

The Cornerstone



*Official Bulletin of District 28 Toastmasters Serving
Southeast Michigan, Northwest Ohio, and Southwest Ontario*

Winter 2008

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Welcome to “The Wide World of Toastmasters”

*Kevin Olmstead, DTM
District 28 Lt. Governor of Education & Training*

District 28 is proud to be a truly “international” district of Toastmasters, with clubs both in the U.S. and Canada, and clubs that hold meetings in English and Spanish (and perhaps a French-speaking club sometime soon).

Also, spring is the season for the International Speech Contest. Hmm... International Speech. International district. District conference. Aha!

We are delighted to announce that the theme for the District 28 Spring Conference is “The Wide World of Toastmasters.” The event will be held on Friday-Saturday, May 2-3, 2008, at the Doubletree Hotel in Dearborn, at the intersection of Ford Road and the Southfield Freeway.

Details are under development, and workshops are currently being scheduled. Want to help???

Club Presidents and VPs-Education should make a special point of attending, as District Elections and Realignment will be on the District Council agenda.

A special reception (by invitation only) will be held prior to Saturday’s banquet to honor clubs that achieve Distinguished Club, Selected Distinguished Club, or President’s Distinguished Club status. (See the article on page 5 for more details.)

Conference registration forms are available in this issue and on the D28 website. Register by March 31 and save \$10! (Full and ala carte options are available.)

If you are interested in being on the Conference Planning Committee, contact Scena Webb, the Spring 2008 Conference Chair (SpringConference@d28toastmasters.org). If you are interested in presenting a workshop (particularly those aimed toward international subjects) contact Kevin Olmstead, Lt. Governor of Education and Training (LGET@d28toastmasters.org).

Hope to see you there!

Credit Card Option Available

An on-line payment option is available for spring conference registration! A modest surcharge will cover the cost of offering this service. The link will be on the D28 website until April 21. Note: Due to cost considerations, this option will not be available at the conference itself.

www.d28toastmasters.org

RISING STAR: A Stellar Opportunity for Your Club!!

Nancy Zychowicz, AC-G/CL
District 28 Lt. Governor of Marketing



- ✨ Creative, innovative agendas
- ✨ Exciting speeches from the basic or an advanced manual
- ✨ Eager members volunteering to take on meeting roles
- ✨ Gold-plated evaluations that glowingly identify all those things the speaker did well, and dead-on opportunities for the speaker to enhance the speech
- ✨ A flurry of passing around the Competent Leader Manual--everyone who has a role in the meeting brought their CL manuals with them
- ✨ Regular roster updates, as the club is constantly adding new members

Does the above describe the situation in your club? No? Just what is the health of your club these days? Consider some of these possibilities:

- Tired, worn, despondent: Wish that that all members joined permanently so membership would never be a problem!
- Struggling and a bit discouraged: We get visitors, but so many times we're simply unable to convert them to members!
- Concerned about repetitive motion syndrome: It seems we're doing the same things over and over—looking for new ideas to invigorate and inspire our club...
- Wondering if you're in a rut: What changes could we make to: help our members reach their goals; attract new members; spice things up for our existing members?

-OR-

- ✨ Healthy as a horse! We have more members than we ever dreamed of, our members are accomplishing all of their goals, and President's Distinguished is always "in the bag!"

**Whatever the health, temperature or condition of your club, this opportunity is for you!
We have prepared a program specifically geared to all clubs with less than 20 members--
but this program is open to all clubs who want to SUCCEED, SHINE, SOAR,
and become a RISING STAR!**

Reserve Your Seat Today! Space Limited!

✨ **Details:**

Date: Saturday, February 9, 2008

Place: UM-Dearborn, Science Building, Room 40 (lower level)

Time: 10 a.m. - 1 p.m.

To make sure we have enough space, please R.S.V.P. to Sheryl Blessing, 313-277-1668 (home) or sherylbee@att.net

The Rising Star program is being presented by Gerry Molnar, DTM, Division F Governor, and sponsored by District 28

*Convenient parking is available in Lot A, located right in front of the Science Building. If you park in Lot C, the Science Building is just past the Social Science Building (where Club Officer Training is held). Campus map and directions can be found at: http://www.umd.umich.edu/maps_directions/

Winter Club Officer Training

Kevin Olmstead, DTM

District 28 Lt. Governor of Education & Training

During the month of January, almost 300 club officers attended Club Officer Training. They received training on doing their officer job, earned credit toward the DCP, had the opportunity to meet other Toastmasters from the around the District, and gained information that will help improve their clubs. Kudos to the three clubs that have already had all seven officers trained: Dearborn Dynamic, Laff Out Loud, and Optimistic Orators!

If your club's current officers did not attend Club Officer Training in January, opportunities are still available in February! A make-up session will be held on Tuesday, February 5, 2008, 6-9 p.m., at the University of Michigan-Dearborn in the Social Sciences Building. A map and driving directions are at: http://www.umd.umich.edu/maps_directions/

Being properly trained is important for your development as a leader. Not attending is a disservice both to yourself and your club members. Even if officers were trained last summer, there are more tips to pick up, and if they weren't trained last summer, there's no time like the present for getting details on doing the job for the rest of the year.

Additional training sessions MAY also be scheduled during February by your Division Governor. Details will be announced as they are arranged.

If you have questions, please write to LGET@d28toastmasters.org I look forward to seeing you and your officers at training!

Area Governor Visits – Round Two

Area Governors are currently conducting the second round of club visits. Each visit will include the completion of the “Area Report of Club Visit Form” (available at https://ecommerce.toastmasters.org/ecommerce/timssnet_new/timssnet/district/documents/1471-AreaRepClubVisit.pdf) with the club officers.

Your responses are very important, as they help the District Leadership Team with future planning!

District 28 Speakers Bureau

Are you interested in gaining speaking experience outside of regular Toastmasters meetings? The District 28 Speakers Bureau can help make it happen! The Bureau is designed to help members of clubs in District 28 to connect with non-profit organizations, educational institutions, and community agencies looking for high quality speakers to speak to their groups.

