



Hot, Hot, Hot! - Palm Desert 2010 Cool, Cool, Cool!! - Toastmasters International Convention

Sharon Westwood, ACS/ALB
Cornerstone Editor

This was the first Toastmasters International Convention for some of the District 28 Toastmasters travelers from Michigan, Ontario, and Ohio. Traveling west about 2,250 miles to Palm Desert proved to be a great place to gather and see what this convention was all about. The opening ceremony was quite impressive and really drove home the fact that Yes! -this is an international organization. The parade of flags provided a memorable array of color and recognition for each country represented by their flag bearing member. What came to mind was how Toastmasters has people around the globe all working on common goals to be better speakers, better leaders.

The first evening was enjoyable with International President Gary Schmidt welcoming all and recognizing those who served this past year. Todd Newton, the keynote speaker, provided a lively and humorous presentation that really seemed to energize the group. The next day we attended the *Hall of Fame Ceremony* and cheered as Vera Johnson received an award. It was fun watching each of the districts promenade on stage with their banners while accepting recognition for their achievement as *Distinguished*, *Select Distinguished* or *President's Distinguished*. As each group paused for a brief photo op we noticed how each district embellished their banners in their own unique fashion. (*Go District 28 – next year we will be there!!*)

At last, Thursday afternoon, the event we came to see. Lynn Fitzsimmons, District 28 contestant, is ready to GO! Our hearts go with her as she steps onto the stage. Being part of the very first semifinals on an international stage is pretty exciting. Watching the contest first hand was inspiring and well worth the trip west. Lynn had a

confident presence as she beamed her message from the stage. It was one of your best Lynn! -we were thrilled to have you represent our district. The winner, Joseph Grondin, was announced and would be competing at the *International Speech Contest*.

Interested in “*Finding Your Voice*”, “*Speaking and Leadership Lessons to Laugh About*”, “*The World of Brands*”? These were just a few of the communication and leadership educational sessions available. These sessions provided expert advice on many aspects of improving your skills, clubs, districts.

The next morning it is rise and shine for an early morning table topic session where the candidates who are running for international and regional offices journey through each meeting room. These candidates provide a snapshot of their qualifications and goals and ask for votes to serve as an international or regional officer. The sessions provided insight and valuable information to the members who will be at the big vote on Saturday morning.

Friday night festivities included keynote speaker, Carolyn Kepcher (*haven't I seen her on T.V.?*) Yes! Carolyn was the executive vice president of The Trump Organization and appeared with Donald Trump on the reality show – *The Apprentice*. Carolyn received the highest honor given annually to an individual in the fields of communication and leadership, the Golden Gavel.

Saturday morning brought the big vote to elect the leaders for the 2010-2011 Toastmasters year. As the morning opens the candidates are given one last chance to present themselves to the fellow members. The votes are cast, and as they are tallied

you can see Toastmasters releasing energy as they dance to the sounds of *Staying Alive* and *Yellow Submarine*. At last, the final votes are in and the winners are presented to the cheering crowd. (To view results visit toastmasters.org)

As the afternoon begins the nine winning regional contestants take stage for the *International Speech Contest*. These contestants have made it to the most prestigious competition for Toastmasters International. Each contestant presents their final speech in hope of being the international champion. One contestant seemed to stand out – as David Henderson finished his presentation you could hear and sense the emotion of the audience. Isn't this what it is all about? Creating a connection and touching the hearts of those who hear you. David Henderson from San Antonio, Texas was awarded

the title World Champion of Public Speaking for his speech, "*The Aviators*."

The final convention event was the *President's Dinner Dance* where the newly elected officers were installed and members could relax and unwind from the busy events of the convention.

Wait, there's more... the D28 travelers also found time for poolside chats, mountain drives, family reunions, dining at the Cliffhouse and Pacifica Seafood restaurants, euchre, sunrises, sunsets.

Goodbye California – we had a great time. Looking forward to next year when the convention will be held in Las Vegas, Nevada. We will be there...will you?



Coming soon...

A trailer of the new documentary film about Toastmasters was presented at the International Speech Contest. The film will be released February 2011.

Dues Time – It's Almost Here

Club dues are "due" on October 1, so please encourage your club to begin collecting dues. It's easy to forget, so we're reminding you. Dues payments may be submitted on-line, or via mail or fax. We STRONGLY encourage on-line payment, in order to avoid lost mail, errors in payment amounts, and challenges with U.S./Canadian exchange rates!

Look What We Did --Together!

