



# Peaks 'n Prairies

The Lewis and Clark District

Toastmasters: Changing Lives, One at a Time

Volume 2, Number 2  
January 2005

The **Peaks 'n Prairies** is the official publication of District 78 Toastmasters. Its purpose is to inform members of upcoming events and achievements and to provide information about Toastmasters programs and services.

### In This Issue ...

District Governor Message .....	1
Making a Difference .....	2
Fall Conference Highlights .....	3
Build a New Club .....	4
Let the Secret Out .....	5
PR and Marketing Materials .....	5
Spring Convention .....	6
A CTM for Every Member .....	7
Club Business On-Line .....	7
District Executive .....	8



**Publisher**  
Rick Fasching, DTM  
District 78 Governor  
rfasching@bresnan.net  
(406) 586-4082

**Editor**  
Linda Hawk, DTM  
ljhawk@bresnan.net  
(406) 586-4082

## A Warm Blanket

As a child, my six siblings, parents and I spent the holidays at Grandma and Grandpa's – an old two-story log house with a configuration of several built-on rooms. It hardly fit all of us, but the snow was always pure white, the smell of dinner permeated the house, and we busied ourselves pumping the pedals of the old player piano while watching the black and white TV.

In my eighth year, after Christmas dinner, my brother Bruce and I ventured down to the river to watch the geese we heard swimming on the water. The weather hadn't been cold enough to freeze the whole river solid, and you could see the water flowing under a thin layer of ice. Bruce found a spot to cross, and off he went – listening for the crack of ice and feeling it give slowly beneath his feet only centimeters from the fast flowing frigid stream. He made it safely to the old deadfall laying a few feet into the stream and motioned to me to follow.

I shadowed his route, going slowly just as he had done. Almost across, Bruce yelled "hurray up," so I quickly scrambled the last few steps and reached for the tree. I never made it.

Before I could take a breath, the water was up to my neck and I felt its icy bite on my chin as my feet began to slowly float up under the ice. I don't remember saying a word, but my brother scrambled onto the old log, grabbed my coat and hung on. For what seemed like an eternity, we struggled against the water, ice, and weight of soaked clothes.

Finally, we made it onto the log, safe from the torrents of the river, and found ourselves with another problem. We dared not go back across for fear of falling through, so we had to walk around to the bridge nearly half a mile away. I was cold and shivering uncontrollably, but we had to keep moving. By the time we crossed the bridge, my legs wouldn't move like I wanted them to, my feet were numb, and my fingers felt as though they were melded together. I started to cry. Bruce yelled at me, "C'mon – don't stop." I stumbled into the soft snow and lay there, the sun warming my face as the tears froze on my cheeks. The last thing I remember was the sound of my brother's footsteps running away until there was silence – and I closed my eyes.



Rick Fasching, DTM  
District 78 Governor

(continued on page 6)

## JoAnn Edstrom Making a Difference for Toastmasters

District 78 is fortunate to have one of our own serving our organization at the highest level. International Director JoAnn Edstrom, DTM has been an active Toastmaster for 16 years and is currently a member of four Clubs in Rapid City, SD. As the second year Director from Region IV, her responsibilities include not only setting the policies and direction for Toastmasters International in cooperation with her fellow board members, but also to work with the District leaders in Region IV to achieve their goals. It takes dedication and motivation to serve at this level, and many members wonder how and why she does it.

JoAnn joined Toastmasters to improve her performance at work. She held a supervisory position and conducted employee performance reviews. She wanted to relate better with people one on one and believed that the evaluation process used in Toastmasters would help. JoAnn gained even more than that, and she quickly took on new challenges as a Club Officer, Area Governor and top three District leadership.

