



The Clarion

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Fall 1995

FROM THE CHAIRMAN

CCET Members visit the San Diego Convention

William Hamilton, ATM
CCET Chairman

In the beautiful city of San Diego, where California began, CTM Chris Magyar, VP Education, CTM Bert Olesch, Immediate Past President, former CCET Chairmen Rob Cockburn and Pete Renner, and I had the privilege to represent you, the members of the CCET, at the 64th Annual Convention of Toastmasters International

The educational sessions offered there followed four different theme tracks: Speaking, Personal Growth, Motivation and Leadership, and Club and District success. We chose to direct our focus to the latter theme, so as to best represent the CCET as a future **District** that will be recognized by the Toastmasters Headquarters in California (hopefully soon!).

The camaraderie at the Convention was excellent and we were afforded many opportunities to make new acquaintances and renew old ones. We especially felt in harmony with the overseas districts from England, Ireland, Austria, New Zealand, and the Philippines. Our greatest degree of affinity, however, was felt with the two other "Provisional Districts," Mexico and Southeast Asia (which comprises Singapore, Malaysia, Thailand and Indonesia). In a special session with Terrence McCann (95/96 Toastmasters International Executive Director), the CCET and other Provisional Districts expressed the desire to be elevated from Territorial status to full, recognized, District status. Terrence, as well as all of the officers and directors we were able to meet, offered us plenty of encouragement with our efforts to achieve District status, however, all of the Provisional Districts were given the same message: **You must increase in the number of clubs and bring in new members.** They were pleased with our concept of establishing new clubs in major cities of Western Europe instead of relying on club memberships which grew only in locations with substantial American military communities.

Several European attendees arrived at the convention early, so they were able to hear the speech contest from the overseas districts. The highlight, of course, was the "World Championship of Public Speaking" on the final day of the conference. The speeches were phenomenal, but would have been enhanced by a speaker from the CCET. Until the CCET is fully districted, however, none of our speakers will be able to participate in this level of Toastmasters competition. This is just one of the many reasons why our clubs in Europe should be working together to achieve District status.

Some *Clarion* readers may remember Tim Keck, former member of the Kaiser Club and founder of the Zweibrücken Club. We were happy to renew our acquaintance with Tim while at the convention. Now a member of the Honolulu Club, Tim will be campaigning for the office of Third Vice President at the 65th Annual Convention in St. Louis in 1996. He will receive the unconditional support of the CCET at that time!

It is my sincere hope that the new information we gathered on our journey

and a new direction for European Toastmasters in the coming years.

One of the Most Rewarding Things You Can Do

Robert Cockburn, ATM

Each of us joined Toastmasters for specific reasons. Perhaps you joined to improve your communication skills or leadership skills; maybe you joined to meet new friends and have fun with them in a learning environment. The reasons we stay with Toastmasters are various, too. We stay to meet the goals we've set for ourselves; we stay because of the satisfaction and rewards we get from being part of the worldwide Toastmasters community; we stay because new friendships develop easily in the Toastmasters environment.

There is something very exciting about meeting Toastmasters from other clubs. The exchange of ideas and the camaraderie is electric. It is well worth the long drive to visit neighboring clubs. But wouldn't it be a lot nicer if our clubs were closer together?

Fortunately, there is a solution that does not require you to change your place of residence. **Start a new club close to you!** Sounds easy doesn't it? Everyone I have talked to who has started a new club says it is. All we have to do is try.

But what's in it for you and me? Remember how you felt when you first went to a Toastmasters meeting? The fear, the nervousness, and then the relief and excitement when you finished your Ice Breaker and then realized that you can do it? Wasn't it great? Remember how you then felt when that guest you

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to San Diego will result in a new vision

brought with you joined the club and

gave their Ice Breaker? It was satisfying to think that you played a small part in that persons personal development, wasn't it? Now, imagine how it would feel if you could multiply that one membership by twenty! That's the satisfaction you'll get from starting a new club.

But, you protest, I don't know twenty people who will want to start a new club. You don't need to! Just two or three will do. Do a bit of advertising: get an English language bookstore to hand out your flyer with every purchase; take the message of Toastmasters to your local theater group; talk to the Principal of an English language school and have him/her send notices home with the students. After you've canvassed your target population with publicity, then hold a demonstration meeting. Once you have two or three people sold on the idea of starting a club, they in turn can bring in two or three new members and a new club is underway!