*For more information, contact Pam Jones, DTM
District 28 Speakers Bureau Chair
Speakers@d28Toastmasters.org*

Club Officer Elections

It's never too early to start thinking about what you'd like to do next year! Your club members should begin discussing club officer elections for the 2008-2009 Toastmasters year! (TI requires elections be held at the first meeting in May for clubs electing annually or semiannually.)

Also, don't forget to submit your updated officer list to TI headquarters via www.toastmasters.org (Club Business section). Clubs must submit this list to TI no later than June 30, 2008, to receive credit in the Distinguished Club Program. These newly elected officers should plan to attend Club Officer Training in the summer and next fall!

The Dues Will Soon Be Due

Club dues are “due” on April 1, so please encourage your club members to pay their dues, and PLEASE submit them to TI asap. Dues payments may be submitted on-line after about March 8, or via mail or fax.

If your club is a corporate club whose dues are paid by the company, please make arrangements NOW to get and submit the invoice to get that check cut.

Be Resolute in Your Plans

Karen Holland, DTM
District 28 Governor



New Year's is a time for making (and all too often, breaking) resolutions. Most people think of January as the start of a new year, but in Toastmasters, it's actually the halfway mark of the July 1 – June 30 Toastmasters year. That makes it the perfect time to re-examine the progress made toward your Toastmasters goals.

Let's be honest. NOBODY joins Toastmasters to earn Competent Communicator or Competent Leader certification. People join Toastmasters to learn new skills, to overcome their fears, to meet new people, etc. Earning CCs and CLs are simply benchmarks (albeit really nice ones) to measure and celebrate progress. What was your goal? How's it going with that?

If you have achieved your initial goal, or are almost there, it's time to begin thinking about setting your NEXT goal. It's important to keep stretching. If you're not stretching, you're not growing. If you're not taking a chance, you're also not learning anything new.

Let's say you've completed the CC manual, and no longer tremble at the thought of giving a speech.

That's great! Now think about this: what specific kinds of presentations do you want to get better at doing? Presenting reports at work? Increasing sales to customers? Telling stories to children? There are advanced manuals to help with those areas, and many others. Check them out!

Let's say you've been a member for a while, and with elections coming up, you've been thinking about becoming a club officer. Great! Or perhaps you've been a club officer for a while. What leadership skills did you want to develop? What projects did you want to undertake for your club? It's time to look at your progress to date, and to plot your course for the future.

Perhaps it's time to think about taking on a district leadership role. (Check out the next article on district leadership opportunities.) Maybe you have a great idea for a workshop you'd like to present at the District Conference. (Check out the conference article on page 1.) Maybe you'd like to (fill in the blank)....

Whatever it is, determine your goal, make a plan, and get going! What are you waiting for? Geez, it's February already!

Take My Office, Please!

Karen Holland, DTM
District 28 Governor

At the Spring District Council Meeting during the Spring Conference, club leaders will have the opportunity to select our next District Executive Leadership Team and the Division Governors.

If you have ever desired to serve as the District Governor, Lieutenant Governor of Education and Training, Lieutenant Governor of Marketing, or as one of the seven Division Governors, you should make your candidacy known to Nominating Committee Chairman Todd Brockdorf, DTM, IPDG.

Nomination forms and position descriptions are currently available on the District 28 website (www.d28toastmasters.org -> Forms & Documents -> District Nomination Forms). Interviews with the

Nominating Committee will be conducted in February and March. Those not receiving a nomination from the Nominating Committee, provided that the candidate meets all requirements for office, as outlined by Toastmasters International, may choose to run from the floor during the Spring District Council Meeting, scheduled for Saturday, May 3, 2008, at the DoubleTree Hotel in Dearborn, Michigan.

Look for additional material to be posted to the d28toastmasters.org website as well as emails from the District Executive Leadership Team and announcements from your Area Governors. In the meantime, if you have questions, feel free to contact Nominating Committee Chairman Todd Brockdorf at IPDG@d28toastmasters.org or (cell) 734-678-6068.

District Council Meeting

A business meeting known as the District Council Meeting is held at each District Conference. The next meeting will be on Saturday, May 3. In advance of the meeting, the District sends credential/proxy forms to each Club President and Vice President-Education for use in case either, or both, cannot attend. The form will also be posted to the d28toastmasters.org Resources section.

If one or both of these officers cannot attend the District Council meeting, another active member of that club may cast one or both of that club's votes. If only the President or only the VP-Education can attend, then no proxy is necessary for the one in attendance to carry both votes.

Ballots are issued at the Credentials Desk during the conference. The Credentials Chair has a list of Club Presidents and VP-Education. Club members

acting as representatives should bring the completed proxy form (or a signed letter or email from the President or VP-Education) to present in exchange for their ballot. A club may NOT give its proxy to non-club members.

Why Vote?

The District Council will be electing 2007-2008 District officers, approve the district audit and realignment, and adopt the budget. Your club's vote is important!

For more information about the upcoming District Council Meeting, contact District 28 Governor Karen Holland at Governor@d28toastmasters.org

Special DCP Reception

On Saturday, May 3, 2008, District 28 will host a special reception for all members of clubs that have earned Distinguished Club or higher status (5+ points, and meet the membership requirements in the Distinguished Club Program for 2007-2008).

This FREE, by-invitation-only reception will be held at the District Conference, prior to the District Governor's banquet. Attendance at the rest of the conference is encouraged, of course, but not required.

Further details will be announced via e-mail and on the District 28 website (www.d28toastmasters.org). Invitations will be mailed to eligible clubs in mid-April.

Importance of the DCP to Club Quality

The Distinguished Club Program (DCP) is a measurement which indicates the health and basic functioning of a Toastmasters club. If members are giving manual speeches, leaders are being trained and help guide the club, membership is vibrant and growing, and administration tasks such as officer lists and dues are submitted on time, then it is easy to be a Distinguished Club.