Like many, JoAnn didn't plan her Toastmasters journey. She took one step at a time, learning and growing along the way. "I did not intend to ever be an International Director, although I had a good taste of what it was all about when my husband Dwight served as I.D. in 2000-2002. At that time I said I would never get the office in our house straightened out again. Lo and behold it still isn't. I was challenged by the fact that some very prestigious people in the organization encouraged me to run. I didn't feel ready; however, the time became "right" and so I did. The campaigning in itself is an education, and I learned many things that I may not have had an opportunity to learn otherwise."

JoAnn uses her Toastmasters communication and leadership skills not only in her Clubs and at the boardroom table, but also in a variety of roles in her community. She is the full time organist at the Emmanuel Episcopal Church, is a lay reader, and serves on the newcomers and worship committee. In addition, she serves on the South Dakota Diocesan liturgy commission, is the secretary for the Rapid



JoAnn Edstrom, DTM, International Director

City Concert Association, and volunteers for the Children's Miracle Network. Her skills also serve her very well with her family of six children and 10 grandchildren, not to mention Toastmaster husband Dwight.

JoAnn's advice to any Toastmaster is this – "Take advantage of all the program has to offer. There is more out there to learn than you will ever be able to experience any other way. Live up to your Toastmaster promise. Encourage your fellow Toastmasters to do the same and your club will be successful. When I joined Toastmasters, I had no idea what I was in for. I have learned so much, met so many wonderful people from around the world and have personally changed my life for the better because of the Toastmasters program."

District 78 salutes you, JoAnn. Congratulations on all of your achievements and thank you for serving Toastmasters both at home and around the world.



# Fall Conference Highlights

Bonnie Steiner, ATMB  
2004 Fall Conference Chairman

Over 100 Toastmasters and guests attended the District 78 Fall Conference October 15-16, 2004 at the Seven Seas in Mandan. It was an opportunity to recognize members who achieved personal goals last year, as well as to experience outstanding Table Topics and Humorous Speech Contests and top-notch educational presentations.

Ed Tate, 2000 World Champion of Public Speaking, was the keynote presenter and a highlight for all in attendance. He shared his winning speeches and how "You, too, can speak like a world champion." Later in the day, Ed also did an interactive educational session on "Speaking Secrets of a World Champion."

The **Hall of Fame Luncheon** recognized Toastmasters across

District 78 for their achievements in 2003-2004. Five members received **DTM awards** last year: Rosanne Schudar from Gate City Club in Moorhead, John Eggers from Bemidji Area Club in Bemidji, Larry Peyton from Jamestown Club, Rick Fasching from Gallatin Valley Club in Bozeman, and Mary Lou Hermes from Plainly Speaking in Plains. Other recognition went to **Distinguished Clubs, Area and Division Governors**, and the prestigious **Of-the-Year Award** recipients.

The District also recognized new Club sponsors and mentors, Club coaches, and gave a special welcome to First Timers.

Past District Governors Dennis Patrick and Greg Redekopp were recognized for receiving Presidential Citation Awards at the Toastmasters International Convention in August.

Lt. Governor Marketing Mary Lou Hermes chaired the **2004 District Table Topics contest**. The six



Humorous Speech Contest Winners with the District 78 Top Three officers.

contestants – one from each Division – were challenged with describing their "perfect" Presidential candidate.

The **District Humorous Speech Contest**, chaired by Lt. Governor Education and Training Miguel Restrepo, proved to be entertaining as always. First place went to Kay LaCoe of Division C with her speech "What a State we are in". Wayne O'Brien of Division A placed second with "Rudolph", and Grace Nixon from Division E placed third with "Moms – You Gotta Love Them."

Many thanks to the Fall Conference planning team.



District Table Topics Contest: First Place: Kitt Korschak; Second: Robert Cortez (right); Third: Wayne O'Brien (center).

