D	Z	Q	E	T	I	B	A	S
N	I	Y	T	U	R	N	P	I	K	E	T	O	A	S	T	E	R	S	R	U	I	A	T	U	D	A
G	E	M	E	I	T	O	T	E	Z	W	I	N	T	E	R	H	A	V	E	N	X	R	T	L	B	L
E	S	S	U	H	U	C	T	M	B	U	Z	Z	Y	T	L	I	E	B	Y	R	I	O	A	K	R	P
S	R	E	K	L	A	T	L	A	N	O	I	T	A	N	R	E	T	N	I	A	D	I	R	O	L	F
Y	M	K	D	G	D	J	S	D	G	B	U	L	C	D	O	O	W	H	T	U	O	S	K	L	H	T
O	R	L	A	N	D	O	I	N	T	E	R	N	A	T	I	O	N	A	L	C	L	U	B	I	B	P

Accelerated Pacesetters
Adecco
Club Orange
Collins Club
Divine Charisma
Downtown Jack
Early Bird Club

Electric Toasters
Find Your Funny
Florida International Talkers
Gator Club
Highway Safety
Jack Speakeasy
Jax of All Trades

Lake Mary
Mad Talkers
Orators of Excellence
Orlando International Club
Peace Talkers
Radiant Ridge
Safe Words

Southwood Club
Spanglish
Speak Up America
The Talking Mocs
Toast Stars
Triple Crown Club
Turnpike Toasters
Uptown TMs

Virtually Speaking
Weekend TMS
Winn-Dixie
Winter Haven
World Golf Village



Pumpkin Harvest (Photo credit: Pamela Winter)

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