



Web Site: [www.tmd55.org](http://www.tmd55.org)

Issue: August 2006

## Raising Up Members (RUM) to Become Better Leaders and Speakers



By Atheria Scott (DTM), District Governor

After serving in Toastmasters leadership positions for the past several years, I recently discovered some “golden nuggets” embedded within articles written by the late Dr. Ralph Smedley, Founder of Toastmasters International. These “golden nuggets” have laid the foundation for our 2006-2007 theme: Raising Up Members (RUM)...to Become Better Leaders and Speakers.

During the next twelve months, we, your District Executive Committee, are planning to “re-ignite the flame of enthusiasm” in our clubs throughout District 55. We will be driven by our District mission as set forth by our Toastmasters International Board “to enhance the performance and extend the network of clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters educational program. We are to insure that each club effectively fulfills its responsibilities to its members and provide effective training and leadership development opportunities for club and district officers.”

Throughout the year, we will monitor the “heartbeat” of our clubs by reviewing four critical success factors. These factors include: club building, membership building and retention, Competent Communicator (CC) and Advanced Communicator (AC) awards. Toastmasters International will use these factors to recognize those Districts that successfully meet and exceed their established membership and educational goals. Toastmasters International will recognize Districts as Distinguished, Select Distinguished, or President’s Distinguished. Our goal is to be recognized as a President’s Distinguished District.

In order for this to happen, our 120+ clubs would need to meet their goals to also be recognized by Toastmasters International as a Distinguished, Select Distinguished, or President’s Distinguished Club. Therefore, “The Master Plan” has been

created, according to the District Mission, to assist our clubs in meeting their goals. This “Master Plan” will help to “re-ignite the flame of enthusiasm” into your clubs. Part of this “Master Plan” is the TMD55 League. This League will create the atmosphere for the clubs to arrange a variety of activities for their members. One of Dr. Smedley’s favorite quotes was, “We learn in moments of enjoyment.” This year in District 55 we are planning for our members to have lots of moments of enjoyment while learning. This “Master Plan” is also designed to assist our clubs in reaching Distinguished status in eight months or less. We are asking each club (team) to join other teams on the field and embrace our theme: Raising Up Members (RUM). Each time a team successfully completes a membership and/or educational club goal, it is reflected through the four critical success factors. The more our clubs are successful in Raising Up Members...to Become Better Leaders and Speakers, the more District 55 will continue to rise to become President’s Distinguished.

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### District 55 Flash Newsletter

Diana Barkley, Editor  
512/239-6642, [flash@tmd55.org](mailto:flash@tmd55.org)

# The Toastmasters Club, Its Meaning and Values

By Dr. Ralph C. Smedley



*Yours, for Better Speeches,  
Ralph C. Smedley*

My conception of the Toastmasters Club...while based on certain fundamental principles of education, is quite largely the result of experiences and observations through the past fifty years, when those principles have been put into practical use...Our work is based primarily on the principles of **learning by doing and improving through practice and criticism**-principles in which I strongly believe...Added to these basic concepts is my conviction that **the power to communicate is one of man's greatest endowments.**

It was the very evident need for practical help in the art of communication which led me to organize the Toastmasters Club in the first place....The beginning was to meet a local need. There was no vision of future growth into a great organization. Men who have developed ability in leadership through working and serving as officers in the their own clubs have gone on to wider fields of service in area and district affairs...**All have been helped to meet opportunities for leadership in their business or professional affairs, and in work for other organizations....**