**2003-2004  
Of-the-Year Awards**

**Division Governor of the Year**  
Bonnie Steiner, Division C

**Area Governor of the Year**  
Brett Distel, Area 24 Governor,

**Toastmaster of the Year**  
Lois Thacker, DTM

## 2003-2004 Distinguished Division and Area Governors

**Mary Lou Hermes**, Division A – Select Distinguished  
**Kurt Stickney**, Division B – Select Distinguished  
**Larry Peyton**, Division D – Distinguished

**Marc Rold**, Area 1 – Distinguished  
**Mark Mohorcich**, Area 2 – Distinguished  
**Karen Grove**, Area 4 – Select Distinguished  
**Jim Mullowney**, Area 7 – Distinguished

**Linda Wolff**, Area 8 – Select Distinguished  
**Julie Scheitlin**, Area 13 – Select Distinguished  
**Maggie Anderson**, Area 17 – Distinguished  
**Liz Poppenhagen**, Area 19 – Distinguished  
**Brett Distel**, Area 24 – Distinguished  
**Brad Timmerman**, Area 21 – Distinguished  
**Mary Meister**, Area 23 – Distinguished

# Build a New Club...One step at a time

Mary Lou Hermes, DTM  
Lt. Governor Marketing

Building a new Toastmasters Club isn't very difficult, thanks to support from Toastmasters International. Try these simple steps to success.

## Step 1: Identify Potentials

A Toastmasters Club can be started almost anywhere. Investigate existing Clubs to identify whether they are community or corporate and what day and time they meet.

The general guideline of TMI is that there can be a club for every 10,000 people. District 78 experience tells us that clubs can be formed in much smaller areas, so don't limit your search.

Are there clubs meeting at a variety of times - morning, noon, evening? Perhaps there would be room for an afternoon club if you know of a community of retired people or of women who are at-home mothers.

Identify large businesses in the area which may be interested in their own corporate Club. Keep track of people you meet who have expressed an interest in joining, but for whom no club is available.

## Step 2: Make Contact

Make a personal contact - someone who will be a "spark" and really wants to have the club happen. Explain how easy it is to

start a new Club and help them find at least 10 other interested people through personal contact, posters and articles in the local news. Most of the members of a new club will be people who have been personally invited by someone they know.

Order a new club kit, Community (#123 C) or Company (#123 B). They're free, and you can get as many as you need. *How to Build a Toastmaster Club* is a step by step procedure with clear directions for doing the paper work, holding a demo meeting and conducting the first eight club meetings.

## Step 3: Demonstrate

Plan and conduct a demonstration meeting. The outline is right in the manual. Your speaker should be someone who is good but not perfect - we don't want to scare people away with a performance that looks impossible to match. Have table topics that are fun, and invite the new people to participate.

At the end of the meeting ask the group to set a time and place for the next meeting. Be positive, and be ready to sign people up. One of the things you will need to consider is how to raise the money to pay the \$90 charter fee. Often a business will offer to pay the fee when a corporate club is being formed, or a business owner might sponsor the Club. Alternatively, the fee may be divided among the charter

members.

## Step 4: Build Success

As soon as the charter fee is paid, TMI will send enough new member kits for 20 people. *How to Build a Toastmaster Club* gives an outline of topics to be covered during each of the first eight meetings. These will give new members a good idea about how a Toastmaster club operates. The sponsor and mentors should be actively involved.

The new club should meet regularly and do manual speeches, evaluations and table topics just like an established club.

## Step 5: Charter the Club

A minimum of 20 people is needed to charter a new club. This may seem daunting at first, but if the initial group is committed to a Club, they will invite friends and acquaintances. The Club can be built over the course of the first few meetings.

A club can have one sponsor and two mentors. Send District Governor Rick the names of people who are willing to be sponsors and mentors for a new club and he will make the official appointments. All three will receive credit toward requirements for a DTM.

When you find that "spark," or if you become the "spark" yourself, your Club building efforts will be successful. You'll find yourself having a good time meeting new people, being part of an exciting new venture, earning credit toward a DTM and helping your Area, Division, and District on the way to becoming distinguished.