Some of the highlights for 2009-2010:

- Added 10 new clubs to the district, bringing the District to 123 active clubs
- 175 Competent Communicator Awards were earned, surpassing our goal (set by International) by 11
- 89 Advanced Communicator Awards were earned, exceeding our goal by 43
- 147 Leadership awards or DTMs were earned, surpassing International's informal goal of one leader award per club
- 22 out of 34 Areas achieved Distinguished or better status (65%)

- 6 out of 9 Divisions achieved Distinguished or better status (66%)
- 48 clubs achieved Distinguished status or better (39%)
- Our clubs had 1317 new member payments, including the new club charter members
- 4633 member payments on the year

While the District didn't reach the membership goals set by TI, the more important thing is that all of YOU, our members, continued to meet YOUR goals by completing communication and leadership awards, as shown by the District surpassing all of our Educational targets. Congratulations and thanks to all who met their goals last year and best wishes for this NEW Toastmasters year!

Speech-a-palooza

Maureen Hurley, DTM
Division I Governor

It all began with a need for speech topics. We've all heard it before. Many of us have said it on occasion. "I would do a speech but I don't have anything to talk about".

To encourage more speeches we had a special event. We put several topics into a basket, picked one out, set a date, and everyone who was interested would give a speech on that date and on that topic, from the manual of their choice and the project of their choice. We called it Speech-a-palooza.

It worked well and we have done it several times since, but the time we used collective nouns was the most memorable so far. I had pulled off the Internet a list of collective nouns - thinking that the members could have fun with a pride of lions or a gaggle of geese. We put the little slips of paper into the basket and picked "a lounge of lizards". A lounge of lizards? Is that really the collective noun for lizards?

It resulted in a great evening of speeches, with one member in particular giving a very witty and creative speech using a lounge of lizards as a metaphor for the living arrangements for her college age children and their roommates. It was a very funny, well crafted speech.

So if you are trying to encourage members to do speeches, and they say to you, "I would do a speech but I don't have anything to talk about", try a speech-a-palooza, you may be surprised with the results.

Area Governor Visits Underway

Area Governors are currently conducting the first round of club visits. Each visit will include the completion of the "Area Report of Club Visit Form" (available at <https://www.toastmasters.org/fupload/media/1471-AreaClubVisit.pdf>) with the club officers. Your responses are very important, as they help the District Leadership Team with future planning!

It's an Important Number

*By Karen Holland, DTM
Past District Governor*

When you get a check-up, someone in the doctor's office always takes your temperature, right? That's one way to check if you're healthy. It's not the only way, but it's an important number.

In much the same way, Toastmasters has a means of taking a club's temperature. It's called the Distinguished Club Program, or DCP. The DCP is a 10-point scale of checking club health. It's not the only way, but it is an important number.

Some Toastmasters think that DCP points don't matter to their club, but there are many ways in which they can. For example, past DCP recognition can be leveraged as an excellent marketing tool. Imagine that you're a first-time guest to a club meeting. Let's presume that you're greeted warmly and the meeting roles are explained so you can follow along, but you're still not sure about joining, until ... you look down at the printed agenda and see written across the top:

*President's Distinguished Club
(8 years in a row!)*

Then you think "Wow! That's impressive. They really know what they're doing. I think I've found my club!"

The DCP can also be a good way to encourage procrastinators and encourage teamwork. Imagine it is late March. Your club is two points short of being Distinguished, so you do a presentation on the DCP, making sure to get manual credit. As a result, "Chris" and "Carl" both agree to get those couple remaining speeches done for their Competent Communication awards before June 30, and the club votes to conduct an Open House to get from 16 to 20 members. Great! You've just acted as a leader, encouraged two members to push a little harder on their individual goals to become better

speakers, and inspired the whole group to work together as a team. Awesome!

The DCP runs July 1 – June 30 each year, and these are the ten goals:

1. Two CC awards
2. Two more CC awards
3. One ACB, ACS or ACG award
4. One more ACB, ACS or ACG award
5. One CL, ALB, ALS or DTM award
6. One more CL, ALB, ALS or DTM award
7. Four new members
8. Four more new members
9. Minimum of four club officers trained during each of two training periods
10. One membership dues renewal report and one club officer list submitted on time

There's one more requirement. To receive recognition in the DCP, a club must have at year-end (June 30):

- At least 20 members - OR
- A net growth of at least 5 new members (compared to the July 1 membership level)

Recognition levels:

Achieve 5-6 goals*	Distinguished Club
Achieve 7-8 goals*	Select Distinguished Club
Achieve 9-10 goals*	President's Distinguished Club

(*and meet or exceed the "20/net 5" requirement, of course.)

