



District 37 Toastmasters is pleased to bring you the new edition of **D37 Connections**, a monthly email that highlights what's happening in the District along with up-to-date information and ideas that will help you be successful.

### Upcoming District 37 Dates

- 1/5 – District Executive Council Meeting in High Point
- 1/15 – Applications due for Trio and Division Director nominations (details below)
- 2/1 – Clubs start collecting dues for March 31 deadline
- 2/28 – Winter TLI season ends and all club officer training must be entered in Club Central (Known TLI mini dates can be found on the District [calendar](#).)
- 2/28 – Applications due for Area Director and major appointed district officer nominations.

See event details and the complete District [calendar](#).

Want to submit an event request for the calendar? Click [Event Submission Form](#).

Finance Manager Jim Carmody asks you to remember that **reimbursement requests** in Concur must be received by Sunday 11:59pm for processing the upcoming week.

### Annual Conference Coming in May

Mark your calendars! The Annual District Conference will be held Friday, May 3<sup>rd</sup> through Sunday, May 5<sup>th</sup> 2019 at the Raleigh Crabtree Marriott at 4500 Marriott Drive, Raleigh NC 27612. The keynote speaker will be [Steve Gilliland](#). For more information contact conference co-chairs Kim Braschwitz (919) 240-8296 or Miriam Abu (914) 316-2814.

The Raleigh Crabtree Marriott has opened [a link where you can make a reservation](#). The last day to make a booking at the group rate of \$139.00 USD per night is April 11, 2019.

### Call for Nominations!

The D37 District Leadership Committee invites applications from energetic, enthusiastic, dedicated individuals interested in providing ethical, quality leadership to serve as District 37 leaders for the 2019-2020 term.

\* Candidates for District Director, Program Quality Director, Club Growth Director and Division Director must file by [January 15, 2019](#)

\* Candidates for Finance Manager, Public Relations Manager, Administration Manager and Area Director must file by [February 28, 2019](#)

**Applications that are incomplete will not be considered.**

[Read complete details and filing instructions here](#)

**Monthly Zoom Conversations Continue in January**

This year the District offers opportunities for District and club leaders to collaborate in Zoom conferences. There are three types, all held Sunday evenings 8:00pm to 8:30pm and a once-a-month Pathways Base Camp discussion every 2<sup>nd</sup> Sunday 7:00-7:45pm. We have had very successful online conversations, so you won't want to miss those this month!

See event details including access instructions in the complete District [calendar](#).

- January 6, 8pm (1<sup>st</sup> Sunday) – For [Trio and Division Directors](#) so that we can stay engaged to promote communication throughout District 37.
- January 13<sup>th</sup>, 7pm (2<sup>nd</sup> Sunday) – For [Club Base Camp Managers](#) to discuss challenges with Pathways Base Camp and club Pathways issues.
- January 13<sup>th</sup>, 8pm (2<sup>nd</sup> Sunday) – For [Area Directors](#), to discuss challenges of Area Council meetings and ways to make them more effective.
- January 20 (3<sup>rd</sup> Sunday) – For [Trio and Division Directors](#) so that we can stay engaged to promote communication throughout District 37.
- January 27 (4<sup>th</sup> Sunday) – For [Club VPPRs especially](#) to speak with the District P/R team about challenges promoting clubs.

**WE HAVE THREE NEW BENEFITS!**

### **District 37 Pathways Resource Page**

The District 37 Public Relations team has created a [Pathways Resource Page](#) on the District Website that provides video tutorials, guidelines for Toastmasters and Base Camp Managers, and insights on the Pathways Learning Experience. We're adding content every month so check the page regularly. Do you have challenges or questions about Pathways we can address on the resource page? Contact us! We need your ideas for resources to add!

### **New! Pathways Orientation Program**

To help VPEs provide a positive initial experience to your new Toastmasters, District 37 under Rich Lemert and his team has developed a model Pathways Orientation program for your consideration. You can use it in conjunction with your existing orientation process to introduce new members to Pathways and guide them through their first project - the Ice Breaker. Begin by familiarizing yourself with the "QuickStart Guide" and other resources now available on [Pathways Resource Page](#).

### **New! Meetup Access for Clubs**

District 37 now offers a free Meetup Access Program allowing clubs to post events to a shared Meetup group page centered in their nearest metropolitan area. We created seven regional hubs to serve clubs across North Carolina. This saves clubs \$179.88 per year in subscription fees. Meetups have proven invaluable in getting the word out about Toastmasters and attracting visitors. [Read more information and find instructions to set up your club.](#)

### **How Do You Write a Strong Meetup Event Description?**

Your event description on a D37 Meetup Hub is like any advertisement. To be successful you need to provide the reader with a What, When, Where and especially a Why. Be sure to catch the eye of a reader with a strong appeal focused on what's in it for them. How can you help them grow? Improve? Succeed? Follow that up with the essentials of where and when your club meets and how to obtain more information. Also, don't let your message grow stale and neglected. Be sure to periodically refresh the Meetup event with new words and ideas.

[Meetup Discusses Good Event Design](#)

### **Updated! Contest Resources for Clubs, Areas and Divisions**

The International Speech and Table Topics contests are coming soon. District Contest Master Gary Cohen and District Chief Judge Michelle Bennett have worked hard to provide you with the most up to date information on contests and available judges for use at your contest. Review the updated [Contest Page](#).

This is a fantastic time for prospective contestants to start preparing their speeches! Club contests must conclude by March 15, 2019.