## Marketing and Public Relations Materials

### Brochures:

- Find Your Voice
- Confidence, the Voice of Leadership
- Bringing Successful Communication into your Organization
- From Prospect, to Guest, to Member
- All About Toastmasters

### Flyers:

- Toastmasters: Because Public Speaking Skills aren't Debatable
- Toastmasters Can Help
- How Confident Are You?

### Advertising:

- Highway Signs
- License Plate Frame
- Bumper Sticker

### Media Materials:

- Let the World Know Handbook
- Everybody's Talking About Toastmasters video
- Public Service Announcements
- Radio Spot Announcements
- PR and Advertising Kit
- Publicity Pack
- Your Club Newsletter

### PR Materials to Download from the TMI Website:

- Business Card Templates
- TM Letterhead Template
- TM logos

Check out the Toastmasters International website for these supplies in the on-line store and for additional information on marketing and PR materials.

[www.toastmasters.org](http://www.toastmasters.org)

# Let the Secret Out

Pat Johnson, ATM-S  
Public Relations Officer

Too often our Toastmaster clubs are well kept secrets. Our members know what a great resource they are, but effective public relations tools are needed to let others know about what Toastmasters can offer.

A **club newsletter** is a great way to share information about your club - not just to members but visitors as well. It helps keep members informed about events and is a great place to recognize their accomplishments. It also gives visitors an insight into how your club works and what is important.

Writing a club newsletter doesn't have to be an overwhelming task, but there are some things to keep in mind. Newsletters need to be regular and dependable so the audience will recognize it when it arrives in the mail and count on receiving it. Planning to put out a newsletter "when you have time" or "when there is enough material" doesn't give the audience the chance to rely on it. In addition, keep a consistent layout to help simplify creating the newsletter as well as let your members know what material they can count on regularly.

**Websites** are also great tools to help keep your members informed and give prospective visitors the information they need. Having a website doesn't have to be costly. [FreeToastHost.org](http://FreeToastHost.org) is a free template based system that helps keep the overall look of the site constant. It's easier to set up and gives it a professional look. Simply add your customized information and links.

When creating a club website, provide useful information and keep it timely and frequently updated. Make browsers subsequent visits fresh and interesting and give them a reason to keep coming back. For your members, it should be a great resource as well as a place to recognize their accomplishments. For potential guests, it should help them to:

- determine whether Toastmasters is something they might be interested in.
- decide whether your club is the one they want to visit.
- know who to contact before coming to your club.
- know when and where you meet.
- have information that will make them believe they'll be comfortable once they get there.

**Television** is a public relations tool we often don't take advantage of. Check with your local school district to see if it has an educational channel. Getting 15 minutes on a prime time station is almost unheard of, but educational channels have the ability to indulge in more in-depth interviews. Check with your fellow Toastmasters to see if any of them have connections with your local media.

For more information on public relations tools, check the District 78 website for sample club newsletters as well as a full length article by Jeffy Crilley - a Toastmaster and TV reporter. Use club newsletters, websites and the media to let the secret out about your club.

# Spring Convention

**April 29-30, 2005**

The District 78 Spring Convention is just around the corner. Plan to join us in Miles City, MT, April 29-30, 2005.

The spring meeting is termed a "Convention" rather than a "Conference" because elections are held. Attend the District business meeting to choose your District leaders for 2005-2006. Get an update on how well we are doing in achieving our District goals on the way to becoming Distinguished.

Begin your weekend with Friday Fun Night, hosted by the Skills Club. Meet new people, reacquaint yourself with friends from around the District, and begin to exchange ideas.

On Saturday, enjoy the District's best speakers in two contests. The District 78 International Speech Contest is sure to be a highlight of the convention, and the winner will represent our District at the Region IV contest in June in Saskatoon, Saskatchewan. Hear proficient evaluations in the District Evaluation Contest.



