



## New Clubs Need Your Help

By Jason LeDuc, DTM  
District 115 Club Extension Chair

**W**e are 2 months into the Toastmasters year, and District 115 already has a success to celebrate! We just chartered our first new club of the year, Speak Speech and Teach, in North Las Vegas. We are very excited about this new club and the role they will play educating the community.



The key to success in rapidly chartering Speak, Speech and Teach came from the heroic efforts of Mickie Ottery. Mickie is the Club Sponsor who played an active role in guiding and coaching these new Toastmasters through taking on

the challenge of starting a club. Building on this initial success, Mickie will stay on to mentor the club through the rest of the Toastmasters year.

As the District 115 Club Extension Chair, I have an ambitious goal of starting 20 new clubs in District 115 this year. With the addition of new geographic areas to District 115 in Utah and Arizona, we have a tremendous opportunity to build new clubs to serve more people and communities. We also are seeing renewed interest in corporate and specialty clubs in the Las Vegas area. To achieve this highly challenging goal, we are going to need a lot more club sponsors and mentors to help get new clubs across the finish line to charter. If you've been a club or district officer, or a club coach, we can use your valuable experience to start these new clubs off on the right foot.

New Toastmasters clubs bring enthusiastic members and a new perspective to our district. By encouraging and supporting the members of our community in starting their Toastmasters journey, we make our own clubs, areas, divisions, and district stronger.

Please consider sharing some of your valuable time and expertise with our newest Toastmasters. We already have several prospective clubs that are working on chartering right now. If you'd like to be a Club Sponsor or Club Mentor for one of these clubs, please contact me at [jasonleducdtm@gmail.com](mailto:jasonleducdtm@gmail.com) or our District 115 Club Growth Director, Ken Richardson ([d115cgd@gmail.com](mailto:d115cgd@gmail.com).) We could use your help as experienced Toastmasters to fill these critical roles so we can set our new clubs up for success!

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## “One Month – One Action” Challenge

By District 115 Club Retention Chair,  
Sherrie Parker, DTM, PDD

**W**hy did you join your Toastmasters club?  
What keeps you coming back?

Your Club Growth Director, Ken Richardson and I are compiling a living document of “Best Practices”

for clubs to use as a reference to add or maintain effective habits for productive and vibrant clubs. I need your help! How?

1. Answer the two questions above and send your answers and thoughts to me at [sparkerflute@hotmail.com](mailto:sparkerflute@hotmail.com).

2. Attend the next Enrichment Night on Saturday, September 11<sup>th</sup> at 7:00 p.m. PT. I will be leading a “Best Practices” workshop where you can share with other Toastmasters what is working at your club. Who knows? Maybe you can help another club improve or take away an exciting new idea to share with your club members. I guarantee we will have fun together, and it’s O.K. to brag about your club!

3. Accept the “One Month – One Action” Challenge! As part of our ongoing goal of improving club member retention from nearly 50% to over 60%, I challenge you to select one new “Best Practice” each month. If it elevates the quality of your club meeting or helps bring new members to you or keeps members actively engaged, keep it! Every month, I will share three effective club habits that are proven to help clubs thrive. Implement a new action for at least a month and add a new “Best Practice” every month for a year. Remember one small step in the right direction still moves you to your destination!



A. Our District 115 Club Growth Director put completing the **Club Success Plan** at the top of his “Best Practices” list. Club Executive Committees that work together on the Club Success Plan create guiding principles to help them make future decisions as a team. The “Situation Analysis” allows the EC to assess what club practices are working or need to improve in key areas (like “Moments of Truth” does.) The Action Plans allow officers to create a tangible roadmap for education awards; membership growth and retention; officer training

and administrative actions. Do those elements sound familiar? Yep! The action plans are based on the same crucial building blocks of the Distinguished Club Program! How wonderful to have a clear target for the year! 2018-2019 Toastmasters International President, Lark Doley, reminds us to check in with the Club Success Plan at our EC meetings and, if necessary, adjust our course.

B. Jean Williams, our District 115 Program Quality Director suggests establishing a **clear identity** for your club. What makes your club unique? Jean says: “With so many virtual clubs available around the world, people can choose clubs that fit a specific niche.” Why should a guest visit your club? Does your club have a special approach to Toastmasters or does it boast unique qualities or practices? **Create a description and tagline that let the world know!**

C. My “Best Practices” selection for September is to update member BIOS and pictures on FreeToastHost and make them accessible to the public. When potential guests visit your website and click on “Meet Our Members,” they will see an active, engaged club with interesting members! Be sure to include why you joined your club in the BIO. Seeing your smiling faces will help a guest feel more comfortable visiting because you won’t be total strangers.

What club success stories will you share after incorporating some new Best Practices for a year? You are only “One Month – One Action” away!



