



TOASTMASTERS

NEWSLETTER

Volume I, Issue V - 3/16/2012

City of Columbus Club, #1423343

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STATISTICS

Distinguished Club Program Goals Already Met For The 2011-12 Year: **4** (of 10)

Times Liz Reed has won an Area 16 Contest while representing our 2-year-old club: **2**

New Members Needed for the DCP Minimum of 20 Total: **2**

Members who have contributed information or appeared in a newsletter issue: **10** (of 18)

Unique Pages on the Club Website: **16**

Tweets So Far (@CBusTM): **310**

REMEMBER

Register for the [Spring Conference](#) ASAP!

Sweeping the Field

The Area 16 Evaluation and International Speech Contests were held at the Westland Area Library last Saturday, March 10th, and our club was well-represented: in fact, our members took first place in both contests!



This means that Liz Reed and Laura Hausman, both employees of the Civil Service Commission, will be competing in the **Central Division** contests on March 31st in New Albany. The winners of those contests will go on to the District 40 championships in April!

Liz gave a slightly improved version of her winning Club contest speech, "I Am A Nerd," which the audience members clearly enjoyed from the very first line.

Laura competed with the rest of the Area contestants by evaluating Carla Clifton's speech, "Encouragement from a 7-Year-Old." Carla is the Area 14 Governor, and has achieved her

Advanced Communicator Silver and Advanced Leader Bronze. She's a member of the Greater Columbus Toastmasters Club, which meets in Dublin. Carla's speech included a story about butterfly catching, believe it or not, complete with sound effects and stunt work!

Club Secretary Andy Kish served as Chief Judge for the contest (don't worry, the Chief Judge's votes don't count more than anyone else's - and he is also the VP of Education for the club one of the other contestants was representing.) And Club Vice President of Public Relations Sarah Parker-Allen served as one of the ballot counters - as always, this Toastmasters event was a real team effort.

Come to the Central Division contest in a week and support Liz and Laura as they make their way to the District contests!

Saturday, March 31st

8:30am - 4:00pm

**New Albany First
Church of the Nazarene**

**6000 Johnstown Rd.
New Albany, 43054**

Meeting Report: 3/16/2012

We had FOUR speeches at the meeting held yesterday! Kathryn Madden started us off with "Mothering Instincts" (CC4), followed by Lori LeClair with "Read On" (CC8.)

Sarah Parker-Allen went *ridiculously* over her time limit with "San Pedro de Cardeña" (CC8,) and Max Bauman gave us a great introduction to himself with "Max Bauman 101" (CC1.)

The theme was "Revolution," and we got to hear about Hungary's revolution in the 1950s, Spain's civil war in the 1930s, and respond to quotes from the French and American revolutions as well.

We had two guests join us, and every member present filled a role, including Gene Bailey in his first go-around as a meeting timer. Way to go, everyone!

Achievements

Don't forget to check on our website for the [latest in member achievements](#).

Kathryn, Sarah, Lori, and Scott are all on track to finish a CC or CL (or both!) by the end of 2012. Liz is on track to get her CL by June 30th. Sarah completed CL project 4 at last night's meeting.

Please email Laura Hausman if you

have recently completed a role in a meeting, so we can keep track of your progress, and cheer you on.

10 Biggest Public Speaking Mistakes



How come intelligent, business-savvy people end up boring their audiences? They fail to recognize that public speaking is an acquired skill that improves with practice and honest feedback. Speaking for 20 minutes before the right group of people can do more for your career than spending a year behind a desk!

Rob Sherman, an attorney and public speaker in Columbus, Ohio, says in an article in the *Toastmaster* magazine to avoid these mistakes:

Starting with a whimper. Don't start with "Thank you for that kind introduction." Start with a bang!

Give the audience a startling statistic, an interesting quote, a news headline – something powerful that will get their attention immediately.

Attempting to imitate other speakers. Authenticity is lost when you aren't yourself.

Failing to "work" the room. Your audience wants to meet you. If you don't take time to mingle before the presentation, you lose an opportunity to enhance your credibility with your listeners.

Failing to use relaxation techniques. Do whatever it takes – listening to music, breathing deeply, shrugging your shoulders – to relieve nervous tension.

Reading a speech word for word. This will put the audience to sleep. Instead use a "keyword" outline: Look at the keyword to prompt your thoughts. Look into the eyes of the audience, and then speak.

Using someone else's stories. It's okay to use brief quotes from other sources, but to connect with the audience, you must illustrate your most profound thoughts from your own life experiences. If you think you don't have any interesting stories to tell, you are not looking hard enough.

Speaking without passion. The more passionate you are about your topic, the more likely your

audience will act on your suggestions.

Ending a speech with questions and answers. Instead, tell the audience that you will take questions and then say, “We will move to our closing point.” After the Q and A, tell a story that ties in with your main theme, or summarize your key points. Conclude with a quote or call to action.

