

## INSIDE THIS ISSUE

District Governor Message  
Public Relations Corner  
Education and Training

Marketing  
Leadership Spotlight



# DISTRICT 13

# NEWSLETTER

## District News And Events

### District Leader Elections

The April District Executive Committee Meeting was held on April 25, 2015 during the Spring Conference. The meeting was attended by District Leaders, Division Governors, Area Governors, Club Presidents and Club Vice Presidents of Education. One of the most anticipated portions of the meeting was the election of the District Leaders for the 2015-2016 term.

#### Announcing your District Leaders Elect:



Josué Batista, DTM  
**District Director (formerly District Governor)**



Eric Shultz, ACB, ALB  
**Program Quality Director (formerly Lt. Governor of Education & Training)**



Hollis Batista, ACG, ALB  
**Club Growth Director (formerly Lt. Governor of Marketing)**

Mary Cornwall, DTM **Finance Manager** (formerly District Treasurer)  
Joe Arnold, DTM **Division A Director** (formerly Division A Governor)  
Kathleen Kuznicki, ACB, ALB **Division B Director** (formerly Division B Governor)  
James Gurksnis, ACB, ALB **Division C Director** (formerly Division C Governor)  
Scott Herring, ACS, ALB **Division D Director** (formerly Division D Governor)

\*\* Other District Roles to be Appointed \*\*



DISTRICT 13

# Education & Training

## The District 13 Spring Conference on April 24-25 2015 was Simply the Best.

Friday Night Fun Night filled with music through the years from the Roaring Twenties to present date, not only did we dance and sing songs but it was expertly connected with the historical events in Toastmasters. It was fun, educational, inspiring, and motivating; simply, the best Friday Night Fun Night ever!

Saturday got started with a hearty breakfast and the opening ceremonies. The parade of banners was magnificent. Our very special guest, Speaker Sharon Anita Hill, captivated the audience with her illustrious style of delivering the message of Understanding and Appreciating generational Differences.

Another Conference highlight was the workshops everyone enjoyed all presenters and walked away with valuable information to enhance the Toastmasters experience.

Conference also means District contests. The Evaluation and International Speech contests were amazing with so much talent in delivering speeches. Congratulations to the winners:

Evaluation Contest- 1st place Katina Boetger-Hunter, 2nd Place- Erin Dyer and 3rd Place – Matthew Rehder.

The International Speech Contest - 1st Place –Michael Stanley who will compete August 12-15-2015 in Las Vegas Nevada at the Caesars Palace for the World Champion Public Speaking Title, 2nd place – Justin Kurp and 3rd Place - Kathi Finch.

---

## Tips for Gaining Education Awards Prior to Year End

This is the time to take a pulse on the progress of our educational journey. With May and June as the last months of our TI year, there is plenty of time to complete your current communication level award (Competent Communicator or any of the advanced levels), finish that leadership award level and recruit one more member.

### Tips:

1. Volunteer at TLI to complete a High Performance Leadership project. (Contact TLI Chair Dana Mitnik, ACG, ALB [dmttoastmaster@verizon.net](mailto:dmttoastmaster@verizon.net))
2. Visit other clubs to complete speaking and leadership projects.
3. Lead a marketing/membership campaign at your club to complete your Competent Leader

## Education and Training Announcements

### Interested in a District Leadership Role?

There are still leadership opportunities as Area Directors for the 2015-2016 TI year. Contact Josue Batista at [josue@josuebatista.com](mailto:josue@josuebatista.com) for details. Division and Area Directors' training is scheduled for Saturday, June 27th.

**A Moment of Truth (MOT)** is any time a member comes in contact with a Toastmasters experience and forms an opinion about the club's quality and service. The Moments of Truth program, part of the Successful Club Series, is a club-evaluation tool that covers everything from membership retention, to recognition of member accomplishments, welcoming of guests, orientation of new members, and the club environment itself.

**Why are the MOT important?** Joining this program will help engage your club to help identify its areas of excellence and areas that need attention. It is a valuable tool that clubs can utilize to bring a spark of energy and enthusiasm and a positive way forward in creating the most productive club meeting environment possible to enhance the member experience. It is also a great opportunity to get new ideas and feedback from other participating clubs.

**Who should participate in the MOT?** YOU and YOUR CLUB!

**When should you and your club review MOT?** TODAY!

**Where & How?** The Moments of Truth module can be accessed online at [www.toastmasters.org](http://www.toastmasters.org) in digital form or can be purchased from the TI Store (item 290) in hard copy.

Designate one meeting devoted to the review of the Moments of Truth material and use that information to put together a plan of action to improve areas of club weakness and strengthen your Toastmasters' experience. Follow-up at future meetings to review the progress of the action plan created from the Moments of Truth discussion and continue to complete and enhance your action plan.

