



Salesmastery Shahin

The Newsletter of Salesmastery Toastmasters Club 6178
Published Monthly



May 2006

Third Issue

Club Officers

- President and Treasurer
Peter Bunce, DTM, ATM-S
- Vice President Education
Ron Coyne, DTM
- Vice President Membership
Mike Rocco
- Vice President Public Relations
Aaron Galuppo
- Secretary
Percy Banks
- Sergeant At Arms
Ron Coyne, DTM

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Pathway To Success: Salesmastery 6178, President’s Distinguished Club 2005 – 2006

Toastmasters International sets ten goals for clubs to achieve every year, from July 1 to the following June 30. These goals are as follows:

- (1) 2 Competent Toastmaster awards (CTMs)
- (2) 2 more CTMs
- (3) 1 Advanced Toastmaster award (ATM)
- (4) 1 more ATM
- (5) 1 Competent Leader (CL), Advanced Leader (AL), or Distinguished Toastmaster award (DTM)
- (6) 1 more CL, AL, or DTM
- (7) 4 new members
- (8) 4 more new members
- (9) At least 4 club officers trained 1st round (June – August) and 2nd round (December – February)
- (10) On-time submission of Club Officers’ List (by June 30 or December 31) and October or April report of Semiannual Dues.

Toastmasters International also requires that clubs have at least 20 members or achieve a net increase of at least 5 members to become a Distinguished Club.

Qualifying clubs achieving 5 or 6 of the Distinguished Club Program’s (DCP’s) goals receive recognition as a Distinguished Club with a decorative ribbon for the club banner.

Qualifying clubs achieving 7 or 8 of the DCP’s goals receive recognition as a Select Distinguished Club with a decorative ribbon for the club banner.

Qualifying clubs achieving 9 or 10 of the DCP’s goals receive recognition as a President’s Distinguished Club with a decorative ribbon for the club banner. Becoming a President’s Distinguished Club is Toastmasters International’s highest honor for its clubs.

Salesmastery Shahin is pleased to report that Salesmastery Toastmasters Club 6178 has achieved 9 of the 10 goals of the Distinguished Club Program and has grown by 7

members and is a President’s Distinguished Club 2005 – 2006. It is the first time in the 20-year history of Salesmastery Club 6178 that our club has become a President’s Distinguished Club.

This has required a team effort, and credit goes to our spectacular members. Both **Ron Coyne** and **Peter Bunce** earned CTMs prior to the end of September 2005. Our Past President **Charlotte Laws** received her ATM-B in July 2005. Ron received his ATM-G in August 2005. Ron earned his AL in September 2005. Peter earned his second DTM in February 2006.

Salesmastery has added many new and wonderful members since December 2005. Five new members joined in February and March 2006, and Toastmasters International sent our club a decorative ribbon for the club banner for “Talking Up Toastmasters.” We currently have 15 members, up from 8 members as of July 1, 2006.

Sufficient numbers of club officers went to training, and all administrative paperwork was completed on time. This comprises our achievements for the Distinguished Club Program to date.

However, there is no need to stop there. Salesmastery has held special Speaker Showcases every month to enable members to complete more speeches. Two more members expect to complete the requirements for the CTM award and send in their application before the end of June 2006. This means that Salesmastery will satisfy all 10 goals in the Distinguished Club Program, reaching the top percentile of achievement for clubs worldwide! Keep up the good work, and we’ll see all of you at the top!



What People Are Saying About Toastmasters

"I've never met anyone who joined who didn't think it [Toastmasters membership] was super valuable to their career. The skills we learn by overcoming our terror of speaking in public carry over to every word we utter. We gain self-esteem, self-confidence, [and] assertiveness. This makes us better salespeople, better managers, better leaders... and stand-out job candidates."

- **Harvey Mackay**, best-selling author of *Swim With The Sharks and Sharkproof*.

"Join Toastmasters. Oral communication skills count. Height and hair color may be in the genes, but public speaking isn't. One good answer to the public speaking problem is Toastmasters. They do a fabulous job of helping people shape up their communication skills."

- **Tom Peters**, best-selling author of *In Search Of Excellence*.

"If you want your dreams to come true, you must have confidence in yourself and [in] your abilities. A Toastmasters club can give you that confidence. Make your dreams a reality. Join a Toastmasters club."