When guests enter your Toastmasters meeting, they are not only determining if your club is a good fit for them, but if the Toastmasters program is a good fit for them. Using the DCP as your measuring stick will help give guests an accurate representation of our life-changing organization.

Please Save These Dates

Please mark the following dates on your calendar:

June 6-7, 2008

Region VI Conference – Westin Ottawa, Ottawa, Ontario, Canada
(Registration form and flier not available at press time)

August 13-16, 2008

International Convention – TELUS Convention Centre - Calgary, Alberta, Canada
(Watch the TI magazine for more information)

Proxies (The Big Blue Envelope)

According to Mr. Webster, a “proxy” is a document that gives a person the authority to act for another. In Toastmasters, that translates to the power to vote on behalf of a club at a District Council meeting, and at the business meetings held at Regional and International conventions. A club’s vote is very important, as it is a means of making a club’s “voice” heard in a very official way.

At the District Level:

A business meeting known as the District Council is held at each District Conference. (In District 28, it’s always on Saturday afternoon.) At least two weeks in advance, the District sends credential/proxy forms to each club president and vice president-education for use in case either, or both, cannot attend. The form may be included in the district’s newsletter or in a mailing announcing the meeting.

Each club gets two votes, one for the president and one for the v.p.-education. If one or both of these officers cannot attend the District Council meeting, another active member of that club may cast one or both of that club’s votes. If only the president or only the v.p.-education can attend, then no proxy is necessary for the one in attendance to carry both votes.

According to the *District Leadership Handbook*, “District officers as described in the District Administrative Bylaws have one vote. If a district officer also is his or her club’s representative, three votes may be cast. All other members are limited to two votes. This means even if a member belongs to more than one club, he or she can cast only two votes. If that member is also a district officer, he or she can cast only three votes.”

Ballots are issued at the Credentials Desk during the conference. The Credentials Chair has a list of club presidents and v.p.-education. Club members acting as representatives should bring the completed proxy form (or a signed letter from the president or v.p.-education) to present in exchange for their ballot. A club may NOT give its proxy to non-club members.

At the District Council meeting, a quorum must be present to conduct business. A quorum is one third

of all possible club representatives. Without a quorum, the District Council cannot elect district officers, confirm appointments, approve proposals, adopt budgets, etc. Your club’s vote is important!

At the Regional Level:

A business meeting is held at each regional conference, during which representatives to the International Board of Directors are nominated. Each club is once again allocated two votes. (The “extra” district officer votes do not apply at Regional or International.)

According to the *District Leadership Handbook*, “Toastmasters International sends official credentials or proxy certificates for regional and international meetings to each club president of record in March. Clubs can use their proxies in two ways. If a club member will attend the regional conference, the president or secretary should sign the form marked with “R” and give it to the member to present at the meeting in exchange for ballots. If no one will attend from the club, check section 2 to name the district governor as the club’s proxy to cast its two votes, and give the card to the district governor.” The district governor will exchange these proxies for ballots at Regional.

Clubs are the voting body of Toastmasters International – YOUR VOTE COUNTS!

At the International Level:

The Annual Business Meeting is held during the International Convention in August. Each club is again allocated two votes. The proxy form for International (marked “A”) works much like the Regional form. If a club member will attend, he or she needs to bring the signed form to the International Conference. If no one will attend from the club, the proxy should be filled in, signed, and mailed to the district governor, who will exchange these proxies for votes at International.

TI proxies are sent in March to club presidents, in LIGHT BLUE envelopes. If your club loses or misplaces its proxy, a replacement can be requested from TI headquarters. Be sure to include the name and address of your club president. Please remember only one duplicate proxy can be sent to each club.

Springtime Renewal!

*Nancy Zychowicz, AC-G/CL
District 28 Lt. Governor of Marketing*

Dues Collection = Membership Temperature Check

Membership Temperature Check = Membership Retention

I could have carried the above "formulas" even further, but I think you get the message. If you start collecting dues now, your club can start getting a feel (temperature check) for those members who may be considering not renewing. Having that information now enables the club to become aware of the issues/problems/concerns a member might be having, address those issues now, and retain that member! The deadline is coming soon, so why not get a head start today?

The current fee structure is:

Dues: \$27, payable to TI every six months*
New Member Fee: \$20
New Club Charter Fee: \$125
Club Reinstatement Fee: \$162

* Plus the collection of any club dues, if applicable.

Dues are "due" to TI by April 1, 2008, and may be paid on-line at

<http://www.toastmasters.org/Members.aspx>, or by fax or "snail mail."

Treasurers, the magic number is SIX! (TI requires that the first batch of dues payments cover a minimum of six members.) Once you have collected the dues from at least SIX members of your club, PLEASE submit those payments before the April 1 deadline. But don't stop there! Submit the remaining members' dues to TI as soon as you receive them.

Club by-laws include a section on dues (Section III). A sample copy of the standard club by-laws is available at: <http://www.toastmasters.org/websiteApps/policyProcedures/SectionIV-3.pdf>

If you have any questions or concerns about collecting dues for your club, please talk to your Area Governor, or contact your LGM at lgm@d28toastmasters.org

March is Open House Month!

District 28 has declared that March 2008 is DISTRICT 28 OPEN HOUSE MONTH!!! All clubs are encouraged to hold at least one Open House or Lunch and Learn during the month of March, designed to attract new members to the club.

For community or specialty clubs that hold an Open House or for corporate clubs that hold a Lunch and Learn during the month of March, and sign up three or more new members, their club name will be entered into a random drawing for TI gift certificates (\$70 for 1st Place, \$30 for 2nd Place).

For additional information visit the D28 website (d28toastmasters.org) -> Resources -> Open House/Lunch and Learn Resource Package. Contest details, official entry forms, a press release, and tips for a successful event are all posted there. Additional questions? Send an email or call District Governor Karen Holland.

So, when is YOUR club's next Open House or Lunch & Learn?