Everyone benefits from having a new club in your area: the new members, your current club, and even the CCET. In order to achieve District status, the Toastmasters Headquarters in wants to see evidence of growth in European clubs. What better way to prove we are growing than by the establishment of new clubs?

Toastmasters who are working to get credit for their DTM will profit from the establishment of new clubs, too. Two aspiring DTM's can receive credit if they work together to establish a new club - and a third Toastmaster can receive credit for mentoring a new club during the early stages after it has been chartered.

To make the process of starting a new club easier, there is a manual in the TMI Supply catalog entitled "How to Build a Toastmasters Club." The price for this publication is a mere \$2.00. Armed with this information and a little ambition, you will be well on your way to one of the most rewarding things you can do.

A man of words and not of deeds is like a garden full of weeds.

1995 Autumn Conference in Dublin, Ireland

Wolfgang Eichin, ATM
District 71 Liaison

European Toastmasters might be interested to learn that the Fingal Toastmasters will be hosting the 1995 Autumn Conference at the Jury's Hotel in Dublin, Ireland, November 17-19.

The opening of the Conference will take place on Saturday the 18th with an official welcome by the Lord Mayor of Dublin. In addition to the educational sessions that have been planned, conference participants can enjoy local cultural activities (to include, no doubt, a sampling of the local brew-Guinness, by name), an Autumn Council Meeting and the Humorous Speech Contest. The activities on Sunday will include the Hall of Fame Club Excellence Awards and the Handing over of Flags to the Spring Conference Host Club, the London Corinthians.

If your travel plans are taking you to Ireland during this time frame and you wish to make contact with the Fingal Toastmasters Club the following point of contact is given:

Vera Brazil
Conference Treasurer
154 Bettyglen, Raheny
Dublin 5
Ireland
Tel: (353) 1 831 7117

CCET Training Sessions Held in Metz, France

Chris Magyar, CTM
VP Education

Your area governor is in training. Training to do his job, that is. For the first time ever, area governors (and a few club officers) received official, unabridged Toastmaster training just like the big boys in the districts do. (Being an area council, the Continental Council of European Toastmasters does not qualify for educational support from Toastmasters International. Districts receive this support automatically and free of charge).

An initial effort was made at officer and governor training at last year's fall conference in Luxembourg but it soon became apparent that to do it Toastmaster-style would require more hours than a typical conference weekend could afford. Thus, the weekend of September 29 to October 1 was set aside in the French city of Metz for an intensive learning experience. And intense it was!

Friday night saw presentation of the Success and Leadership module "Parliamentary Procedure in Action". This came in response to the results of a membership survey conducted at the spring conference in Buxtehude which indicated strong interest in learning more about parliamentary procedure. Saturday morning and half of the afternoon was dedicated to learning about the job of the area governors. The rest of Saturday and well into the

(continued on page 5)

Let Toastmasters International Headquarters Know What European Clubs are Doing Well

One of the most effective tools our Clubs in Europe has for creating visibility for ourselves is the widely circulated publication The Toastmaster. This is the monthly magazine you receive as a dues paying Toastmaster. Below you will find information (as given by the Toastmaster editor) on how your

ideas might be translated into articles that will not only be of interest to other Toastmasters, but will also spread the word that Toastmasters Clubs in Europe are thriving and expanding.

Guidelines for Contributing to THE TOASTMASTER

Articles are accepted by The Toastmaster for the following sections of the magazine:

Feature Articles

These articles should be 1,000 to 2,500 words long, and cover topics of interest to the individual Toastmaster. They should include many examples and anecdotes to support points, be written in a lively, fluid style, and be concise and to the point.

We prioritize educational “how to” articles that contain concrete examples of specific principles that members worldwide can apply in their self-improvement, club programming or promotional efforts.

Idea Corner

The Idea Corner section gives Toastmasters the opportunity to share with other members creative programs or procedures that have benefited their club success in areas such as programming and membership growth. Idea Corner submissions are brief: about 200 words.