Jim Key:  
World Champion 2003

We are privileged to have Jim Key, 2003 World Champion of Public Speaking, as the key presenter. Jim comes from a background in computer technology, sports, leadership, music, and public speaking. After entering the world of Information Technologies in 1987, he developed an IT consulting practice, working with leaders and managers from national non-profit organizations, manufacturing companies, and service companies across the United States. Additionally, he has volunteered for many years in his community and church, working with teenagers in various capacities for 17+ years.

Jim is a difference maker. He believes in passionately pursuing excellence, without reservation, and in enabling others to do likewise. This passion drove him to become the 2003 World Champion of Public Speaking.

Participate in Jim Key's sessions along with a variety of other educational sessions to help you develop your communication and leadership skills and help your Club serve its members.

If you have never attended a District event, this is

## A Warm Blanket

(continued from page 1)

When I opened them again, I found myself in a warm blanket by the old wood stove, cradled in my mother's arms. My siblings played around us as if nothing had happened. My toes were stinging, even with the dry wool socks now enveloping them.

Since then, Christmas and the holidays have been like a warm blanket – where family surrounds me giving comfort, warming my soul, and rejuvenating my spirit for another year.

District 78 is half way through the year. Our educational goals are on track thanks to everyone's hard work. The one objective we must still focus on is building new Clubs and retaining those we have. We have several new Clubs in progress, but none have chartered yet.

Let the New Year rejuvenate you, like a warm blanket. As my brother said, "C'mon...keep going. Only a little further."

your opportunity to experience a broader view of our organization. Meet new people, exchange ideas and rejuvenate yourself for furthering your Toastmasters skills and abilities.

Registration forms and further information on accommodations and the program can be found on the District website at [www.d78toastmasters.org](http://www.d78toastmasters.org).

We look forward to seeing you in Miles City, MT April 29-30, 2005.

# A CTM for Every Member

Miguel Restrepo, ATMG  
Lt. Governor Education & Training

Sometimes I get asked the question: "Why should I finish the CTM?" A CTM, Competent Toastmaster, is an educational accomplishment that you earn when you successfully complete the 10 speech projects in the "Communications and Leadership Manual". The CTM is perhaps one of the most significant steps in your Toastmasters career. It is the first step in the ladder to success in Toastmasters.

In addition to a great sense of accomplishment, achievement of a CTM provides a clear and specific goal for new members. Those of you who have been in Toastmasters for awhile and have already earned your CTM may remember what a challenge it was. Those "persuasive" and "inspirational" speech projects may have been a little intimidating, yet you completed them. Every single one of those ten speech projects focused on an integral part of your public speaking skill set such as breaking the ice, being sincere, using gestures, improving your vocal variety, adding impact to your speech with props and other aids, and choosing appropriate and suitable topics for each project. It is definitely a lot of work, but well worth the time and effort.

The Toastmaster speech project manuals are designed to help members get the best training they can in public speaking and leadership through practice and evaluation. Each

educational achievement is a step toward another goal to ultimately help you focus on your road to success in Toastmasters. After you complete your CTM, continue to challenge yourself by earning your ATMG, Advanced Toastmaster, in its three levels of Bronze, Silver and Gold. These four designations make up the Toastmasters educational track.

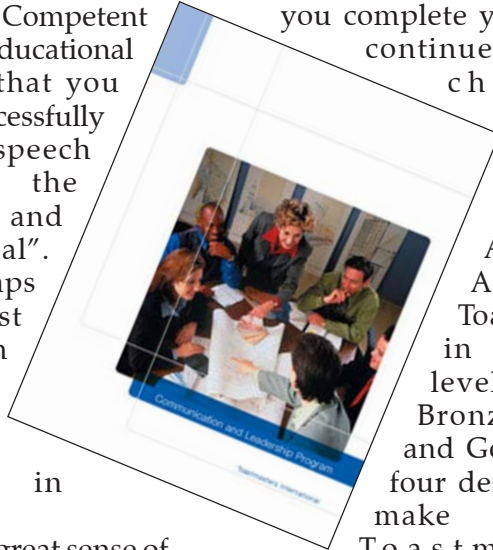
Competent Leader (CL) and Advanced Leader (AL) designations are part of the leadership track. The completion of both tracks will take you to the highest designation in our organization - Distinguished Toastmaster (DTM).