Communication and Leadership Contests

Kevin Olmstead, DTM

District 28 Lt. Governor of Education & Training

It's only February, but we're already thinking about Spring – warm weather, green grass...and baseball! In honor of the approach of Spring Training, we are pleased to present the following two contests.

Drawings will be conducted at the April District Executive Committee meeting. One prize (\$15 in gift certificates for the Toastmasters International bookstore, i.e., the one you get to through the TI website) will be available for every 10 awards in a category, presented via a random drawing.

Strike TEN! - D28 Education Award Contest

Think of this one as being a baseball pitcher who successfully throws ten straight pitches, all different types, right over the plate! There are TEN different projects in the “basic” Competent Communication manual. Completing two advanced manuals (TEN projects) is required to earn an advanced communication award, such as an AC-Bronze, AC-Silver, or AC-Gold. “Strike TEN!” is designed to recognize and reward members who complete and submit communication awards to TI between January 1 – March 31, 2008, including:

- Competent Communicator
- Advanced Communicator-Bronze
- Advanced Communicator-Silver
- Advanced Communicator-Gold

We encourage you to collect as many chances as you can to win the random drawings for MVP -- Most Valuable Prizes!

Spring Into the Lead - D28 Leadership Award Contest

All members can practice their individual leadership skills by completing projects from the new Competent Leader manual. Club officers can also work on their leadership skills by attending club officer training and by serving their clubs, and can earn either a Competent Leader (old or new version) or an Advanced Leader-Bronze award. By serving the clubs of District 28 as a District Officer, members can work toward earning an Advanced Leader-Silver award.

This contest is designed to recognize and reward members who complete and submit leadership awards to TI between January 1 – March 31, 2008.

Categories include:

- Competent Leader (the “old” or “new” version):
- Advanced Leader-Bronze
- Advanced Leader-Silver

For more information on upcoming contests, visit the District 28 web site: www.d28toastmasters.org.

Seize The Moment!



Thanks to some members of Detroit Rocks and Powertalkers, Toastmasters received a full page feature in the January edition of the *Native Detroiter* magazine. To the left is the photo taken by the editor of the magazine at last fall's Area 29 contest that appeared in the magazine along with the promotional information.

Membership Building Contests

*Nancy Zychowicz, AC-G/CL
District 28 Lt. Governor of Marketing*

Pick Up the Pace – District 28 Contest

Just because it's winter, don't lose focus of your Toastmasters goals, including bringing in new members! This District 28 membership building contest is designed to reward clubs that use these winter months to bring guests into the warmth of the club and turn them into members! What a great opportunity for your club to reach membership growth goals NOW!

The rules, like in the fall contest, remain simple:

- All clubs compete in the category reflecting the membership level in the club as of January 1, 2008. Categories include:
 - 6-12 members
 - 13-19 members
 - 20+ members
- The clubs attaining the highest percentage of membership increase in their category from January 1 through March 31, 2008, win.

Prizes in each category are: 1st Prize: \$20 D28 Bookstore Certificate; 2nd Prize: \$15; 3rd Prize: \$10. Certificates are redeemable at the District 28 Book Store, and are to be used to purchase supplies for the club. Certificates expire 6-30-2008.

Talk Up Toastmasters – TI Contest

During the Talk up Toastmasters! Membership contest, encourage your club's members to invite as many guests to your club's meetings as possible. Consider conducting a special guest meeting – where you conduct a regular meeting, but also specifically discuss the benefits Toastmasters members receive as they participate in the program. Add five new, dual or reinstated members to your roster between February 1 and March 31, to receive a special Talk up Toastmasters! ribbon to display on your club's banner. The club will also earn a choice of one module from *The Better Speaker Series*, *The Successful Club Series* or *The Leadership Excellence Series*.

For more information on the Annual Membership Program, Talk Up Toastmasters, and other TI-sponsored membership building contests, visit the TI members web site:

<http://www.toastmasters.org/NonNavigableDocs/200708MembershipContests.aspx>

For District 28 contests, or questions about membership building, contact Nancy Zychowicz at LGM@d28toastmasters.org.

Is your club struggling? Could it use a hand? For more information on the Club Coach program, including how to become a Club Coach, or how to secure a Club Coach for your club, please contact Club Coach Team Chair Pamela Williams at: (W) 313-966-0925, or ClubRebuilding@d28toastmasters.org

Cornerstone Ideas?

If you have a story idea or comment you would like to share, please email Cornerstone Editor

Joni Dewan at:

Cornerstone@d28toastmasters.org

2007-2008 in District 28—The Story So Far

Kevin Olmstead, DTM

District 28 Lt. Governor of Education & Training

As your LGET, it's my job to monitor how we as a District are doing on educational and training activities. So far this Toastmasters year, we've been doing VERY well compared to goals set by us in District leadership as well as World Headquarters.

Each year, World HQ sets "critical success factors" in District education of so many Competent Communicator (CC) and Advanced Communicator (AC) awards turned in during the year. Our CC goal for the year is 138; collectively we've turned in 92 as of January 30, meaning at 58% through the year we're 2/3 of the way toward the District goal! Our AC goal for the year is 39 (AC-Bronze, Silver, and Gold all count). So far, we've turned in 34, so we need just 5 more ACs to make the District goal! This is fantastic, and the entire District should be proud of all our members in accomplishing their goals of improved communication skills.

Beyond our "critical success factors", we also look at how many people have submitted leader awards (Competent Leader, Advanced Leader Bronze and Silver, and Distinguished Toastmaster). I set an informal goal of 100 leader awards for the year---and so

far, we collectively have submitted 67 leader awards. Special recognition to the 6 members who submitted Distinguished Toastmaster Awards so far this year: Frank Cooper, Amin Ladha, Pam McKerregan, Mildred Matlock, Y.S. Kim, and our most recent DTM, our Spring Conference Chair, Ms. Scena Webb! These members are not resting on their laurels, as they continue to take leadership roles in the District or their clubs. REMEMBER---members can still submit the "Old" Competent Leader through June 30.