*Wake Up With Toastmasters*  
Monday through Friday, 6:00 am  
[FaceBook.com/TMD115CGD](https://www.facebook.com/TMD115CGD)

*Educational Enrichment*, September 11, 6:00-8:00pm. (See Classes on Page 3)

Register in advance for this meeting:  
<https://zoom.us/meeting/register/JcpcOCoriguGdIxmh4iK65WMUWmCoRaltGj>

## 6:00 - 7:00 pm:

- \*\*New Member Orientation – Sherrie Parker
- \*\*Change FEAR into FUN! - Dianne Hunter
- \*\* Self-Publishing Your Book – Nadia Gilkes
- \*\*Telling a Great Joke - Jesse Oakley, III

## 7:00 – 8:00 pm

- \*\*Introduction to Pathways – TBD
- \*\*Anatomy of a Speech – Talisa Thomas-Hall
- \*\*Time Management – Jean Williams
- \*\*Best Practices – Sherrie Parker

September 25, 2021 – District Executive Committee Meeting, District Officer Training, District Council Meeting

September 25, 6:00 pm – Game Night

Register in advance for this meeting:

[https://zoom.us/meeting/register/tJcocuuzotGNP2K\\_gPRj-T90QWZpbMO0sP](https://zoom.us/meeting/register/tJcocuuzotGNP2K_gPRj-T90QWZpbMO0sP)

## Focus on Clubs

### Storytellers #6562540

By Dianne Hunter, DTM

“Oh, just one more story, pleeeeeeeees! “

Sound familiar? Are **you** looking for one more story? **Storytellers Toastmasters Club** is where you'll find it! Long after you forget facts and stats, you remember stories that touch your emotions. Our club focuses on how to craft such stories.

Why are we so attached to stories? Research shows our brains are hard-wired for them. In modern times, we still respond to stories. Testimonials, for example, tempt us to buy a product or join a club.

Do you want to move your audience toward **your** message? Well-crafted stories are your best tool. **Storytellers Toastmasters Club** will help you learn, build and practice storytelling techniques to enhance your speeches, presentations, trainings, sales and career.

Our Presidents Distinguished club meets via zoom Saturdays 10 a.m. – noon pacific time! However, our link opens at 9:30 a.m. to greet guests and members. When the meeting adjourns, we hold an

“after party” to answer questions and sign up new members. With such special attention, no wonder we're the largest club in the District!

Another club feature is round robin evaluation. Instead of 2-3 minutes from one member, speakers usually get 10 minutes from all members and guests! The more feedback, the faster our members gain confidence and skill in engaging listeners.

Just like Toastmasters, **Storytellers** is international! With zoom, we're able to include members from Germany, South Africa, Canada, and that most exotic of locales, California!

Most months a guest speaker presents a workshop on some aspect of storytelling. Earlier this month, Darren LaCroix, the 2001 WCPS, presented **17 Minutes to Your Dream**.



Last month, member Emily Corcoran, DTM, presented **Storytelling in the Workplace**.



As you can see (picture is pre-COVID), toastmasters wear many hats including that of storyteller!



If you're looking for a fun yet informative way to spend your Saturday morning, contact our VPE, Greg Bjorgo ([gregbjorgo@gmail.com](mailto:gregbjorgo@gmail.com)) or visit our website ([lvstorytellers@toastmastersclubs.org](mailto:lvstorytellers@toastmastersclubs.org))! At **Storytellers Toastmasters Club**, you'll hear wonderful stories, and you won't even have to say "Pleeeeeeeese!"

## A New Level 1

From the TI Education Program Team

It has been four years since the Pathways learning experience was introduced to Toastmasters. In that time, we have heard and tracked your feedback, suggestions, and critiques. As we continue to evaluate improvements and other changes, we are excited to announce that a new and improved Level 1 is coming!

Level 1 is the foundation of Pathways, and we wanted to ensure that it provided a strong foundation for all new members as they embark on their Toastmasters journey. The "Evaluation and Feedback" project and the "Ice Breaker," a beloved Toastmasters tradition, will be joined by two new projects to make up Level 1: "Writing a Speech with Purpose" and "Introduction to Vocal Variety and Body Language." These new projects will teach basic public speaking skills and should help new members feel less overwhelmed and provide building blocks to expand on as they progress through their path.