<http://www.toastmasters.org/Members/MembershipBuilding/Moments-of-Truth.aspx> (TM materials)



DISTRICT 13

# Marketing

## Reward your Club Twice

Would you like to give your club members Toastmaster coffee mugs or shirts as incentives or rewards? Would you like to have a club library of educational manuals and leader resources? Would you like to have more energy in your club meetings?

If your club recruits five new members during the months of May and June your club will be eligible for **\$100** gift certificate for the Toastmaster store. Your club will be rewarded twice, once by having new members bring new energy to your meetings and second by receiving a gift certificate to use for Toastmaster products.

Toastmasters International 'Beat The Clock' membership contest runs from May 1st through June 30th. If your club is able to recruit five new members Toastmasters International will recognize your club with a ribbon and a 10% discount on your next order. District 13 will add to that with a gift card. The first ten clubs to recruit five new members will receive \$100, the next twenty clubs to recruit five new members will receive \$50.

Recruiting new members may even help to reward your club a third time. Recruiting new members will help your club achieve goals 7 and 8 in the Distinguished Club Program and may help your club meet the qualifying requirement of twenty members or a net gain of five.

Good luck. Please let the District 13 Marketing Team know if we can offer assistance with your membership drive.

---

## Open your Club to New Guests

An Open House is one of the most powerful ways of building membership. It provides a friendly and inviting way of demonstrating a club meeting and give prospective members a taste of what they will get by joining your club. Its not a regular meeting, an Open House is a party designed for drawing guests who will become members. Your Open House should include:

- \* A warm, fun, inviting environment
- \* Food and beverages
- \* A sample meeting: a Speech (have a guest speaker), some Table Topics, and an evaluation
- \* Allow time for questions and answers session, and time to socialize before and afterwards

Another way to build membership is to challenge current members to invite a guest. Perhaps you could offer a prize to the member who brings the most guests or the member who brings the most guests that join your club. When your club does have a guest attend be sure to publicly acknowledge them during the meeting and offer them an opportunity to speak, either to just introduce themselves or to participate in Table Topics. Ask them to sign your Guest Book and include their contact information so you can follow up with them about how they enjoyed the meeting and invite them back.

## PRO Corner - The Good and Bad of Online PR Tools

Facebook. LinkedIn. Twitter. Club websites. Technology is all around us. It can be a low cost way to share news about your club and entice new members to join. However, there is a potential downfall to using this medium to advertise your club; it must be current.

Gone are the days where only web designers/hosting services could update a web page. People today expect the information on your website to be up to date and relevant. If you had an “upcoming” event last year that you announced on your website, be sure it’s not still listed as “upcoming” or else people will assume that your club is no longer active.

The same goes for the social media tools. If your club is actively posting on Facebook or Twitter and then have no posts for 6 months, a year or even more, visitors to those sites will have no idea it may be due to a particular member in the club; they will assume the club no longer exists.

Keeping your websites and social medium outlets relevant can be a lot of work especially if your VPPR doesn’t use those tools. Here are some tips to show visitors and guests to your sites, that your club is alive and well:

- ⇒ If your club has changed in size or is no longer interested in maintaining your social media accounts or websites, consider deactivating the account. If someone can’t find your club in one of the mediums, they will assume you don’t have an account instead of your club not being active.
- ⇒ If you want to keep your accounts active but will not be updating them on a regular basis, post a message stating that this account will be temporarily inactive and direct visitors to a place where they can receive the most current information on your club.
- ⇒ Consider adding a PR committee at your club. Each person can be assigned to a particular social media tool or club website. During your officer meetings, you can decide what things you would like posted and make the committee aware of that month’s theme.
- ⇒ Information doesn’t need to be long. At the end of the meeting, ask a member to post a quick note about what happened or to post what is happening at the next meeting. This could even be an added meeting role where someone can sign up to do this for each meeting. The VPPR can provide an idea of what the posts should include.

---

### District 13 online:

Website - <http://www.d13tm.com/>

Facebook (main member page)- <https://www.facebook.com/d13tm>  
PR Facebook site <https://www.facebook.com/groups/93281736844/>

You Tube - <https://www.youtube.com/user/D13TM?feature=g-high-u>



DISTRICT 13

# Leader Spotlight

## Get to know the members of the DEC



Each issue of our District 13 Newsletter, will feature a Leader Spotlight section where one can get to know more about their fellow members of the leadership team.