If you have already completed the educational track, have you considered doing another CTM? The skills and techniques that each project focuses on are key to any speaker's success. Any of the Toastmasters educational or leadership designations can be achieved more than once. As long as you continue to focus on learning and developing your skills and getting constructive feedback, you will continue to grow.

The "Communications and Leadership" manual is continually being reviewed and revised. If you are using an older version of the manual for the CTM, it is best to complete all of

the projects in that manual rather than change to a newer version. You may try and complete another CTM with a newer version as a challenge in your Toastmasters career.

The CTM is a great educational achievement that opens many important doors for your success in Toastmasters. The District Success Plan goal for this year is for our members to complete 144 CTMs this year. We want every member who joins Toastmasters to complete a CTM so that we can be sure you are gaining from your Toastmasters experience and developing your basic speaking skills. Good Luck.



## Club Business On-Line

Conduct your Club business on the Toastmasters website and save time, postage and headaches. With your Club user name and password provided by TMI, you can pay dues renewals, add new members, assign Club officers and update your Club information. If your meeting time or place has changed, please make sure you revise it using this on-line system so that guests will know how to find you.

When paying dues renewals, you must use a credit card (Visa, Mastercard, Discover or American Express) and you must renew at least six members, three of whom are returning. Late submissions can be made at any time. It only takes a moment, and you get instant confirmation of payment. Your Club member list will always be up-to-date and Club funds are being used for education and training rather than paying for delinquent members.



**FROM:**  
 District 78 Toastmasters  
 c/o 1131 Nutter Blvd.  
 Billings, MT 59105-2243

Non-Profit Organization  
 US Postage PAID  
 Billings, MT  
 Permit No. 781

---

## District Executive Contact List

---

**District Governor**

Rick Fasching, DTM  
 (406) 586-4082  
 rfasching@bresnan.net

**Public Relations Officer**

Pat Johnson, ATMS  
 (605) 338-8933  
 johnsonp@sio.midco.net

**Division B Governor**

Linda Wolff, DTM  
 (406) 234-5779  
 hlwolff@midrivers.com

**Division F Governor**

Pat Garcia Duggan, ATMS  
 (605) 688-4621  
 pwgarcia@brookings.net

**Lt. Governor Education & Training**

Miguel Restrepo, ATMG  
 (605) 335-4014  
 restrepo@usgs.gov

**District Secretary**

Karen Grove, ATMB  
 (406) 452-5425  
 kgrove@dadco.com

**Division C Governor**

Kevin Stewart, ATMB  
 (701) 222-3993  
 kstewart@ndredcross.org

For a listing of District Officers including Area Governors, check the District 78 website at [www.d78toastmasters.org](http://www.d78toastmasters.org) under District Executive.

**Lt. Governor Marketing**

Mary Lou Hermes, DTM  
 (406) 826-3392  
 pln3392@blackfoot.net

**District Treasurer**

Phyllis Wernikowski  
 (406) 586-5884  
 pwernikowski@rightnow.com

**Division D Governor**

Craig Vigen, ATMS  
 (701) 237-3086  
 cvigen@cableonel.net

**Immediate Past D.G.**

Jeanette Haugen, DTM  
 (218) 789-7650  
 jhaug@microsoft.com

**Division A Governor**

Mark Mohorcich, ATMB  
 (406) 728-8672  
 mohorcich@msn.com

**Division E Governor**

David Parrish, DTM  
 (605) 787-9343  
 dparrish@rapidnet.com