



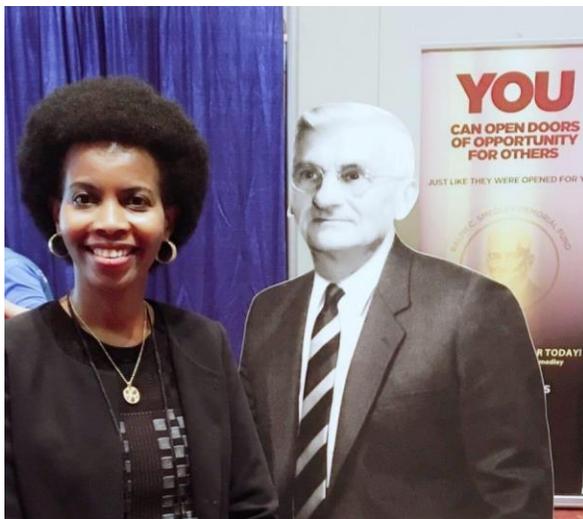
TOASTMASTERS District 46 Newsletter

Together, Let's Transform Lives.

Toastmaster Year 2020/2021. Issue #7 April 2021

Welcome to the seventh edition of your District 46 Newsletter. This month, we hear from a member of our Public Relations team, who ask you to consider joining that team now that our public relations strategy is maturing and offering unique opportunities. In the **Member Corner**, we learn about one of our club's successful efforts to reach out to young people and show them how to be effective and confident speakers.

Introductions-----from your District Director



Our District remains vibrant because of its mix of well-established and brand new clubs chartered from your interests. Here's a sampling:

- Graybar, Westchester, New York, S.E.C — all chartered in the 1950s and still going strong.
- Goodwill — a joint venture with Rotary International
- Virtual Point of Order — Robert's Rules/Parliamentary Procedure
- Global Yoga Voices
- PMI Westchester — Project Management

We also have a growing list of bilingual clubs: Nichi-Bei (Japanese), Jade (Mandarin), Dewan Shai (Arabic), La Voz Latina (Spanish), French Bilingual. A podcasting club is also being organized.

Right now, it's especially easy to check them out and visit virtually. Visit their sites and contact them directly:

<https://toastmasters46.org/clubs-by-division-area/>

Do you have a special interest? Let me or your Area Director know. And remember to send me your remembrances of our District's Covid-19 losses for a special tribute later this year. [Patricia Kidwingira, DTM](#)

-----from your Public Relations Team

Every June 30 marks the end of the Toastmasters year and the term in office of its District leaders. One year is not such a long time and your District 46 leaders have tried to accomplish their stated goals, even in the midst of challenges from a pandemic and ever-changing technology. But, change is good because it brings fresh ideas and ways of doing things. Because public relations relies on ever-changing technology, especially social media, those fresh ideas and ways of doing things are critically important.

That's where you come in. Have you ever considered joining your District's public relations team? Would you like to carry on the important work of keeping all of us informed and motivated — and attracting new members?

Our Facebook presence is compelling. Our website is impressive. And this newsletter serves as a unique addition to everything else in our PR strategy. Here, we have a little more space to tell you about a noteworthy club or special event. In fact, we try to make each of our outlets unique. Our presence on Instagram and podcasts is also growing.

You can have the opportunity to put your own stamp on all of these — and gain real-world experience for your own career. Let us know if you're interested.



[Peter Mastracchio, ACS, ALB,](#)
Editor

District News

Stay up-to-date with the [District 46 Special Event Calendar](#), especially for the [2021 Spring Conference- Tools for Tomorrow](#), Friday, April 30 & Saturday, May 1.

Corporate Summit Happy Hour an Eye-Opener

Did you know that half of District 46's clubs are sponsored by corporations? New York City is, after all, regarded as the cultural, financial, and media capital of the world. On March 19, former International President Pat Johnson, DTM, PIP, led a forum for 38+ attendees who are interested in supporting these clubs and encouraging formation of new corporate clubs. Representatives of two corporations that have sponsored successful corporate clubs joined the event.



Corporate sponsorship can include paying members' dues, providing space for a meeting, time off, food and refreshments, or simply encouragement. Those corporations realize that Toastmasters training is unique and valuable, developing skills directly transferrable to their business needs. They also realize that their modest investment is extremely cost-effective.

Pat notes that Toastmasters programs are built on proven adult-education principles and that members learn and practice all of the following:

- 300+ competencies
- Experiential learning, a concept rare in corporate training, not just attending a class.
- The valuable skill of listening to a question and directly answering it
- Teamwork that builds morale
- Strategic planning (as in achieving the DCP and other club goals)
- Managing people, projects, and objectives according to a timeline
- Giving and receiving feedback
- Supervising teams (especially as an area or division director)

She sums it all up with her own testimonial: "My career went parallel with my TM leadership roles".

Some of the most iconic NYC corporations are sponsoring clubs and taking an active interest in them.

Pfizer's Bathsheba Cohen says that the Toastmasters experience helps to round out skills and competencies: "We hire the best of the best and they are very focused." She goes on to say that Toastmasters goals are achievable; there are just five speeches for a milestone and employees see a real difference in their speaking ability.

MetLife's Taa Grays says that they sponsor their club because it promotes skill development, professional advancement, and networking. The clear advantage is the framework Toastmasters offers.

If you're a Toastmaster who wants to start a club in your company or a district officer who wants to help form a new corporate club, Pat recommends that you approach an HR officer or someone in the company's training and development department. Emphasize that Toastmasters skills and competencies are directly transferrable to an employee's responsibilities.





Last month, we shared some [practical advice](#) for prospective contest judges from District 46's Chief Judge, Debra Jones (far left in the above photo). We also reported that "Debra is also deeply involved in her **United We Stand Toastmasters Club & Youth Leadership Program #9938**, where she currently serves as President. Along with her twin sister and club Secretary/Treasurer, Dianne, and the other members of the club, they run a successful youth outreach program in Westchester schools and the White Plains Youth Bureau."

Debra is a two-time DTM, former Area Governor of the Year, and recipient of many Toastmasters honors. She seems most proud, however, of her mentorship roles in her club's Youth Leadership Program. This program invites young people (8-16) to participate in the club's meetings, where they are given the same roles as the grown-up Toastmasters during a one-hour session before the regular club meeting. The program operates in cooperation with the White Plains Youth Bureau and has met (pre-Pandemic) at the White Plains Community Center. Their outreach efforts have also included the New Rochelle public schools. Debra especially remembers a shy eleven year old who visited once and stayed, constantly asking advice on how to improve her speeches — and is now confidently filling out applications to Ivy League colleges.

Club VP-E Smitri Desai reports that the presence of young people benefits both them and the regular club members. "Both adult & youth have positive feedback to offer, which helps each & every member improve both leadership & public speaking skills."

From her experience with the eager, quick-to-learn participants, Debra suggests that the adolescent years could be the optimal time to develop public speaking skills, possibly because they have not yet developed the adult fear of speaking before an audience.

There is support for Debra's theory. Susan Kilpatrick, California mother of three youngsters who are active in a similar program in a San Diego club [reports](#), "The sooner you teach children about public speaking, the better. If you catch kids before they have that fear of speaking in front of people, they'll probably miss that hurdle altogether and go on to be great communicators and leaders."



[United We Stand Toastmasters Club & Youth Leadership Program #9938](#)