



Philadelphia's First Toastmasters Club Number 541, District 38

March 1, 2009

Spring into Action

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Attend Toastmasters' District 38 Spring Conference, May 15 – 16 at the Double Tree Hilton in Princeton, NJ. In addition to many surprises, the District Speech and Evaluation contest will take place. Come out and cheer on your favorite speaker. More details will be provided at a later date.

Can't make the May district conference? You are in luck, there are two additional upcoming conferences:

- Region VII Conference June 4-6 in New Brunswick, Canada. See all that New Brunswick has to offer by following the link on District 38's website.
- The International Conference August 12-15 held at the MGM Grand at Foxwoods in Mashatucket, Connecticut. Check out the video www.tmdistrict38.org/conferences.html

Full conference schedules will be available soon. When you attend any of the conferences, be open to learn and prepare to be inspired.

Quick Hits

"I am always doing that which I can not do, in order that I may learn how to do it."

Pablo Picas

- ⦿ Pay your Toastmasters Dues by March 29th to John Fitzpatrick.
- ⦿ Be the winner of the *Get the Word* out contest and receive a free membership for the next six months. There are two meetings left to qualify and win the award. So talk up our club and bring those guests in.
- ⦿ Check out www.centraltoastmasters.org/timer.html. The Massachusetts Toastmasters club offers a speech timer for practicing a 5-7 or 8-10 minute speech. The practice timer is complete with green (minimum time), yellow (one minute to go), red (maximum time) and flashing light when you are 30 seconds past the maximum.
- ⦿ Welcome new members: Darlita La Rie Stephens and Geoffrey Goodman.

The 10 Commandments of Communication

How to speak like a leader. (Copied from Toastmaster's International Website)

By Michael Landrum, ATMB

1. **Listen generously.** Emerson said: "First seek to understand, then to be understood." How do you listen to an audience? Do your research. Find out who they are, what they need and want, and what they expect from you. When you step to the lectern, pause and listen. Are they ready to hear you? During your speech, keep listening. Pay attention to them. Are they leaning forward, backward or on each other? Be willing to depart from your prepared remarks to recover your rapport with them. Ask questions. Even something as simple as "Is that clear?" can reestablish contact.
2. **Say what you mean and mean what you say.** Aren't these two phrases the same? No indeed: "Say what you mean" is about telling the truth, "Mean what you say" is about making a commitment, keeping your promise, honoring your word. Have something meaningful to say. Step to the lectern with the intention of making a difference to your audience.
3. **Use the fewest words with the fewest syllables.** I run afoul of this one all the time. It's the main reason I rewrite so often, looking for big, two-dollar words I can swap for a single 10-cent syllable. Delete *therefore*, insert *so*. That's real economy in writing. Remember that the basic unit of communication is not the word but the idea.
4. **Align with your audience.** We may consider it our task to speak to the audience, but it is sometimes more important to speak for them. Express those thoughts and feelings that you share with them. Even if you think they are wrong and you are the advocate of sweeping change, you must first understand and articulate *their* feelings. Great leaders know that leadership begins with the pronoun *we*.
5. **Be specific.** Use stories, anecdotes, parables and examples rather than generalities and abstractions. This is a tough one for some people. They love to wander through a topic in the abstract, scattering generalities as they go. The great teachers and speakers pepper their talks with vivid, detailed examples. "He seemed upset as he left" is general. "He blew his nose, kicked the dog and slammed the door" is specific.
6. **Suit the action to the word, the word to the action.** Don't say "I'm glad to be here" while looking at your wristwatch. Be aware of your non-verbal communication. Your gestures, posture, facial expressions, energy, tone of voice, and a thousand other tiny, unuttered elements actually carry the true and specific meaning of your communication. We can understand the words "I love you" well enough. But their true importance, their actual meaning, is all wrapped up in how they are spoken, and by whom.
7. **Structure your speech.** One valuable way to make your talk memorable is to speak to a structure and make your listeners aware of it. Share with them the form of your thoughts as well as the content and they will be able to follow more complex ideas. It will be easier for you to remember, too. People appreciate the scenery more with a glance at the road map every now and then.
8. **Speak to be understood.** Have the courtesy to develop your voice so that all may hear you. You groom your appearance, so why not cultivate your voice? With a little effort it can be strong, crisp, clear and various in texture, color and range. It's sad when speakers expend their energy to create a vivid, well-constructed talk and then whisper, mutter or mumble.
9. **Speak for the benefit of others.** Serve your audience well by keeping their interests foremost in your mind. This is the golden rule of speaking. As an audience member you can easily tell when a speaker is self-serving. Nothing communicates more clearly than intention.
10. **Speak from your highest self.** The highest self is where hope resides. To lead effectively requires a courageous, positive, optimistic view. As any astronaut will tell you, if you get high enough you will be in perpetual sunshine. There must be a caveat attached to this rule, however: Beware of elevating yourself with a high horse. Be humble. Having an opinion is a meager accomplishment. On most occasions a modest demeanor improves communication.

Members	CC	CL	ACB	ACS	ACG	ALB	ALS	DTM
Michael Anderson								
Mary Barchman	X							
Lyratah Barrett	X	X						
John Boxmeyer	X	X						
Maureen Broderick	X	X						
James Cantwell								
Denise Dougherty	X	X						
June Dressnandt								
Therese Dressnandt								
John Fitzpatrick	X							
Ilene Hass								
Tyra Jackson								
Bea Joyner	X							
Theresa Kuhar								
Alphonso Lassiter								
Jerry Lindauer								
Lee Loeb	X							
Kathleen Mc Ananey								
Susan Neely								
Rudi Ollivierre	X							
Pat Paulus		X			X			
Jennifer Raksnis								
Herb Rheinstrom		X			X			
Denise Rykard		X						
Rita Smith		X			X			
Sean Stallings								
Joan Stewart				X				
Don Suplee	X	X						
Robert Thornton	X	X						
Evilt Vertil								
Claude Vilfort								
Nona Wright								

Toastmaster Members

Achievements

Upcoming Events

Upcoming Meetings	March 5 th
	March 19 th
	April 2 nd
	April 16 th
Daylight Savings Day (Spring Ahead)	March 8 th
Ides of March	March 15 th
St. Patrick's Day	March 17 th
First Day of Spring	March 20 th
I am in Control Day	March 30 th
Get the Word Out Campaign	January thru March

March is National Poetry Month.

Create your own poetry and then go to www.poetry.com for entry into free poetry contests. Have fun and good luck!

MARCH 2009						
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28	29	30	31			

APRIL 2009						
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26	27	28	29	30		