With clubs submitting awards, finding new members, getting paperwork done, and getting their officers trained, we have 91 clubs that have made at least 1 DCP goal, and 25 clubs that have at least 5 goals, and so will be Distinguished if they have sufficient renewals by June 30. We look forward to many more doing that before the end of the year!

Overall, the year is going great in the education and training area---I encourage all to keep up the good work, and in particular, if your officers have not been trained for winter yet, to get that done during February.

Happy Anniversary!

Congratulations to the following clubs in District 28 that will celebrate milestone anniversaries during the 2007-2008 Toastmasters year!

Anniversary	Club Number	Club Name	Div	Area	Charter Date	Club Type
60 Years!	573	Northeastern	E	22	3/1/1948	Community
55 Years!	1329	Northwood	D	18	5/1/1953	Community
50 Years!	2758	Downriver Ambassadors	B	9	5/1/1958	Community
35 Years!	3079	Gear Gassers	E	23	10/1/1972	Company
25 Years!	121	Buckeye	A	3	6/1/1983	Community
25 Years!	1535	The Wind Baggers	G	34	6/1/1983	Community
25 Years!	2547	Bowling Green Speakeasy	A	2	6/1/1983	Community
25 Years!	3371	Toastmasters of Lenawee	B	8	6/1/1983	Community
20 Years!	6694	Wayne-Westland Easytalkers	G	33	8/1/1987	Community
20 Years!	6801	Toledo Club	A	3	1/1/1988	Community
20 Years!	6803	Unity	D	18	1/1/1988	Community
20 Years!	6838	Unity IV	E	25	2/1/1988	Community
15 Years!	9559	Toastmaster Generals	C	12	8/1/1993	Community
10 Years!	1574	First Center Speakeasy	D	17	10/1/1997	Community
10 Years!	8637	The Toast Of Dearborn	G	31	2/1/1998	Community
10 Years!	1845	Seneca	B	7	6/1/1998	Community
10 Years!	4740	Bosch Igniters	G	34	6/1/1998	Company
10 Years!	8109	Advanced Articulators	A	1	6/1/1998	Community
10 Years!	8320	Frankly Speaking	D	17	6/1/1998	Community
5 Years!	8831	Masters of the Goose And Gridiron	F	26	10/24/2002	Community
5 Years!	4565	St John	E	22	6/24/2003	Community

Hold Those Speech Contests!

No matter the weather outdoors, it really is Spring Speech Contest season! Club contests in Evaluation and International Speech may be held in January or February. **NOTE: We adjusted the previously announced contest dates to allow more time for clubs and areas to hold contests--check with your Area Governor for details.**

Level	No earlier than	No later than
Club Contests	January 1, 2008	February 29, 2008
Area Contests	March 1, 2008	March 29, 2008
Division Contests	March 30, 2008	April 12, 2008
Level	Date	Location
District 28 Evaluation Contest	Friday, May 2, 2008	DoubleTree Hotel Dearborn
District 28 Int'l Speech Contest	Saturday, May 3, 2008	DoubleTree Hotel Dearborn

The contests will culminate in the District Finals at the Spring Conference in May, with the winner in the International Speech contest advancing to the Region VI competition in Ottawa in June, and possibly the World Championship of Public Speaking in Calgary in August. If you need guidance in setting up your club contests, contact your Area Governor or Kevin Olmstead, District Lt. Governor of Education and Training.

The schedule for individual area and division-level contests will be posted to the Contests section of the District website (www.d28toastmasters.org) as they are scheduled.

For details on how to conduct a speech contest and helpful hints to ensure success, please review the handouts attached to the District 28 website under "Resources/Education."

If your club does not already have copies, 2008 Contest Manuals (#1173) and Rules (#1171) are available from the TI on-line store, www.toastmasters.org

Questions regarding how to run a speech contest? Contact the LGET at: LGET@D28.toastmasters.org

Questions regarding contest judging issues? Contact the District Chief Judge, Dulce Renaud, DTM, PDG, at dulced28@yahoo.com, or by calling (h) 586.759.4285. If there's no answer, please leave a message and she'll return the call asap.

Welcome to the District!

Professionally Speaking (#1113929) chartered on November 26, 2007. The community club, located in Detroit, Michigan, is in Division F, Area 28. Club Sponsors are Pam Williams, DTM and Pam Jones, DTM. The Club Mentors are Michele Pierrie, AC-B/CL and Anthony Ross, CC. The Sponsoring Clubs are Toastaholics and The Distinguished Team Members.

Lawton Leadership Development Club (#1107556) chartered on January 4, 2008. The company club, located in Southfield, Michigan, is in Division D, Area 17. The Club Mentor is Robynn Diamond, CTM/CL. An additional Mentor opportunity is still available.

Interested in serving as a member of the District 28 team in 2008-2009?

Leadership opportunities exist in numerous areas.

*Contact the District Governor at
Governor@D28Toastmasters.org for more information!*

Seize the Opportunity...with Impromptu Speaking

*Rich Paul, AC-S
Saturday Sunrisers*

For me, the secret to giving an impromptu speech is preparation. This may sound incongruent with what an impromptu speech is all about, but that's not really the case.

We all feel pangs and anxieties to some degree when we are asked to give a speech particularly in the case of a speech you're not prepared for...the impromptu speech. In reality, the impromptu speech should be one of the easiest speeches to give. You are not going to be restrained by your notes or props or searching your mind for the words you thought were committed to memory. But now, as the moment of truth arrives, you may wish you had just a little more time to work on your speech. If only I could have gone through the speech one more time or just did a little bit more research. Welcome to the world of impromptu speaking without any of those concerns. Your only concern may be fitting your speech into the designated time. My attitude about this is "who cares?" My club has bestowed the honor to me to speak. The primary reason people join Toastmasters is to become better speakers and you do that by speaking!

My feelings are, so what if you're a little under or a little over on your time? You still benefited by giving a speech. Give it your best effort. It may be one of your better speeches.

Now back to the preparation issue; how does that work? I usually get an average of 1-2 speech ideas

during every meeting. I like to think of it as an extended table topic, only I get to pick the subject and I get a few extra minutes.