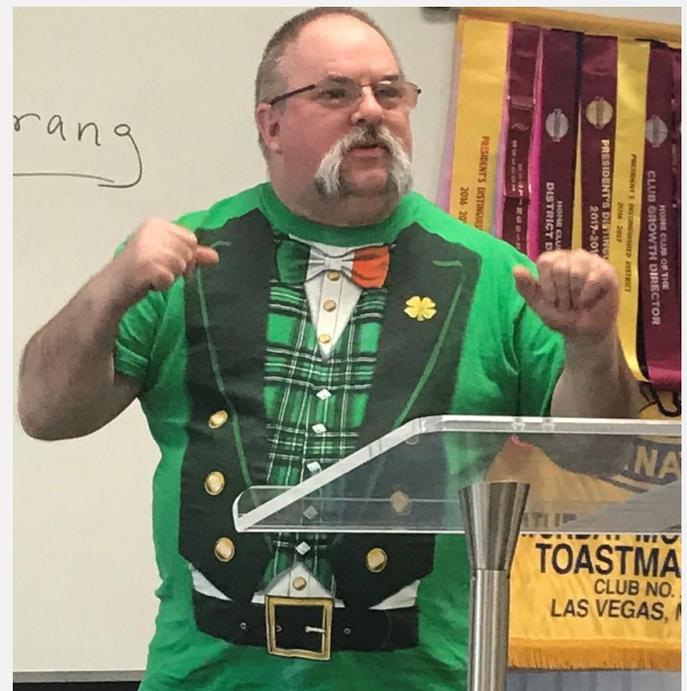
"Researching and Presenting," a project previously found in Level 1, will be repurposed as an elective in Level 3. Please note that the new Level 1 will only be available in paths selected after the launch of these new projects. Paths in progress or already completed will continue with the current Level 1

projects. New projects will only be available in English for the time being, with translated projects coming in the future.

We anticipate having these changes complete before the end of the calendar year. For more updates, make sure you read the monthly Leader Letter. Thank you to those who have shared feedback on Pathways and we hope these new changes provide for a better experience for those that matter the most—our members!

## We Remember

We fondly remember and mourn the recent passing of John Whalen. John was a member of Saturday Morning Live. He also served as the District photographer. John was a gentle soul and a good friend to all. He will be missed.



John Whalen

## VPPR Corner

This section of the Newsletter is to help you with ideas with marketing your club. If you are on MeetUp, Facebook, or Instagram, make sure your information is current and correct. Also, your Website should have the most recent information. Don't keep what you are learning a secret.

Have your members comment and share your meeting information and what you have learned in your meeting. The more comments the more

exposure.

If you are interested in learning more about how to market your club, contact Jennifer Smith at [toastmasterd115prm@gmail.com](mailto:toastmasterd115prm@gmail.com).

## Club Coach Credit

By IP Richard E. Peck, DTM and  
TI CEO Daniel Rex

We are a couple of months into the new program year, and many of the clubs in your District have completed their [Club Success Plan](#) and are beginning membership building efforts. For those clubs that need additional support in accomplishing goals and restoring club quality, the [Club Coach Program](#) offers the opportunity for experienced Toastmasters to assist clubs in achieving Distinguished status or higher in the [Distinguished Club Program](#). Currently, coaches who help clubs achieve [Distinguished status](#) or better by June 30 earn club coach credit.

The Board of Directors is aware of the extra effort coaches must put forth as the pandemic continues to impact club meetings and membership growth. To provide additional recognition for coaches for the 2021–2022 program year, effective July 1, 2021, coaches can also earn District leader credit in addition to the club support credit if the club coach meets all the following criteria:

\*Help the club achieve Distinguished or better status by June 30, 2022;

\*Help the club reach a minimum of 20 paid members by June 30, 2022;

\*Serve a minimum of six months in the coach role.

We hope these additional considerations assist you and your District in working toward the District mission. For any questions, please reach out to Club and Member Support at [clubcoach@toastmasters.org](mailto:clubcoach@toastmasters.org).



[www.toastmasters.org](http://www.toastmasters.org)



Looking for leadership opportunities? We need you to help fill the following positions.

- Club Coaches
- Club Sponsors
- Club Mentors
- Club Support Team Members
- District Committee Members

For more information, contact Ken Richardson, DTM at [d115cqd@gmail.com](mailto:d115cqd@gmail.com), or 702.523.3023.

## PQD Corner

How can District 115 serve you and your club better? What can the Program Quality Director do to help you meet your training needs?

Come to one of the following Training Town Halls to tell me your needs and wants and to hear what's happening in D115.

\*Thursday, September 9, 2021, 7:30 – 8:30 PM

Register in advance for this meeting:

<https://zoom.us/meeting/register/tJlrf-mrrT0rGtM3MQrSB2Z0pDjeTHM6dJ0t>

\*Saturday, September 18, 2021, 9:00 – 10:00 AM

Register in advance for this meeting:

<https://zoom.us/meeting/register/tJctdeyvtqjopEtUebBkCkqJxSKZ13pnXEFz3>

\*Friday, September 24, 2021, 1:00 – 2:00 PM

Register in advance for this meeting:

[https://zoom.us/meeting/register/tJYvf--vrD0iHdUtYmNBL\\_OHqoOcFudPtYB](https://zoom.us/meeting/register/tJYvf--vrD0iHdUtYmNBL_OHqoOcFudPtYB)

For more information, contact Jean Williams, DTM at [d115pqd@gmail.com](mailto:d115pqd@gmail.com)

**Communications**, the D115 Newsletter is published monthly. Please send articles, photos, comments and suggestions to CGD Ken Richardson at [D115CGD@gmail.com](mailto:D115CGD@gmail.com) or call 702.523.3023.