

## CLUB CONTACT DETAILS



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# Lockyer Valley Toastmasters Club NEWSLETTER: December 2018

## Club Officers 2018/19

### President

Robert (Wylie) Stevens

### Vice-President Education

Carolyn Becker

### Vice-President Membership

Regina Samykanu-Vuthapanich

### Vice-President Public Relations

Graeme Becker

### Treasurer

Neil Cole

### Secretary

Carolyn Becker

### Sergeant-At-Arms

Robert (Wylie) Stevens

### Newsletter Editors

Carolyn Becker &  
Matthew McDiarmid

## Club Meetings

### Senior Citizens Centre

13 North Street, Gatton QLD

2<sup>nd</sup> & 4<sup>th</sup> & 5<sup>th</sup> Thursdays of the  
month

Meets from 7:15pm for a  
7:30pm start

## What is 'Public Relations'?

The Toastmasters International (TI) website defines public relations as a strategic communication process which builds mutually beneficial relationships between organisations and their public.

## Public Relations in our Toastmasters Club

Our Club's Public Relations Manager (VPM) – Regina Samykanu - and Vice President Public Relations (VPPR) – Graeme Becker are responsible for generating positive awareness of the Toastmasters brand to attract local people and retain existing members. Their roles are vital in sustaining a well-functioning Club into the future, that meets members' personal and professional goals, and at the same time, helps our Club to achieve its goals in the Distinguished Club Program.

It is Graeme's job to inform the public via good media platforms e.g. news releases, the Club Facebook page, and Club websites about the benefits of Toastmasters and how members can become better communicators and leaders. To keep members in the loop, Graeme works with two Club members to publish a regular, informational newsletter about our Club, its activities and achievements, and the new Pathways learning experience. A vital part of Graeme's role is establishing a respectful relationship with local print, radio and TV journalists.

Regina's task is to ensure our members are informed about Club, Area, Division and District events, training, conferences and other Toastmasters' activities through effective communication channels and good civic relationships. In regards the external audience, Regina should develop a Membership Campaign in consultation with other members with the emphasis on capacity building, and helping the Club back to Charter strength of 20. What a great goal for 2019!

Good public relations builds membership and gains public recognition and trust.. Just like McDonalds, we must be consistent in our product.

## Coming Events

13 December 2018 – Club Christmas Breakup Party

19 & 20 January 2019 – Area 31 Conference and Club Leader Training at Tara

24 January 2019 – First Club meeting for 2019

9 February 2019 – Club Leader Training at the Lockyer Valley Cultural Centre, Gatton from 1pm to 5:30pm

23 & 24 February 2019 – District 69 Western Division Conference at the Goondiwindi Waggamba Community Cultural Centre, Goondiwindi

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***“The whole is greater than the sum of its parts.” (Aristotle)***

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## Have a laugh.....

A monastery is in financial trouble, so it goes into the fish-and-chips business to raise money. One night a customer knocks on its door.

A monk answers. The customer asks: “Are you the fish friar?” “No,” he replies. “I’m the chip monk.”

**.... I couldn’t resist this one! (Carolyn)**

Three fishermen were fishing, when they came upon a mermaid. The mermaid offered them one wish each, so the first fisherman said: “Double my IQ”.

The mermaid did it and to his surprise he started reciting Shakespeare. The second fisherman said: “Triple my IQ” and sure enough the mermaid did it. Amazingly, he started doing maths problems he didn’t know existed. The third fisherman was so impressed he asked the mermaid to quadruple his IQ.

The mermaid said: “Are you sure about this? It will change your whole life.” The fisherman excitedly said: “Yes”. The mermaid turned him into a woman.

..... **and one from Matt**

One day, Bob and Fred were out fishing.

A funeral cavalcade was passing over the bridge they were fishing near.

Fred took off his hat and put it over his heart. He did this until the cavalcade receded into the distance.

Bob then said, “Gee Fred, I didn’t know you had it in you!”

Fred replied “It’s the least I could do. After all, I was married to her for 30 years.”