### **Renewed! Club Guest Packets Incentive**

The District 37 Leadership Team is happy to provide your club with Toastmasters Guest Packets (Item 387) and a Guest Log Book (Item 84) at no charge to your club. To receive Guest Packets at no charge, email a copy, a picture or scan of each page of the Guest Book as it is completed. Each completed page must be legible with name, address, phone number and email address for the four (4) guests. Please include in your request: Club Name, VPM Name, and best mailing address for Guest Packets to be sent to. [Read full details](#)

### **Take Advantage of District 37's Social Media Communities!**

District 37's [Facebook page](#) is a wonderful place to share your club's activities, ideas for fellow Toastmasters, videos, and more. It is public-facing so that inquirers can see what Toastmasters can do for them. Become a member and post content today! We are especially interested in the energy and activity at the clubs so please share what your club is doing. Please share:

- Club meetings special events
- Shout outs of member accomplishments
- Information other Toastmasters can use to grow and improve

Here are some [tips for using Facebook](#) for your club (courtesy of District 44)

The PR Team has been recording and posting **videos** to our District 37 [Youtube Channel](#). These include David and Remy's two-minute tips for Pathways, Club Web Sites, and more, and Voices of Millennial Toastmasters. Would you like to share videos? Contact us!

District 37 also has a **Twitter** feed that keeps followers alert to news, events, and incentives. This is an especially good way to follow the very latest developments. To access, follow [District 37](#), @Toastmasters D37.

### **An Incredible Success Story**

2018 International Speech champion Kevin Johnson, a member of Talk of the Town Toastmasters was recently asked by the City of Greensboro to speak to a large group of leaders about the Toastmasters International Speech Contest and what he did to rise so high. Kevin accepted the invitation, and instead of speaking about Toastmaster contests, he spoke about how Toastmasters can improve communication skills. As a result of Kevin's speech, **17 of the people at that meeting JOINED Talk of the Town Toastmasters club!** Never doubt the power of your story to make a difference.

### **New Club Spotlight of the Month**

[Bush Street Toastmasters](#) was the first club to be chartered in District 37 in the 2018-2019 year. Club members work for either the Office of the State Controller (OSC) or the NC Housing Finance Agency (NCHFA). They meet every other Thursday at 12:05 pm in the NCHFA board room at 3508 Bush Street in Raleigh. The club was sponsored by Pam Eckardt. Even though the OSC and NCHFA buildings are in the same complex, their paths do not usually cross during the normal course of business and members say that it has been fun to meet our neighbors and learn more about them.

Members at Bush Street Club told us that one of the potential challenges of a corporate club is speaking in front of coworkers and even supervisors. It might be easier to speak if we were all strangers! Fortunately, this has not had an impact on participation. Anyone who has been uncomfortable talking about more personal topics has found other subjects. They believe that it shows the level of professionalism in our companies, and provides an opportunity for members to stretch outside their comfort zones a little bit more.

### **A New Advanced Toastmasters Club Wants You!**

Kevin Snyder is a Sponsor of [Speaking Professionally Toastmasters](#), a prospective advanced club based at The Frontier in Research Triangle Park. The club meets the 1<sup>st</sup> and 3<sup>rd</sup> Tuesdays of the month 8:15am-9:30am at The Frontier, Fusion Room (1<sup>st</sup> Floor), 800 Park Offices Drive, RTP.

### **Join the District Public Relations Committee in 2019!**

We are always looking for additional energetic and talented Toastmasters to join our District 37 team. There's plenty to do that can take advantage of your talents and interests and which can help you grow as a Toastmaster. We're also willing to look at specific needs that can drive a High Performance Leadership project. Some of the areas we can use more help include:

- Web site management (using Word Press)
- Social media (Instagram, Facebook, Twitter, Yapp, Youtube, LinkedIn, Meetup)
- Videos
- Press releases
- Story writing from interviews
- Graphic design

[Contact Public Relations Manager](#) David Lindquist with interest or questions. (919) 594-7608.

### **Club Success Tip for January**

Recap your meetings for your members: it could make a huge difference in retention and attendance! Within a day of your meeting, have your club president, VPM or VPPR post written highlights of the meeting, including a sense of the speeches given, energy and enthusiasm, attendance and other indicators. Absent members might just be inspired not to miss the next one! And you have a wonderful record to remember your year by when you celebrate accomplishments. We also recommend doing this on Facebook.

### **What Else You Might Want to Know...**

#### **Discovering Pathways**

Each month we would like to call attention to one of the ten paths in the Pathways Learning Experience. This month, learn more about [Effective Coaching](#).

#### **District Reformation**

We've also added a page with information about [District Reformation](#) in 2020 (that is, the subdivision of District 37 into two separate Districts.) District 37, after July 1, 2020, will cover all clubs west of the north-south line that is the border between Guilford (Greensboro) and Alamance (Burlington) counties. The new District 117 will cover all clubs to the east of that line.

#### **Articles of Interest**

We have placed various articles, including past D37 Connections and topical pieces by District Director Bill Marlow and others to our web site at the [Articles of Interest](#) page.

**Other Useful Links:**

- An exceptional breakdown of the [Pathways Learning Experience](#) by District 4 in California
- Free Toast Host 2.0 [Support site](#)

**Please check out our website at [d37toastmasters.org](http://d37toastmasters.org)**

Suggestions and comments are welcome! [Contact Public Relations Manager](#) David Lindquist. (919) 594-7608.