- **Les Brown**, Author, *Live Your Dreams*.

"Toastmasters gives me the opportunity to regularly or-

ganize and present speeches. The skills I have learned and improved help me make a positive impression every time I speak."

- **Anita Perez Ferguson**, President, National Women's Political Caucus.

"My experiences in Toastmasters (leadership, competitions, confidence building) led to a new career for me... This year I will deliver approximately 150 paid presentations, and during almost every presentation, I recommend Toastmasters to my audience."

- **Mary Ellen Drummond**, Speaker/Trainer/Consultant, Polished Presentations.

"The best ideas aren't worth anything if you don't know how to communicate. The Toastmasters club I joined did a tremendous thing for me – it made me loosen up and taught me how to speak in public."

- Paul Orreoffice, Chairman of the Board, The Dow Chemical Company.

"I'd never thought of myself as a great communicator... But the Toastmasters group understood. Here's a place you can learn, grow, and develop with others doing and feeling the same thing."

- **Debbie Fields Rose**, Founder, Mrs. Fields Cookies.

Club Officers Sought

by Peter Bunce, DTM

Salesmastery 6178 will hold officer elections in June 2006. An important part of Toastmasters training is developing the members' leadership potential. A meaningful way this can be achieved is for members to serve as club officers.

The President starts the meetings, sets goals, and works with other club officers to maximize the members' satisfaction. Sometimes conflict resolution skills need to be applied.

The Vice President Education includes members in the meeting programs and publishes programs for each meeting. This officer also makes sure members are encouraged to reach their educational goals.

The Vice President Membership and Vice President Public Relations have similar tasks, but the difference between them needs to be understood. Both officers have administrative duties. The VP Public Relations focuses on promoting the club to turn prospects into guests. Once a prospect becomes a guest and visits our club meeting, the VP Membership steps in and works to persuade the guest to become a member. The VP Public Relations conducts promotional campaigns for the club. The VP Membership signs up new members and assures the satisfaction of the current members.



The Secretary records the club's meeting minutes and serves as the club historian. The continuing work of a good club Secretary can become indispensable. Members may require a look at the minutes to complete their record of assignments when applying for their educational awards.

The Treasurer collects dues and deposits them in the club's bank account. This officer maintains the account's ledger and reconciles it with monthly bank statements. The Treasurer also sends in dues along with the semiannual report of club dues in September and March. The Treasurer is able to submit new members' applications on-line and pay for their dues and new member kit.

Finally, the Sergeant At Arms arrives early at every meeting to check into the meeting room and arrange the chairs and tables to everyone's satisfaction. This officer is in charge of all the club's property and equipment, including the gavel, banner, and flag. The Sergeant At Arms is also the chairman of the hospitality and reception committee.

Serving as a club officer is a great privilege but also includes important responsibilities. These include attending club officer training, attending club meetings regularly, submitting reports to the club President and Secretary periodically. In Toastmasters we believe in service-leadership. The skills members gain from serving as a club officer are many and will carry over to their personal and professional development. Members are encouraged to declare their wish to become a club officer and serve our members with distinction.

Salesmastery Shahin – Its Meaning and Value



Salesmastery Shahin is both a newsletter and bulletin for Salesmastery Toastmasters Club 6178, an affiliated club of Toastmasters International.

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What is a Shahin? According to *Webster's New World Dictionary of the English Language*, Second Edition (1935), it is "An Indian falcon (*Falco peregrinator*) related to the peregrine falcon but having the under parts of a plain, unbarred rust color. It is used in falconry." In short, the shahin is a domesticated bird with the eyes of a hawk. It is loyal to its owner, who uses the bird's keen sense of vision to spot prey

in a wide area.

The mission of Toastmasters International is to make effective oral communication a worldwide reality. The mission of the Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

The missions of our global organization and our club are very broad. The objective of *Salesmastery Shahin* is consistent with both because it aims to direct the vision of our club members to the opportunities available to them through our club and organization.