Update

This section highlights outstanding or unusual accomplishments by individual Toastmasters, clubs, areas and districts around the world. Because of limited space, articles covering club anniversaries and officer installations generally will not be published, though we may use interesting celebration photos in the Hall of Fame section. Update submissions should be approximately 500 words long and should include black and white photographs, if possible.

Photos should be well-planned, capture Toastmasters in action and illustrate what Toastmasters is about.

Toastmasters International usually acquires all article serial rights and reports on the status of articles within two months of their arrival. It's a good idea to call or send a query letter before submitting an article. All accepted articles are subject to editing and are not guaranteed publication dates.

To speed up publication of your article, send it on a 5¼ inch floppy disk formatted for either IBM versions of Word Perfect 5.0 or 5.1, or WordStar 3.3. If you do not have access to the above programs, send your article to us on a similar file disk and we'll try to convert it. Please include a manuscript hardcopy with your disk.

Send queries, manuscripts and disks to:

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Announcing the CCET Club Excellence Program (1 July to 30 June 1996)

When CCET Chairman Bill Hamilton made his acceptance speech at the Spring Conference in Buxtehude, he placed a challenge before all European Club to “Make Every Club a Distinguished Club. To achieve that goal, ATM Hamilton advised all Clubs to follow the guidelines published in the Toastmasters publication “The Distinguished Club Program.”

At the recent CCET training session held at Metz, Bill Hamilton introduced a similar goal-setting program that he calls the CCET Club Excellence Program. This program is not intended to replace the Distinguished Club program (see page 5). These are guidelines that were passed on to us from District 71, (which includes Great Britain and Ireland) who had received it from

Australia and South Africa. In all of the Overseas Clubs now using the guidelines, it has worked to increase membership and create new clubs. For those reasons, the CCET has voted to implement the program in continental Europe.

Read these objectives carefully. You will discover that your Club may already be well on the way to achieving a Club Excellence Award. Award results will be issued by Toastmasters International in August for the year ending June 30, 1996.

GOLD CLUB EXCELLENCE AWARD

1. Oct and Apr semi-annual fees received in World Headquarters (WHQ) by Oct 10, 1995 and Apr 10, 1996, respectively.
2. Five CTMs completed and registered with WHQ by Jun 30, 1996.
3. One ATM completed and registered with WHQ by Jun 30, 1996.
4. Five new members recruited and registered with WHQ by Jun 30, 1996.
5. Six present club officers attended club training by Nov 30, 1995. 1996/1997 club officers attended club officer training by Jun 30, 1996.*
6. Minimum of 20 club members by Jun 30, 1996.
7. A Success Leadership, Youth Leadership or Speechcraft Module completed and registered with WHQ by Jun 30, 1996.
8. New club officers' names submitted to the CCET VP administration and WHQ by Jun 30, 1996.
9. Proxy voting cards for election of WHQ International officers submitted to Area Governors by Jun 1, 1996.

SILVER CLUB EXCELLENCE PROGRAM

1. Oct and Apr semi-annual fees received in World Headquarters (WHQ) by Oct 10, 1995 and Apr 10, 1996, respectively.
2. Three CTMs completed and registered with WHQ by Jun 30, 1996.
3. Four new members recruited and registered with WHQ by Jun 30, 1996.
4. Five present club officers attended club training by Nov 30, 1995. 1996/1997 club officers attended club officer training by Jun 30, 1996.*
5. Minimum of 20 club members by Jun 30, 1996.
6. A Success Leadership, Youth Leadership or Speechcraft Module completed and registered with WHQ by Jun 30, 1996.
7. New club officers' names submitted to the CCET VP Administration and WHQ by Jun 30, 1996.
8. Proxy voting cards for election of WHQ International officers submitted to Area Governors by Jun 1, 1996.

BRONZE CLUB EXCELLENCE PROGRAM

1. Oct and Apr semi-annual fees received in World Headquarters (WHQ) by Oct 10, 1995 and Apr 10, 1996, respectively.
2. Two CTMs completed and registered with WHQ by Jun 30, 1996.
3. Three new members recruited and registered with WHQ by Jun 30, 1996.
4. Four present club officers attended club training by Nov 30, 1995. 1996/1997 club officers attended club officer training by Jun 30, 1996.*
5. New club officers' names submitted to the CCET VP Administration and WHQ by Jun 30, 1996.
6. Proxy voting cards for election of WHQ International officers submitted to Area Governors by Jun 1, 1996.