Mary Yonkers, DTM  
Area 14 Governor

[area14gov@d13tm.com](mailto:area14gov@d13tm.com)

Questions	Your Response
NAME:	Mary Yonkers
Toastmasters Credentials:	DTM
Home Club(s):	Eriez and Noon-Timer
Toastmasters member since:	2009
District Role:	Area 14 Governor
Past Toastmasters Leadership Roles at club or district level:	Registration chair for 2013 fall conference; Division B spring 2015 contest chair; Club Leadership: VP Public Relations, VP Education, Sergeant at Arms, President
Best Reason to be an Area Governor:	Promote Toastmasters and encourage collaboration between clubs
Top thing you learned or gained during your term:	Toastmasters is awesome at all levels. Thanks for opportunity to serve.



Kathleen Kuznicki ACB, ALB  
 Area 12 Governor  
[area12gov@d13tm.com](mailto:area12gov@d13tm.com)

Questions	Your Response
NAME:	Kathleen Kuznicki
Toastmasters Credentials:	ACB, ALB
Home Club(s):	Cranberry Area, Cranberry High Noon
Toastmasters member since:	2011
District Role:	Area 12 Gov; Division B Director elect
Past Toastmasters Leadership Roles at club or district level:	Club President, VPE
Best Reason to be an Area Governor:	Learn best practices from the area clubs and watch the clubs grow to be distinguished and beyond.
Top 3 things you learned or gained during your term:	Cooperation is vital Always be available to lend support; Appreciate any help you receive
Interesting or fun fact:	Patent Attorney, NRA Pistol Instructor



Dave Jones, ACS, ALB  
 Area 21 Governor  
[area21gov@d13tm.com](mailto:area21gov@d13tm.com)

Questions	Your Response
NAME:	Dave Jones
Toastmasters Credentials:	ACS, ALB
Home Club(s):	Johnstown Toastmasters #1231
Toastmasters member since:	September 2008
District Role:	Area 21 Governor
Past Toastmasters Leadership Roles at club or district level:	Past Club President (2X), VP Education (2X), Secretary/Treasurer (2X), Current club VP of PR
Best Reason to be an Area Governor:	We often mistakenly believe our potential is less than opportunities presented to us. By extending ourselves beyond our comfort zone we can experience growth worthy of our potential.
Top 3 things you learned or gained during your term:	<ul style="list-style-type: none"> <li>- Other will help...just ask</li> <li>- Use the journey to learn</li> <li>- Positive expectations yield positive outcomes</li> </ul>
Interesting or fun fact:	<ul style="list-style-type: none"> <li>- Married to my "Prom Date for Life" for 29 years (and counting)!</li> <li>- Father of two AMAZING children</li> <li>- Soccer referee for high school and recreational programs for 15 years</li> <li>- Former Russian translator in the US Army</li> </ul>



Lisa Pustelak, DTM  
Division B Governor  
[d13divbgov@d13tm.com](mailto:d13divbgov@d13tm.com)

Questions	Your Response
NAME:	Lisa Pustelak
Toastmasters Credentials:	DTM
Home Club(s):	Noon Timer, Meadville, Promasters
Toastmasters member since:	
District Role:	Division B Governor
Past Toastmasters Leadership Roles at club or district level:	Most offices at a club level and Area Governor at the District Level
Best Reason to be an Area Governor:	If you want to grow personally, professionally, and learn more about Toastmasters you should definitely take on a District level leadership role.
Top 3 things you learned or gained during your term:	<ol style="list-style-type: none"> <li>1. I learned a lot more about Toastmasters as an organization.</li> <li>2. I met so many more wonderful people whom I will remain friends with forever.</li> <li>3. I gained confidence in myself and realized even things that seem scary to take on at first can be very rewarding.</li> </ol>
Interesting or fun fact:	I have been married for almost 27 years, have two daughters 27 and 24 and have a BEAUTIFUL 8 month old granddaughter.



Bill Diamond, ACG, CL  
Area 13 Governor

[area13gov@d13tm.com](mailto:area13gov@d13tm.com)

Questions	Your Response
NAME:	Bill Diamond
Toastmasters Credentials:	ACG, CL
Home Club(s):	Beaver Toastmasters
Toastmasters member since:	1999
District Role:	Area 13 Governor
Past Toastmasters Roles at club or district level:	Club President, VPPR, Treasurer and SAA
Best Reason to be an Area Governor:	You get to meet many Toastmasters and observe the operation of many different clubs.
Top 3 things you learned or gained during your term:	1) The value of teamwork. 2) Appreciated the many volunteers that stepped up to help out 3) Gained new ideas on how to run a quality club.
Interesting or fun fact:	Because of my toastmaster training, I have been able to give speeches at high schools, churches, Red Cross banquets, my workplace, and in my community.

**TOASTMASTERS**  
INTERNATIONAL

District 13  
May 2015  
[www.d13tm.com](http://www.d13tm.com)