The secret to eliminating the preflight jitters of doing an impromptu speech is simply being prepared with a number of different topics you feel comfortable talking about. Never walk into a Toastmasters meeting without a speech you know you could give in your sleep if you had to. I will venture to say if I interviewed you for 15 minutes we could come up with an average of five to ten speeches you could give right now. You ask yourself how that could be. Because you lived all those experiences. You don't need notes to recall them.

Let me use myself as an example. Someone mentioned food poisoning a week ago, so I gave an impromptu speech on my food poisoning experiences and ways to protect yourself.

I always write down speech ideas the moment I hear them. If you keep a list of the topics you know you can speak on you will eliminate almost all of your anxiety of having to come up with a topic at the moment you're feeling the most pressure. Invariably these speeches will be the most fun to give and more often than not the most entertaining. You may just find yourself winning the ribbon for the best speaker, too!

Communicating on Television – For Real!

On Thursday, January 17, Kevin Olmstead, DTM, James Mann, DTM, and Stephen Gorham, AC-B/CL taped a 30-minute presentation on Community Access Television in Ann Arbor. The purpose of the presentation was to describe the Toastmasters organization, demonstrate what happens at a Toastmaster meeting, and to provide publicity for clubs in the Ann Arbor area. The 30-minute presentation included a description of Toastmasters by Kevin, a prepared speech by

Stephen, a table topics segment lead by James, and a wrap up led by Kevin. Contact information for Toastmasters International, District 28, and individual clubs in the Ann Arbor area was flashed on the screen.

The show is scheduled to air on a heavy rotation on Comcast Channel 17 in the Ann Arbor area during late January and early February.

The Be Attitudes of Building Membership

Jamey French, DTM

Lt. Governor of Marketing, District 40

Any time I hear the word “attitude” I am immediately reminded of a quote by Zig Ziglar; “It is your attitude, not your aptitude, that ultimately determines your altitude.” While I agree completely with Zig’s words, I believe they are also perfect for our Toastmasters Clubs, especially in regards to building our membership.

I am blessed to be from a very strong and successful club in Greenville, Ohio, with a membership at 40, guests at almost every meeting, and flying through the Distinguished Club Program (DCP) year after year. However, it wasn’t always that way. Every June we would put on our “Membership” hats and do everything we could to get those last 2-3 members to get us back to charter strength (20 members). Then after the New Year started we would put the “membership” hat back on the shelf until next year. Some years we found our 2-3 members, other years we did not. So, what did the Greenville Toastmasters do to turn things around from barely keeping its head above water to being one of the strongest clubs in the District? ATTITUDE!

There are four attitudes of being that can make a difference when building club membership and maintaining a strong membership:

Attitude #1 - BE BRIEF

How many times in our enthusiasm for Toastmasters, and rightly so, do we tend to overwhelm people? We try to tell them everything they will get from Toastmasters, all the programs, the awards, the contests, the conferences, etc., etc., etc. We are like the old country preacher on Sunday morning and the only congregational member to show up was the old pig farmer. So the preacher went on with the entire service, hymns, announcements, offering, sermon, and benediction. After the service he asked the farmer what he thought of the day’s service and the farmer replied: “preacher, if I went out to slop the pigs and only one sow showed up, I wouldn’t give her the whole bucket.” Yet, we have a tendency to give everyone we come across the “whole bucket” about Toastmasters. Being brief, giving them the

highlights, inviting them to visit, and feeding them a little at a time will result in more guests, and more guests turning into members.

Attitude #2 – BE READY

Think about what you do when you know you are going to have company over. You probably sweep the floor, clean the guest bathroom, pick up the shoes, wash the dishes, and straighten the cushions on the couch. Why? Because we want our guests to feel a certain way. Our Toastmasters Clubs are no different, with the exception that we may not know when we are expecting “company.” So we must make sure our “house” is in order all the time. How do we do this?

- Run quality meetings that start and end on time
- Welcome all guests and seat them next to an experienced member
- Give them a guest packet
- Ask them for comments at the end of the meeting
- A Club member should be assigned to talk with them after the meeting and follow-up with a phone call in a few days after the meeting
- Make your meetings fun and professional

When guests attend a meeting with the above bullet points being met every meeting, the chances of them returning, joining and remaining a member go up tremendously. People want to be a part of something that is fun, rewarding and quality, so be sure to give them what they are looking for.

Attitude #3 – BE OPEN

The Greenville Toastmasters Club had held what we called an open house from time to time. We thought that if everyone in the club invited someone on a specific night, had food that we had an open house. Not so! When our VP of Membership attended the Toastmasters Leadership Institute a few years back and heard about open houses from Gary Reece, she came back with a new idea. The club stepped out of its comfort zone, tried a new

(continued on next page)

idea, and had 100 people attend. Had it not been for the openness of our VP of membership, Dana Puterbaugh, to attend the training, share an idea, and the openness of our club to try something different we would not have gained 6 members on the spot and 12 over course of the next several months. If you want information on how to hold a WOW! Open House, contact me at jamey_french@optibility.com or call me at (937) 459-2624.

Attitude #4 – BE POSITIVE

A simple positive attitude is an amazing and powerful thing. It is so easy to fall into a certain way of thinking and just accept that your club is always going to struggle with membership, and will probably never be distinguished because you can't get to 20 members. Henry Ford said, "Whether you think you can or if you think you cannot, you are right." The amazing thing to me is that every club, world-wide, at some point in time had 20 members, because a club cannot be started with less than 20

members. In my opinion, getting those first 20 members is a lot more difficult than getting your existing club back to 20 members. But is all revolves around a "can do" attitude. Remember that your club was once at 20 or more members and believe that it can be again.

The Greenville Club adopted the nickname "The Can Do Club" many years ago, and while I am extremely proud to call the club my home club, there was a time we did not live up to that moniker entirely. By adopting the four BE Attitudes, we truly are a Can Do Club and your club can be one, too. Feel free to visit the Greenville, Ohio Toastmasters club anytime; we love guests.