"ELITE" EXCELLENCE PROGRAM

In addition to a club being awarded a Gold, Silver or Bronze Award, any club who supplies a sponsor for any new club chartered between Jul 1, 1994 and Jun 30, 1996 will be classified as a Gold "Elite", Silver "Elite" or Bronze "Elite" club.

* Club officer training may be taught by the CCET or by Area Governors. Attendance should be reported by the Area Governors to the CCET VP Administration.

** 1995/96 VP Administration is: Mr. Peter Kenton, 16 rue Puteaux, 75017 Paris, France.

Any questions about this program may be directed to Mr. Bill Hamilton, Bothestr 69, 69126 Heidelberg, Germany.

Officer training - cont from page 2

the evening was devoted to detailed description of the role and responsibility of each club officer.

Area Governors, the ball is in your court! Your job is now to go out to the clubs you serve, train their officers, promote the distinguished club program, conduct the "Parliamentary Procedure in Action" module. In short, your job is to take the information you obtained in Metz

and disseminate it in your area.

Club presidents, take the initiative! Contact your area governor to schedule training sessions for you and your fellow club officers. Odds are, you will learn a lot about how to do your job more efficiently and more effectively. The goal is not to give you more work but to make your job more rewarding. After all, nobody enjoys a job if he doesn't know what he is doing.

Metz was the beginning. Area governor and club officer training, however, is going to become an annual event in the CCET. Whereas the Metz weekend took place after exactly one quarter of their term of office had elapsed, future CCET and club officers can look forward to receiving official Toastmasters training right when the need is greatest: just prior to their taking office on July 1.

Plans are already underway for the next training weekend in June of 1996. Time and place are still to be announced but every

***Area Governors, the ball is in your court!
...Club Presidents, take the initiative!
...Metz was the beginning....***

effort will be made to select a convenient central location. The program will also require some tightening; twelve-hour days do tax even the most dedicated listener! All in all though, all concerned can be proud. It was a necessary step, long overdue but now that step has been taken. Special thanks go to the trainers: CCET Chairman Bill Hamilton, and former Chairmen Rob Cockburn of Luxembourg and Gavin Alexander of Stuttgart.

Enthusiasm, resourcefulness and flexibility were on the order of the day and presenters and participants can take pride in their performance.

The Distinguished Club Program

Chris Magyar, CTM
VP Education

If you were at the spring conference in Buxtehude you heard it directly from incoming CCET Chairman Bill Hamilton in his inaugural address. Our goal for the club year 1995-1996 should be, "Every club a distinguished club." If you still haven't procured a copy of the Toastmaster brochure The Distinguished Club Program (code # 1111) here in tabular form are the requirements to be met for consideration as a distinguished club.

Don't think of the program as something arbitrarily imposed on clubs by TMI headquarters. Rather, the various criteria resulted from years of observing what it is that makes successful clubs, well, successful. The successful club does retain a large

percentage of its membership. The successful club does encourage new members as they work their way through the Communications and Leadership manual toward the designation "Competent Toastmaster". (This, the most potent point-gatherer in the program, indicates the importance that the Toastmasters organization attaches to attaining this educational goal.) The successful club does get its semiannual membership report and dues in on time. And finally, the successful club does possess knowledgeable, effective officers because they have been trained. (See related article.)

A club achieving distinguished status is a club that is doing things right. Members are benefiting from Toastmasters' educational offerings. Members are learning to lead and communicate better. And, members are having fun as repeated membership surveys have shown.

Achieving distinguished club status is a worthwhile goal. What's more, it is an attainable goal. Clubs in the CCET are already doing a lot of things right. With just a little bit more effort we can do even more things right, obtain even more points. (Remember, TMI headquarters tabulates all points automatically. The program does not cause any additional administrative work for clubs.) So, go for it. Especially, push those new members to complete their CTMs. There is no reason why every club in the CCET cannot become a distinguished club by June 30th!

