



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

- 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.
- 3/9 – District Executive Council meeting in High Point
- 3/15 – Latest date for club International Speech and Table Topics contests
- 3/31 – Spring Dues period ends
- 3/31 – Last day to earn new Area Director, Division Director, and Talk up Toastmasters [Incentives](#)

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 3rd through Sunday, May 5th 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 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 February

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 2nd 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](#).

- February 3, 8pm (1st Sunday) – For [Trio and Division Directors](#) so that we can stay engaged to promote communication throughout District 37.
- February 10th, 7pm (2nd Sunday) – For [Club Base Camp Managers](#) to discuss challenges with Pathways Base Camp and club Pathways issues.
- February 10th, 8pm (2nd Sunday) – For [Area Directors](#), to discuss challenges of Area Council meetings and ways to make them more effective.
- February 17th (3rd Sunday) – For [Trio and Division Directors](#) so that we can stay engaged to promote communication throughout District 37.
- February 24th (4th 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 to use in your club. 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.

New! Area Director Incentive

This incentive is available February 1, 2019 to March 31, 2019. If All clubs in the Area in good standing have visit reports submitted to TI by March 31, 2019 will receive the Area Director Incentive including a Pathways tee, Gray Cap, Power Bank, Duffel Bag, Director's Notebook, Paper Mousepad, Cinchpack, and Insulated Water Bottle. See [Incentives](#).

New! Division Director Incentive

This incentive is available February 1, 2019 to March 31, 2019. If 95% of clubs in the Division are paid by March 31st the Division Director will receive a \$50 Gift Card and if 100% of clubs in the Division are paid by March 31st the Division Director will receive a \$100 Gift Card. Various randomly selected gift cards in \$25 increments will be available for those Division Directors who earn the incentive to draw randomly consistent with the award level they earn. See [Incentives](#).

Don't Forget the Talk Up Toastmasters Incentive!

From February 1, 2019 to March 31, 2019 clubs can earn a special "Talk up Toastmasters" ribbon to display on their club's banner as well as a special discount code for 10-percent off their next club order. To win, add five new, dual or reinstated members to your roster between February 1 and March 31. In addition, all clubs that qualify for Talk Up Toastmasters will be able to choose a Zoom video conference call with their officer team and a district leader on one of nine topics. And more! from the clubs that qualify for Talk Up Toastmasters, 5 club names will be drawn at random at the Spring Conference for a choice of one of three special items: See [Incentives](#) for all of the details

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](#)

New! We Have Two High Performance Leadership Opportunities

Looking for an HPL (High Performance Leadership) Project? We have two immediate opportunities.

- Complete an HPL by serving as Registration Chair for the District conference in May. This would be under the direction and assistance of District Registration Chair [Judy Patton](#). Contact Judy with interest or questions.
- Complete an HPL by assisting District Director [Bill Marlow](#) on a quick turnaround (3 month) district-wide project. Several people are needed for this project.

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](#).

This Month's Article on Club Success:

Why in the World Would I Enter a Speech Contest?

“It is that time again. Speech contest season is upon us. We move into spring with excitement as our members compete in the best competition Toastmasters has to offer. Everyone is fired up. They are fired up aren't they? They all do understand the amazing benefits they will realize by participating in contests don't they? If you are getting resistance from your members about entering our contests, here are 3 perks that are guaranteed to motivate your members...[Read more](#).”

An Incredible Success Story

Crystal Garris, DTM, tells us that “The *Toastmasters Youth Leadership* (YL) program at Friendship Missionary Baptist Church began in the Spring of 2009, sponsored by Friendship Toastmasters Club. Each year, the church provided a meeting room for the YL meetings each Sunday afternoon from February to May. The church provided a large conference room for the annual class graduation attended by family and friends of the graduates as well as a Guest Speaker. The church also funded the refreshments yearly for the graduation. On average, we graduated 17 students each year. In total, we graduated over 100 high school students from 2009 to 2017.

I directed the Youth Leadership Program for 8 years. In the fall of 2017, I decided to turn the leadership of running the program over to Shani Pendergrass whose son was a YL graduate and who also volunteered and was selected to be a YL Coordinator. I believe she has graduated one group of YL students. The success of the program was due to having at least four Toastmasters members from Friendship Toastmasters and members of other TM clubs who volunteered to assist with the program each Spring. Also, although, I directed the program, each year, I selected a new YL Coordinator. That way someone new got credit toward their Toastmasters leadership goals.

Our previous graduates have:

- * Graduated from undergraduate and graduate school.
- * Presented in oratorical contests and won 1st through 5th place. They have been awarded trophies, plaques and earned over \$10,000 in scholarships. Just heard from a parent of a graduate who said her daughter won a \$5,000 scholar from a speaking contest.
- * Started a Youth Leadership clubs at their high-schools
- * Spoken to audiences of over 500, at college rallies, at their Eagle Scout awards program and at their own fund-raising events.
- * Spoke on stage in front of corporate CEOs
- * Performed in a TV commercial

It has been a rewarding experience to have helped so many high school students find their voice through the Toastmasters Youth Leadership Program at Friendship.”

New Club Spotlight of the Month: Phreesia Toastmasters

[This club](#) was formed because Toastmasters had the programs and guidance Phreesia was looking for for the early-career staff and that they would be able to give the club and the meetings a bit of our their style, practicing speaking for business purposes as well as personal. Twenty eight joined October 10, 2018 Word is spreading that the meetings are pretty fun as well as being useful. Phreesia club reports that they are now more aware of the shortcomings in our speaking abilities and more conscious of how we speak and therefore working towards better speaking habits.

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 (Yapp, LinkedIn)
- 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 February

Directional signage is an often-overlooked need of visitors. Can people find your meeting space? Keep in mind building entrances, room numbers, arrows through corridors, and any other directional considerations. Always include the name of your club and the Toastmasters logo on signs to further aid the visitor. Sergeant-At-Arms: How does your club's directional signage stack up. Is it time for a review?

What Else You Might Want to Know this Month...

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 [Team Collaboration](#)

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

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