NOTE: District 28 thanks Jamey French for visiting TWICE this year, to present his workshop on "WOW Open Houses" at the District 28 Fall 2007 conference and again at the January 12, 2008, Club Officer Training session!

"My Name Is..." Challenge

Mary Comfort, ATM-B/CL

I'm a good speller. What's the big deal? My attention to detail is very serious. Who cares? I've done typesetting for the same freelance customer for 11 years and have never made a typo. So what? I didn't think these traits were out of the ordinary, but I was wrong. I don't fear grammar or the pursuit of quality, but when Br. Vincent Reyes asked me to be the editor of a book for the Capuchin Soup Kitchen, I had no idea what I was undertaking. On the surface it seemed like any other proofreading project, but at the core I was way out of my league. Br. Vince is a photographer whose latest subjects were the guests at the soup kitchen. He interviewed them to get their stories on tape. He wanted to publish a book that put a name and face to the nameless, faceless numbers we call Detroit's "homeless" and "working poor." It was perhaps their only chance to be heard and seen as a person instead of a statistic.

Countless hours of interviews with over 70 people had been transcribed into hundreds of pages. My challenge was to pare each story down to 500

words. Some of the stories were incoherent at best in a vernacular of which I was unfamiliar. Dr. Vince wanted their words to be "authentic" while I argued for correctness. After three years in the making, I'm proud to say that this "authentically correct" book properly honors these beautiful people. Published by Wayne State University Press, "My Name Is..." was recently featured in a Detroit News article while national coverage is underway.

Communication is about more than public speaking – it's about making your voice heard and helping others to be heard. Leadership is about more than taking initiative and taking a stand – it's about serving and helping others serve themselves. Toastmasters is nothing if it doesn't prepare us to look beyond the club for opportunities to make a difference. Call me "grateful" for this opportunity to serve and help others take the stage for a refreshing change!

*** *For more information, visit www.cskdetroit.org*

Club(s) of the Quarter - The Ford Clubs

Vera Johnson, DTM
Division G Governor

Individual Toastmasters must be flexible and able to respond creatively to their environment (example: the “Table Topics” process). Toastmaster Clubs sometimes are also required to exhibit creativity because of their unique environment. Because of the company size and diversity, it was difficult to establish time, place and structure for a “Ford Toastmasters Club”. In addition, the economic environment is forcing the company to downsize, creating even more difficulty in maintaining/growing membership. So the unique response was to establish THREE clubs who work as a team but are structured to meet different needs.

So for the “Club of the Quarter” we are recognizing the Ford Clubs as a group: Credible Communicators, Ford Toastmasters and Itek Italkers.

The clubs are being recognized for their creativity in structuring to maintain and grow membership. The clubs meet at different times, with different frequencies and at different locations; all designed to meet the needs of potential members and thus appeal to the broadest possible audience:

They “market” themselves as a team/group – not individually. They find potential new members

FIRST, then determine which club best fits that person’s needs/schedule.

For example: They have embraced the “Open House” process and Credible Communicators held an Open House in the fall of 2007 with guest speaker Kevin Olmstead. Although the Open House was held by one club, potential members attending were directed to the club which best fit their needs and the Open House resulted in new members for all three clubs.

So far this year, this cooperative process has resulted in 27 new Ford members, split roughly evenly across the three clubs – an accomplishment of which to be proud!

With this unique team approach, everyone wins: new members get the benefit of Toastmasters membership on a schedule that fits their needs; the clubs get members with mutually compatible needs; Toastmasters maintains participation for employees at a company undergoing severe downsizing and Ford gets the benefit of more employees’ undertaking self-improvement via the Toastmasters experience.

Ford Toastmasters Clubs

Club Name	Meeting time	Meeting Day	Frequency	Meeting Location
Credible Communicators	4:30 PM	Monday	Weekly	Ford Credit Building
Ford Toastmasters	11:15 am - 12:15 pm	Thursday	Weekly	Alpha Building
ITEK Italkers	11:30 am - 12:30 pm	1st & 3rd Thursdays	Bi-Weekly	Itek E1H040

Author, Author!

Congratulations to Cliff Suttle, AC-G/CL (and the District 28 Webmaster), for having yet another article published in the *Toastmaster* magazine. Check out Cliff’s most recent article, “Size Up Your Audience” in the December 2007 issue.

*Celebrating a Club Anniversary?
Want to Recognize a Member's Special Achievement?
Advanced Club Looking for New Members?*

Advertise in the Spring 2008 District Conference Program!

All ads within the program are black ink on white paper. Please choose one of the following (prices in U.S. dollars):

Full Page - \$100 - 8.5x11

1/4 Page - \$25 - 4.25x5.5

1/2 Page - \$50 - 8.5x5.5

1/8 Page - \$15 - 4.25x2.75

Back Cover - \$250 - Full-color, full-page! Premium advertising spot! Only one available!

DEADLINE: April 18, 2008

Please make cash, check, or money order payable to "District 28 Toastmasters." Mail with this form to:
Kevin Olmstead, 2 Northwick Court, Ann Arbor, MI 48105

Include non-returnable ad copy and artwork or email to LGET@d28toastmasters.org

Our staff will design the ad for you or cut & paste from your PDF document.

Questions? Get answers at 734.239.3733.

Your Name _____ Phone # _____ Email _____

The Cornerstone goes Electronic

You are reading *The Cornerstone*, the official newsletter for our District. As such, it is the only communication that the District has directly with every member within our District, as we give YOU important information about upcoming contests, officer training conferences, and educational award opportunities.

We are committed to continuing to provide this crucial information link to our members. However, printing and mailing *The Cornerstone* is very expensive. In 2006, it cost us roughly \$1100 to print and mail each edition out to each of the roughly 1800 members of our District. To better utilize our

resources, the District converted publication to a primarily electronic format, with a PDF posted on the District website, www.d28toastmasters.org. We do realize that some of our members have older computer systems or no computer at all, and so have limited or no access to the Internet. Others simply prefer to receive a printed copy of the newsletter.