## What do you tell people about Toastmasters?

Toastmasters International and our Club are just not ‘public speaking’ organisations. When we tell people about Toastmasters and the Lockyer Valley Toastmasters Club, we must tell them we:

1. are a not-for-profit, voluntary communication and leadership, educational organisation.
2. provide members with every opportunity to learn and grow personally and professionally in a non-threatening, self-paced environment.
3. enable members to reach their full potential in a positive, supportive way.
4. provide training for club and district leaders across the eight divisions in District 69.at minimal cost.
5. encourage people to take on leadership positions.
6. facilitate speech contests for members who want to challenge themselves.
7. are a networking organisation.



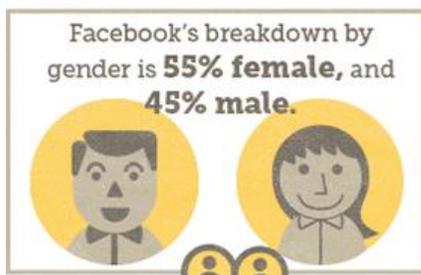
## Our Club using Facebook



Now that Pathways is alive and well for most Toastmasters, there is added incentive to bring our Club into the 21st century through social media. We need to sell the benefits of a truly professional educational program, providing great communication and leadership training at minimal expense to our members.

<https://www.facebook.com/4343Qld>, our Club Facebook page, works to show potential members our Club's personality and to keep our members informed of upcoming and past events by posting photos, videos and status updates, or tagging them in relevant posts.

Have you signed up as a friend on our Facebook page? If not, you are missing out on so much information and photos and articles on good times within and without our Club.



Advertising on our Facebook page is a relatively inexpensive way to reach beyond our

normal audience to target age, geographic, and interest demographics. It works with a variety of budgets. We decide how often we want to run an advertising campaign and for how long.

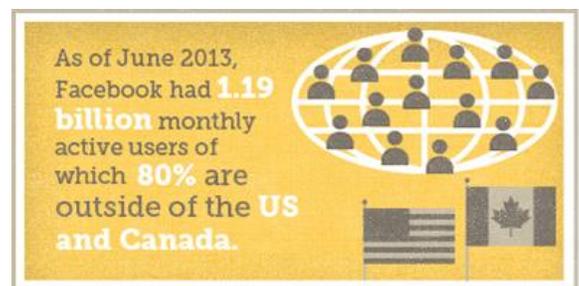
So, unless our club pays to advertise on Facebook, our page's reach will be limited and our visitors will most likely be people who know the title of our Club or the extended network of our active followers (those who react, comment, share or otherwise interact with your posts).

We need to ensure our Club i.e. Carolyn, as host posts regularly to maintain a social presence. You can do your bit by being a follower, liking posts, providing comments, or adding a post.

According to Toastmasters International, "inactivity does not make your club look attractive to potential members. Old posts may even cause people to turn away because they think the club has disbanded" (2018).

Remember ... Together Everyone Achieves More! Don't leave it to the few!

To learn more, read 'The 'Beginners Guide to Social Media' at: <https://moz.com/beginners-guide-to-social-media>



Are you a member of The Official Toastmasters International Members Group on Facebook? View the page at:

<https://www.facebook.com/groups/ToastmasterInternationalMembers/>

All active Toastmasters' members are welcome to join the group. It can be a helpful place to keep up with the latest news, ask questions and connect with Toastmasters from around the world.

## Some advice from Toastmasters International

### 1. Introducing a speaker

During Club meetings or special events, the Master of Ceremonies or a Club member may be required to introduce a speaker. Remember:

- Don't make the introduction too long (60 seconds or less is sufficient), or by speaking on a topic that is in no way related to the speaker.
- Grab the audience's attention with a great opening - an inspiring quote, a humorous anecdote, or an impressive milestone the speaker has achieved.
- Briefly mention the topic the speaker is addressing, but don't reveal too much.
- Establish the speaker's credentials and credibility as a subject matter expert.