Failing to prepare. Your reputation is at stake every time you face an audience – so rehearse well enough to ensure you’ll leave a good impression!

Failing to recognize that speaking is an acquired skill.

Effective executives learn how to present in the same way they learn to use other tools to operate their businesses.

(Originally published in the Toastmaster Magazine, and available on the [Toastmasters International website](#) - visit the club website for the link, and to find more articles like this one!)

Learning to Like Evaluations

In Toastmasters, the philosophy is that no speech is perfect – even the best speaker can improve. As a result, there is a lot of feedback going on. Members evaluate each others’ presentations – even brief

Table Topic responses, which only last two minutes.

In Toastmasters, we *always* offer suggestions for improvement. If all you got was praise for your speech, how would you improve? If you truly want to improve your skills, you must learn to give and receive helpful evaluations. Here’s how that works in Toastmasters:

Keep in mind that evaluations are by nature **subjective**. They are opinions. But when many people offer the same opinion, you’d be wise to listen.

Toastmasters evaluations are **constructive**, meaning they tactfully offer suggestions for how



your next speech can be better. Our “sandwich approach” uses an encouraging comment, a suggestion for improvement, and ends with another encouraging comment. The speech topic itself is not evaluated, but the structure and delivery of it is.

They also are **kind**, keeping in mind the experience and sensitivity

level of the speaker.

Most importantly, Toastmasters evaluations are **practical**, making you feel good about your contribution to the meeting, but also addressing specific challenges to work on for the next speech.

Doesn’t sound so bad, does it?

Central Ohio Advanced Club

The [Central Ohio Advanced Toastmasters Club](#) (#4915) meets at the Whetstone Library near the Park of Roses in Clintonville, on the second Thursday of each month from 7pm to 9pm.

The COAT club is a special kind of Toastmasters club, where membership is limited to experienced Toastmasters who have already achieved at least their Competent Communicator. Everyone is highly encouraged to continue being a member of their “home” club, so that COAT meetings can be used specifically to help the members do things like give the longer speeches found in some of the advanced manuals, and to allow extra time for substantive and thorough evaluations

It just so happens that COAT is having a “Super Max” meeting all evening long on the 29th - you might visit them after our special meeting gets out that night!

5th Thursday Celebration

What is there to celebrate you ask? It just so happens that March has 5 Thursdays in it. Since the City of Columbus Toastmasters meet on the 1st and 3rd Thursday's of each month, a 5th Thursday means its cause for a CELEBRATION.



We will be conducting a "special" meeting on Thursday, March 29th, at our usual 3rd Thursday time, place, and location. This meeting WILL be a party and WILL be chalk full of food, folks, and fun, but most importantly, it will provide each attendee with all they would ever want to know about what Toastmasters has to offer.

There will be several presentations on different aspects of the Toastmasters club experience and

time to meet with club officers to have any and all of your questions answered regarding Columbus's most popular club. This event will come complete with awards, party favors, prizes, and no attendee will leave empty handed. So come out and join the fun at Public Health, room 119C, at 6pm!

Public Relations Committees

How does the newsletter get published each time? Why do we have so many Twitter followers? Why should you care if we gain more publicity for the club?

The bottom line is, the best way to keep a Toastmasters club interesting, fun, and challenging is make sure we have a mix of old and new members. Do you want to go to a Toastmasters meeting every week instead of every two weeks? Are you only able to come to one meeting a month because you can't make the other one? If we have enough members, we can

go back to having weekly meetings, with the attendant opportunities to speak and improve. We'll also have bigger audiences to practice in front of, more different people to hear from, and so on.

And the only way we can get new members is if people hear about Toastmasters!

Designing and distributing posters, updating the Twitter feed, taking photos at meetings and events, liking the Facebook page, conversing on LinkedIn, getting media email addresses, writing newsletter articles, and so on - it can't be a one-woman job, or even a three-person job. Many hands make the work light, as they say.

If you are interested in helping in any of these areas - the newsletter, our websites, communicating with the press, etc. - please contact Sarah, our Vice President of Public Relations. Special thanks to Scott Garver for helping Sarah out with *this* issue of the newsletter!

City of Columbus Toastmasters Club

Website: <http://cbus.toastmastersclubs.org>

Twitter: [@CBusTM](https://twitter.com/CBusTM)

Newsletter Contact: smarkerallen@gmail.com

Vice President, Membership: SMGarver@columbus.gov

Meetings held on the **1st and 3rd Thursdays** of each month:

1st Thursday: Noon, CTDCE (750 Piedmont Road), Room C

3rd Thursday: 6pm, Public Health (240 Parsons Avenue), Room 119C

Visitors are **ALWAYS** welcome - you don't need to have a speech ready or be a member!