RECOGNITION FOR POINTS EARNED IN THE DISTINGUISHED CLUB PROGRAM

Membership Category	Recognition Levels	Points Required
Clubs under 20 Members 8,999	President's Distinguished Select Distinguished Distinguished	Top Five Clubs 9,000 or more 2,500 -
Clubs with 20 -29 Members 9,999	President's Distinguished Select Distinguished Distinguished	Top Five Clubs 10,000 or more 3,000 -
Clubs with 30 - 39 Members 9,999	President's Distinguished Select Distinguished Distinguished	Top Five Clubs 11,000 or more 3,000 -
Clubs with 40 or more members	President's Distinguished Select Distinguished Distinguished	Top Five Clubs 13,500 or more 4,000 - 13,499

CCET Hopes to Realign Areas

Cheryl Claar
Clarion Editor

During the Metz training weekend a proposal was made to realign the current geographic distribution of areas clubs in the CCET. This proposal will be voted on during the business meeting on Saturday, November 4th at the Fall Conference in Frankfurt.

The proposal that will come to the floor would create 10 areas. Currently, the CCET is divided into 5 areas. The proposed new areas are:

The Benelux

French Speaking Clubs

French (English Speaking) Clubs

Switzerland

Austria (+ Prague)

Copenhagen, Buxtehude, Sweden

Kaiserslautern (Ramstein, Kaiser, Rheinlanders)

Hessen (Frankfurt, Rhein Main, Hanau)

Heidelberg + Stuttgart

Munich + Ulm

Having 10 areas will mean doubling the number of area governors currently in place. That means twice as many people who are currently active in clubs will have more opportunity to excel in leadership positions! This will also potentially double the number of contestants for CCET contests, which could very well make competition next year twice as exciting.

Ultimately what is hoped for, however, is to double the number of people currently active in European

Toastmasters Clubs. With a smarter geographic distribution of the CCET areas, the job of area governor will become more realistic to accomplish and result in the creation of new clubs for each new area.

News from Area Four In Memorandum

We learned recently with surprise and sadness of the sudden death of Liam Smith, President of Toastmasters of Paris. Those of you who had any contact with Liam will have appreciated his warmth, joviality, culture and memorable wit.

Liam had been a mainstay of Paris Toastmasters for over 15 years (his first recorded participation was in March 1978). He was always ready with a good speech, a sound evaluation, or a surprising table topic. Liam will be greatly missed. But just think of him, pen in hand, entertaining the angels at the great lectern in the sky.

We also learned recently of the death of Steve Keil. Steve was a founding member of Toastmasters of Paris in 1976, after having joined Toastmasters many years before that in California. Steve will be best remembered for his rousing evaluations and his pioneering work for European Toastmasters.

Farewell Liam, farewell Steve. Thanks for all you have both done.

If all my possessions were to be taken from me with one exception, I would choose to keep the power of communication, for by it I would regain all the others.

Daniel Webster

Cartoons by Alexander

Have you enjoyed the illustrations and cartoons found in this edition of the *Clarion*? Then you may be interested to learn that they were provided by a gentleman who was kind enough to allow them to be reproduced here: Mr. Gavin Alexander of the Stuttgart Club.

Gavin has published a small collection of his work under the title Better Laughing. The book was first made available for sale at the CCET Spring Conference in Buxtehude. If you missed your chance to purchase a copy there, do not despair. You may order your copy directly from Gavin by writing:

Mr. Gavin Alexander

Hölderlin Strasse 47

D- 71032 Böblingen

Price per copy DM 8.00

Postage for one copy DM 1.50

For additional copies add DM 1.00 per copy.

Editor's Note: Attention all Club Presidents!! While at the Fall Conference in Frankfurt, please check with me to be certain I have a current address for you so that regular mailings of the *Clarion* will reach you. Also, editors of Club newsletters - please put me on your mailing list! Chances are good that your Club's news could be of interest to all European Toastmasters. CCET Executive Council Members, Club Presidents, and individual Toastmasters are welcome to contribute material to the *Clarion*. Submit your items of interest to Cheryl Claar by mail at Turmstrasse 15 67659 Kaiserslautern; by APO at PSC 3 Box 376 APO AE 09021; by email at 100544.1662@compuserve.com. My telephone (evenings and weekends only) +49-631-79631. The next edition of the *Clarion* will be published in early February. Deadline for submissions for that issue is **19 January 1996**.