Whether you are seeking personal or professional development, or some combination of both, the goal of this publication is to help club members find their way through Toastmasters International's programs. — *Peter Bunce, Publisher*

Changes Are Coming To Toastmasters!

by Peter Bunce, DTM

Toastmasters has helped nearly four million people in its 81 year history gain self-confidence in their communication and leadership skills through participation in our club meetings and giving public speeches. In our organization's lengthy history, some aspects have remained the same; however, there have also been many important changes.

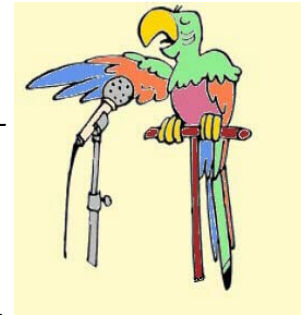
The Mission of Toastmasters International and its clubs have remained the same. The Mission of Toastmasters International is to "make effective oral communication a worldwide reality." The Mission of the Toastmasters Club is as follows: "To provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth."

If the missions of our global organization and our club have remained the same, why have changes been implemented? In short, **changes are made to meet the needs of the club members**. One of the first important changes was the introduction of the *Guide for Public Speaking*, which later became our *Communication and Leadership Program*. Later on, an advanced public speaking book was introduced, the first step to the development of our 15 *Advanced Communication and Leadership Programs*. Our clubs began admitting women in 1973. New leadership awards were introduced in the 1990s.

Starting in January 2006, new members began receiving the new *Competent Leadership Program* from Toastmasters International. This program develops the members' leadership potential in such vital skills as listening, time-management, and implementation through involvement in club meetings. Beginning July 1, 2006, members who complete the requirements of all 10 projects in this program will receive Toastmasters International's new "Competent Leader" (CL) award.

After June 30, 2006, Toastmasters International will no

longer give members the Competent Toastmaster award. When members complete all 10 projects in the *Communication and Leadership Program*, (soon to be re-named the *Competent Communicator Program*), they may fill out their project completion record and mail it in with their application for TI's new Competent Communicator (CC) award.



To continue on the communication track, members will complete the requirements for three Advanced Communicator awards: Bronze, Silver, and Gold. These will replace the Advanced Toastmaster Bronze, Silver, and Gold awards; however, the requirements will remain the same.

Once members have earned the new-style Competent Leader award (CL), they may in turn achieve distinction as a club officer by earning the new Advanced Leader Bronze award (AL-B), which replaces the old-style Competent Leader award. Members must first complete the requirements for the new-style CL before they can earn the new-style Advanced Leader Bronze.

Finally, members may achieve distinction for having served as a district officer (area or division governor, among others) by earning the new-style Advanced Leader Silver. This award replaces the old-style Advanced Leader award.

Members who complete both the communication track and leadership track and have received their Advanced Communicator Gold award and their Advanced Leader Bronze award are then eligible to apply for Toastmasters International's highest educational achievement: the Distinguished Toastmaster award (DTM).

SALESMASTERY 6178, AREA A13, DIVISION A, DISTRICT 52

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Members' contributions are sought.

Salesmastery 6178 meets every Thursday at 7:00 p.m. at the Sherman Oaks Galleria Community Room. It is one of five Toastmasters clubs within Area A13 (the mid-San Fernando Valley), Division A, District 52, Region II of Toastmasters International.



We're on the Web!
www.salesmastery6178.com

This issue of *Salesmastery Shahin* is available here:
<http://www.salesmastery6178.com/news/>

Events Information

June: Club holds officer elections and sends officers' list to TI.

June 1: Salesmastery's monthly Speakers' Showcase

June 23 and 24 (FR & SA): Region II Conference, Honolulu, Hawaii.

June 30: New club officers' list due at Toastmasters International; Distinguished Club Program Year ends.

August 23 to 26: Annual Convention in Washington, DC.

A special thanks from Salesmastery Toastmasters Club 6178 to Mr. Rodney Phillips, Ms. Kayla Green, Mr. Terrence Donley, Mr. Carlos Martinez, and all the other Security Professionals at the Sherman Oaks Galleria. They have distinguished themselves by their professional service and afforded our club every possible accommodation and courtesy, for which all our members are most grateful. We wish for all of them to accept the expression of our sincere gratitude.

Toastmasters International

Making effective communication a worldwide reality.

Reach The Top!



To get the sweetest, creamiest milk,
you need to reach the top!