If you would prefer to receive your issues of *The Cornerstone* in paper form, please let us know by sending an e-mail to PRO@d28toastmasters.org or by sending a note to the Cornerstone Editor. We will then happily put you on the list to receive a mailed or hand-delivered copy of the newsletter.



The Wide World of Toastmasters

www.d28toastmasters.org

District 28
2008 Spring Conference
 May 2-3, 2008
 Dearborn, MI

PLEASE PRINT CLEARLY

Last Name _____ First Name _____

Toastmaster Designation (ex: AC-B/CL) _____ -OR- Are you a GUEST of a Toastmaster? ()

Address _____ City _____

State/Province _____ Postal Code _____ E-mail _____

Phone (H) _____ (W) _____ (Cell) _____

Club Name/Number _____ Area/Division _____

Is this your first District Conference? () No () Yes Current club officer? () No () Yes

Conference Choices	Description	Cost (US \$)	Your Total
Full package	All Workshops, Evaluation Contest, International Speech Contest, all meals including a FULL Saturday Breakfast Buffet and Friday Fun Night entertainment	\$99 (\$109 after 3/31/08)	
Friday Evening	Evaluation Contest, Dinner and Friday Fun Night <i>(casual attire suggested)</i>	\$25	
Friday (contest only)	Evaluation Contest	\$15	
Saturday (all day, with meals)	All Workshops, International Speech Contest, FULL Breakfast Buffet, Lunch, Cookie Break and Dinner	\$85 (\$95 after 3/31/08)	
Saturday (all day, without meals)	All Educational Sessions and International Speech Contest	\$35	
Saturday (a.m.)	Morning Workshops, Breakfast Buffet and Lunch	\$45	
Saturday (p.m.)	Lunch, Afternoon Workshops, Cookie Break, International Speech Contest	\$45	
Saturday (lunch only)	Luncheon and Luncheon Keynote Speaker	\$25	
Saturday (dinner only)	District Governor's Banquet <i>(semi-formal attire suggested)</i>	\$35	
Saturday (contest only)	International Speech Contest	\$15	

PLEASE MAKE CHECKS/CHEQUES/MONEY ORDERS PAYABLE TO: DISTRICT 28 TOASTMASTERS

Payment Method: () Check () Money Order Check/MO Number _____ Total Cost \$ _____

DON'T FORGET TO MAKE YOUR MEAL SELECTIONS! (Please circle your choices.)

Friday Night	Lunch	Dinner
Smoked Turkey & Swiss Wrap -or- Chicken Salad/ Dried Cranberry Wrap -or- Hummus & Grilled Vegetable Wrap	Grilled Chicken Alfredo -or- Roasted Pork Loin -or- White Bean & Orzo Napoleon (Vegetarian)	Grilled Chicken & Polenta -or- Herb-Seared Salmon -or- Garlicky Spinach & Mushrooms over Spring Vegetable Cous Cous (Veg.)

Please let us know if you have any special dietary restrictions.

Mail Registrations by April 21, 2008, to:

Jason Schumacher, ATM-B/CL, Registration Chair
 c/o 2 Northwick Court, Ann Arbor, MI 48105
 (cell) 734-646-7058, jasonschumacher@eml.cc
 (NOTE: Additional \$10 fee for registrations sent after the submission deadline (including on-site registrations))

For more information, contact:

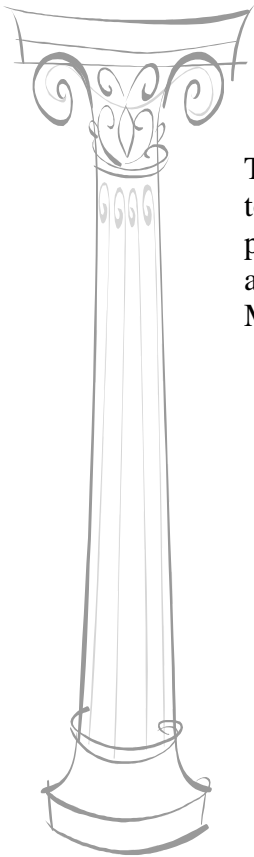
Scena Webb, ATM-S/CL, Conference Chair
 (H) 313-468-2942 (after 5 p.m.) or fax (24 hr) 734-532-7864
 Email: SpringConference@d28toastmasters.org

Hotel Information:

DOUBLETREE HOTEL DEARBORN

5801 Southfield Freeway
 Detroit, MI 48228
 (313) 336-3340 or 1-800-222-TREE.
 Mention "Toastmasters" for special room rate of \$95 (double or king).

The Toastmasters rate is good through 4/11/08.



Cornerstone Staff and Publishing Information

The Cornerstone is an information tool for members and the general public of District 28. Comments and ideas are always welcome.

Mail them to:

Joni Dewan
c/o 5392 Mill Race Way
Commerce Twp., MI 48382

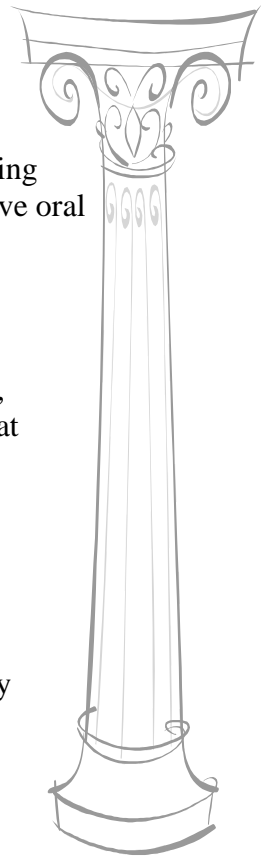
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ATM-B/CL

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Lt. Governor Marketing:
Nancy Zychowicz, AC-G/CL

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member Clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of Clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.



District 28 of Toastmasters International
c/o 5392 Mill Race Way
Commerce Twp., MI 48382