For more information on the Distinguished Club Program, talk to your Area Governor or go to the TI website, www.toastmasters.org/Members.aspx and use the search engine for the appropriate link.

So what's your club's temperature this year?

The Cornerstone goes Electronic

You are reading *The Cornerstone*, the official quarterly newsletter for our District. We strive to provide 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* was very expensive, so in 2007 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 copy of the newsletter.

It's Speech Contest Time!

The Fall 2010 District 28 Speech Contest Season is here! Contests this season include the Humorous Speech and Table Topics competitions.

The contest schedule is as follows:

Level	No earlier than	No later than
Club Contests	July 1, 2010	September 12, 2010
Area Contests	September 13, 2010	October 16, 2010
Division Contests	October 17, 2010	November 7, 2010
District 28 Table Topics Contest	Friday, Nov. 19, 2010	Park Inn, Toledo OH
District 28 Humorous Speech Contest	Saturday, Nov. 20, 2010	Park Inn, Toledo OH

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.

The winners advance to the District 28 Fall 2010 Conference, November 19-20, 2010, at the Park Inn in Toledo, OH!

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? Questions regarding contest judging issues? Contact the LGET at: D28LGET@d28toastmasters.org

10 Reasons Your Club Should Send Someone to the Area Contest...

Ray Metz, ACS/ALB

Each fall and spring we compete to...

1. Look good ... - OK, so this is not the most important reason. But I chose it to be first because haven't there been times that we would like our club to look good? That's true for me every once in a while. I'd like our club to be President's Distinguished so we can put it at the top of every agenda....
2. "It's about improving our speaking, stupid" - Remember the famous quote from the 1992 election, "It's the economy stupid"? Any time we have the opportunity to speak in Toastmasters, we have the opportunity to improve our speaking. And there is no question that speaking in a contest can sometimes take the learning to a new level.
3. It's just lame to go to a contest with 2 or 3 contestants... - Have you ever been to an area contest with 2 or 3 contestants? It still works, but think how better prepared everyone is if there are 5-8 contestants. Better for the speakers. Better for the audience.
4. The more contestants, the better the competition... - With 8 contestants in the room you know that you'll have to deliver a really good speech to move on. More competitors usually makes for better competition. And there is so much more to learn from if there are 8 contestants.
5. People in your club are giving more speeches, moving your club closer to becoming distinguished ...- We put so much energy into contests twice a year and they don't have anything directly to do with the Distinguished Club Program. There are ways that we can make the contests relevant towards our club goals.
6. Participants learn different things in a contest... - In a contest you become very focused on some of the important things that Toastmasters teaches. Ultimately only one person wins every contest, so it's a great opportunity to learn to put all of this in the right context of learning.
7. You might win and get a chance to do it all again... *grin* - Is that a reward? Or a punishment? Just kidding. Of course it's another learning opportunity!
8. You get to watch other Toastmasters and learn from them...- We get the opportunity to watch our own club members at each meeting, but at the area/division/district contests we get the chance to learn from some of the best from other clubs.
9. Putting on a contest offers leadership opportunities...- It's not just the contestants that learn. There are so many different roles in a contest that allow participants to learn.
10. Contests expose club members to life outside their club – The first time you go to another club or attend a contest you realize that not everything is done exactly the same way by every Toastmaster. Seeing how others do things can be a great learning opportunity.

If you've read this far... - You've probably attended an area contest, but if you haven't, you are obviously somewhat interested in it. Find an area contest and attend. If you find it useful, send me an email to let me know what you learned. If you don't find it useful, send me an email and I will send you a personal apology.

Ray Metz
ray.metz@att.net

Congratulations to these Champion Membership Builders!

Congratulations to these individual members and clubs on achieving success in the area of membership growth during the 2009-2010 Toastmasters Year!

Individual New Member Sponsors - recognizes Toastmasters that sponsor five, 10, 15 or more members (new, dual or reinstated) from July 1, 2009 – June 30, 2010.