### 2. Preparing a speech

Try these tips to prepare an effective speech:

- Organise your speech in a logical sequence - opening, main points, summary.
- Practice and rehearse a speech frequently prior to delivering it. Be sure to use a timer to help you pace your speech.
- Get a sense of the speaking area, its size, and where any steps or obstacles might be, and where to enter and exit.
- Choose comfortable clothes to wear, but always maintain a professional appearance.
- Visual aids should be appropriate to the speech, reinforcing the points of a speech in unique and interesting ways.

### 3. Speaking to diverse audiences

To effectively engage a diverse audience:

- Enunciate clearly, and try to speak with a neutral accent.
- Don't speak too fast - the normal pace of speech in your language may be incomprehensible to people new to your language.
- Be careful with metaphors which could be offensive to others
- Do not use words outside your native language unless you know their correct meanings and pronunciation.
- Avoid slang, jargon and idiomatic expressions. Colourful phrases may not be understood by your audience.
- Be mindful of body language, eye contact and personal space. What is taken for granted in one culture might be considered offensive in another.

### 4. Gestures and body language

A speaker's body can be an effective tool for emphasising and clarifying the words they use, while reinforcing their sincerity and enthusiasm.

- Eye contact establishes an immediate bond with an audience, especially when a speaker focuses in on individual listeners.
- Control nervous mannerisms – e.g. putting your hands in your pockets, using filler words like um and ah, clicking a pen.
- Put verbs into action by physically acting them out with the hands, face or body.
- Avoid insincere gestures and movement. Match facial expressions with words.
- Move around the speaking area as topics change. Move towards the audience when asking questions, making critical connections, or offering a revelation. (Public Speaking Tips November 2018)



A LinkedIn Talent Blog (2018) cited the 'Most in-demand hard and soft skills' necessary in today's workaday world.

In-demand hard skills relevant to Toastmasters include:

- Data presentation
- Network and information security
- Statistical analysis and data mining
- Web architecture and development framework
- Cloud and distributed computing
- Middleware and integration software
- User interface design
- Software revision control systems
- Search engine optimization
- Mobile development.

In-demand soft skills relevant to Toastmasters include:

- Communication
- Organisation
- Teamwork
- Punctuality
- Critical thinking
- Social skills
- Creativity
- Interpersonal communication
- Adaptability
- Friendliness.

With these skills in mind, you can see how the Toastmasters Pathways learning experience is becoming more applicable to ordinary Toastmasters.

## Navigating Pathways: Training Night

Our club hosted a successful Pathways training night at UQ Gatton on Thursday, 22 November 2018. Thank you to Carolyn Becker for being the facilitator for the evening and to Acep Abdullah for arranging and setting up the venue.

Thanks also to Robert Stevens and Regina Samykanu-Vuthapanich for the yummy catering. An especial thanks to Neville Booth from Rosewood Club and Friend of Lockyer Valley Toastmasters for demonstrating how to access Pathways online, select an appropriate Pathway for his interests, and to deliver his Icebreaker Speech.

Acep also demonstrated key aspects of Pathways, namely how to sign off on the evaluation part of his Level 1, and to introduce and evaluate a speaker (Neville).

As always, the time was too brief. Carolyn could only fleetingly focus on the first two levels of a member's Pathways journey. Perhaps when most members are getting nearer to completing their Levels 1 and 2, Carolyn will work them through the next 3 levels for a Pathway completion.

So far, with a little help from a friend, our Club members have completed:

- Innovative Planning Level 1 – Neil Cole
- Presentation Mastery Level 1 – Joanne Joyce
- Persuasive Influence Level 1 – Robert Stevens
- Effective Coaching Levels 1 & 2 & Visionary Communication Levels 1 & 2 – Carolyn Becker
- Persuasive Influence Levels 1, 2 & 3 – Graeme Becker.

**Wishing all our members and friends a jolly "Festive Season" whatever your values or beliefs. Take time out to catch up with family and friends and read that book you've always wanted to read. Perhaps it could be a topic for your next speech or soapbox presentation.**



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