Lynn-Sharon E. Fitzsimmons	25
Bonnie D. Hilberer	24
Eric Raymond Blancke	20
Amy E. Abboud	15

Timothy Erik de Vries	14
Karen L. Holland	14
Dulce Maria V. Renaud	14
Vera S. Johnson	13

Paul Anderson	9
Carlyle A. Carvalho	9
Steven Miller	9
Ivory D. Williams	9
Arthur R. Clarke	8
Kathy C. Schultz	8
Marilyn S. Albee	7
Karen M. Bulmanski	7
Charles P. Kressbach	7
Ron Meyer	7
Gloria T. Hamilton	6
Kevin E. Kapustiak	6
Philip V. Lang	6
Bill Moylan	6
John Roos	6
Ida Vance	6
Daniel R. Wolka	6
Debra Ann Wooten	6
Pat Church	5
Kevin Leistner	5
Ruth G. Miller	5
Kevin P. Olmstead	5
Sahaja Reddy	5
Anthony E. Slawinski	5

Smedley Award - recognizes clubs that add five or more new members during the months of August-September, 2009:

Club	Club Name	New
788368	Canton Communicators	7
1095801	Park Street Presenters	6
4890	Rochester Toastmasters	6
8637	The Toast Of Dearborn	5

Talk Up Toastmasters – recognizes clubs that add five or more new, dual or reinstated members to their roster between February 1 - March 31, 2010:

Club	Club Name	New
598825	Michigan Toastmasters	11
3054	Washtenaw Toastmasters	8
1244261	MI First Credit Union	7
1113929	Dearborn Talks	6
4506	Powertalkers Downtown	5
1095801	Park Street Presenters	5
1142333	West Side Professionals	5

Beat The Clock Program - recognizes clubs that add five or more new, dual or reinstated members to their roster between May 1 – June 30, 2010

Club	Club Name	New
3054	Washtenaw Toastmasters	10
1380	Anthony Wayne	8
1508210	Dream Builders	8
2260	Warren Toastmasters	8
6563	Ann Arbor Toastmasters & Friends	6
6600	C Notes Advanced	6
2883	Innovative Orators	6
4540	Success Builders	6
1113929	Dearborn Talks	5
1661	Monroe Toastmasters	5

Happy Anniversary!

Vera Johnson, DTM
District 28 Governor

Congratulations to the following clubs in District 28 that will celebrate milestone anniversaries during the 2010-11 Toastmasters year!

Anniversary	Club No.	Club Name	Area	Div	Chartered	Club Type
60 years!	957	Birmingham	17	D	6/1/1951	Community
55 years!	1909	Huron Valley	11	C	9/1/1955	Community
40 years!	3879	Great Eastern	8	B	4/1/1971	Community
40 years!	2357	Troy	23	E	4/5/1971	Community
30 years!	4514	Fostoria	7	B	4/1/1981	Community
30 years!	4540	Success Builders	27	F	5/1/1981	Community
20 years!	4578	Bay Area	7	B	6/1/1981	Community
20 years!	7993	Speakers Club	8	B	12/1/1990	Community
20 years!	8163	The Innovators	29	F	5/1/1991	Community
15 years!	4442	Shores	22	E	2/1/1996	Community
15 years!	1547	Oak Park	18	D	4/1/1996	Community
15 years!	5435	Simply Speaking	1	A	5/1/1996	Community
15 years!	4506	Powertalkers Downtown	29	F	6/1/1996	Community
15 years!	5890	Optimistic Orators (Advanced)	25	E	6/1/1996	Community
10 years!	8060	St. Clair River	21	E	9/1/2000	Community
10 years!	7236	Skillmasters	28	F	5/7/2001	Community
10 years!	5395	Bloomfield Toastmasters	17	D	6/5/2001	Community
10 years!	3097	TM En Espanol	16	D	6/26/2001	Community
10 years!	1859	Lenawee Evening Toast	9	B	6/30/2001	Community
10 years!	8085	Ford Toastmasters	36	H	6/30/2001	Company
5 years!	786827	Barton Malow Co	19	D	8/1/2005	Company
5 years!	835665	OHM Toastmasters	32	G	9/26/2005	Company
5 years!	849467	RSB Toastmasters	12	C	11/1/2005	College
5 years!	861229	Compucators	26	F	1/1/2006	Company
5 years!	870876	Leamington	43	I	3/31/2006	Community
5 years!	864753	Top of Troy	23	E	5/17/2006	Community
5 years!	916890	RBS Toastmasters	26	F	6/28/2006	Community



District 28 Toastmasters Fall 2010 Conference

Let's Go, Team!

Friday - Saturday, November 19-20, 2010
Park Inn—Toledo, Ohio

Team members! Register to attend District 28's Fall 2010 conference. This event will provide wonderful opportunities for participants to:

- attend an array of excellent educational workshops
- renew old acquaintances and make new Toastmasters friends
- witness the district's best speakers competing in the Table Topics and Humorous Speech Contests

In Brief:

Friday, November 19, 2010..... 6:00 pm - 11:00 pm
Saturday, November 20, 2010... 7:30 am - Dancing's Done!

Park Inn Hotel:

101 North Summit St. Discounted room rate: \$91 if you
Toledo, OH 48075 mention Toastmasters when you
419-241-3000 or make reservations by 10/18/10
1-800-670-7275

Registration:

Mail forms to:
Michael Steklac, CC
618 Grant Street
Chelsea MI 48118-1217
D28TREAS@d28toastmasters.org
734-395-8539

Deadlines:
Earlybird: 10/18/10 - postmark
Standard: 11/8/10 - postmark
PayPal: 11/10/10 - fees apply

Walk-in registrations with meals will be charged a \$10 late fee.

General Conference Questions?

Tom Jablonowski, CL — jabby@bex.net or
567-336-8171 (cell) www.d28toastmasters.org

Tell Us About Yourself

Name and Toastmasters designation (CTM, CC, etc.)

Address

City, State, ZIP

E-mail Address (Important)

Phone

Home Club Name and Club # (indicate if you are a guest)

Is this your first TM Conference? (Expect to receive a First Timer mailing in the near future!)

*Conference veterans - Would you be willing to be a "buddy" to a First Timer?

Select Your Friday Dinner

- Vegetarian Sandwich
 Turkey/Pecan/Chive Sandwich
 Ham/Swiss Sandwich

Select Your Saturday Lunch

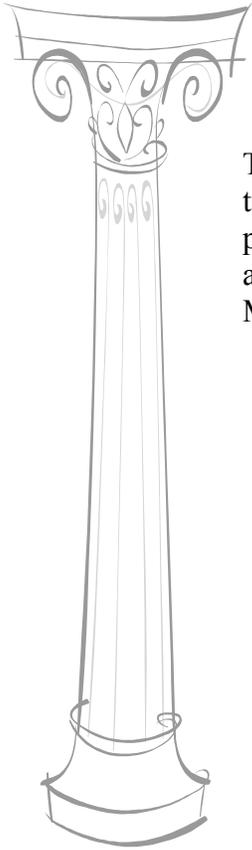
- Stuffed Shells (Vegetarian)
 Apple Pecan Sliced Pork Loin
 Chicken Dijonnaise

Select Your Saturday Dinner

- Vegetarian Lasagna
 Lemon Pepper Scrod
 Lemon Pesto Chicken

Select Your Registration Options

Full Package	Table Topics and Humorous Speech Contests, all Workshops, Friday Fun Night activities, all Meals, and Banquet	\$109 or \$89 if by 10/18/10	
Friday Fun Night	Table Topics Contest, Dinner, and Friday Fun Night activities	\$25	
TT Contest	Table Topics Contest only (Friday evening)	\$15	
Saturday with meals	Full Breakfast Buffet, all Workshops, Luncheon, Cookie Break, Humorous Speech Contest, and Banquet	\$95 or \$85 if by 10/18/10	
Saturday without meals	All Workshops and Humorous Speech Contest	\$35	
Saturday AM	Full Breakfast Buffet, Morning Workshops, and Luncheon	\$45	
Saturday PM	Luncheon, Afternoon Workshops, and Humorous Speech Contest	\$45	
Sat Lunch	Saturday Luncheon only	\$25	
Contest	Humorous Speech Contest only (late afternoon)	\$15	
Sat. Banquet	Saturday Banquet only	\$35	
	Deduct \$20 if you preregistered:	-\$20	
Check No:	Total (payable in US dollars): Checks payable to District 28 Toastmasters		



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:

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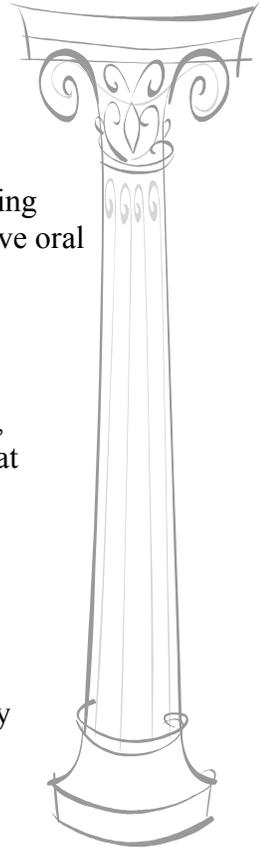
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Ida Vance, DTM

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
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