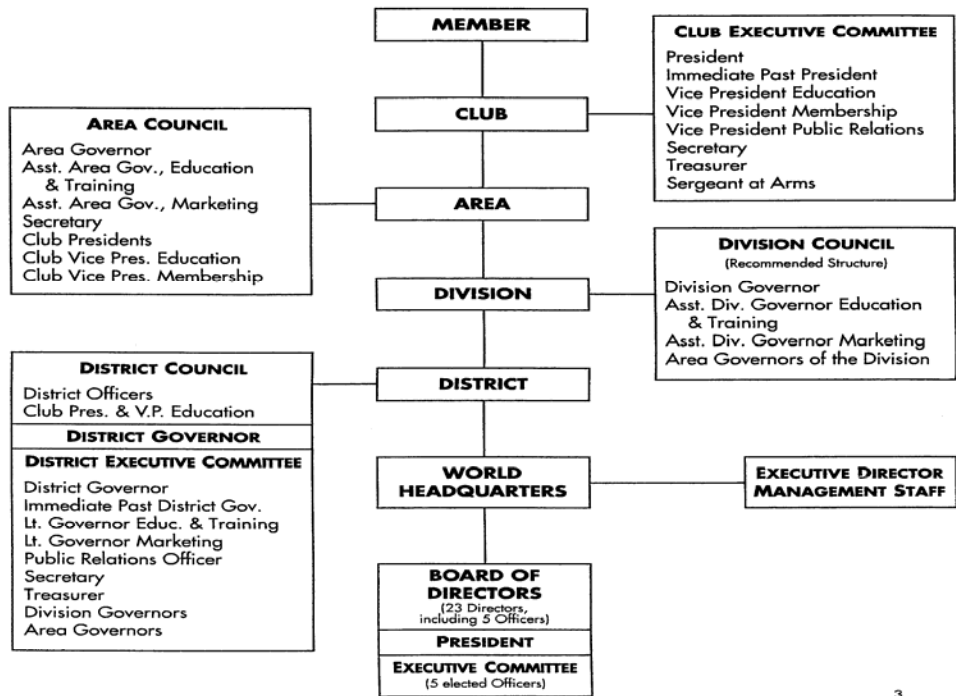
Simplicity has always been a characteristic of the club operation; and it should characterize all the work of the organization, from the higher executives through regions and districts and areas, **always with the clear purpose of helping the local club to help its individual members.**

I like the way that Orison S. Marden phrased his conception of speech training...“the ability to talk well is to a man what cutting and polishing are to the rough diamond. The grinding does not add anything to the diamond. It merely reveals its wealth.”

Excerpt from *Personally Speaking: Selections from the Writings of Dr. Ralph C. Smedley*, Toastmasters International, Inc. (1966, p. 14-17)

## TOASTMASTERS INTERNATIONAL ORGANIZATION SERVICE CHART

This chart traces the flow of services, material, and programs upward from the Board of Directors through the various echelons of Toastmasters International to the ultimate beneficiary, the individual member.



# Who's Who in District 55...The TMD55 League Directory

CTM—Competent Toastmaster

AL—Advanced Leader

ATM—Advanced Toastmaster (Bronze, Silver, Gold)

DTM—Distinguished Toastmaster

CL—Competent Leader

## Executive Committee

District Governor Atheria Scott, DTM, [dg@tmd55.org](mailto:dg@tmd55.org)  
Lt. Governor Education & Training Jeff Stoddard, DTM, [lget@tmd55.org](mailto:lget@tmd55.org)  
Lt. Governor Marketing Stanley See, DTM, [lgm@tmd55.org](mailto:lgm@tmd55.org)  
Past District Governor Elizabeth Sprecher, DTM, [pdg@tmd55.org](mailto:pdg@tmd55.org)  
District Secretary Jackie See, CTM, [secretary@tmd55.org](mailto:secretary@tmd55.org)  
District Treasurer Jason Hsiao, CL, [treasurer@tmd55.org](mailto:treasurer@tmd55.org)  
District Public Relations Officer Clarence Mathis, CL, [pro@tmd55.org](mailto:pro@tmd55.org)



## District Phone Number

(800) 378-8790

## District Staff

Webmaster Bob Dashman, DTM, [webmaster@tmd55.org](mailto:webmaster@tmd55.org)  
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Videographer Steve Sigrest, ATM-B, CL, [video@tmd55.org](mailto:video@tmd55.org)  
Sound Manager Roger Storer, ATM-B, [sound@tmd55.org](mailto:sound@tmd55.org)  
Fall Conference Co-Chair Anna Lopez, DTM, [fallconf@tmd55.org](mailto:fallconf@tmd55.org)  
Fall Conference Co-Chair Paula Garcia, CL, [fallconf@tmd55.org](mailto:fallconf@tmd55.org)

## Marketing Team

Membership Manager Jennifer Grube, ATM-S, [jagrube@sbcglobal.net](mailto:jagrube@sbcglobal.net)  
Austin Marketing Manager Steve Lockwood, DTM, [texaskdog@yahoo.com](mailto:texaskdog@yahoo.com)  
Rio Grande Valley Marketing Manager Ruben Rangel, [rangelruben@yahoo.com](mailto:rangelruben@yahoo.com)  
San Antonio Marketing Manager Ronald Palermo, DTM, [Are71gov@sbcglobal.com](mailto:Are71gov@sbcglobal.com)

Figure 1: Map of District 55



When Dr. Ralph C. Smedley launched the first Toastmasters Club back in 1924, did he envision the tremendous growth the movement would take worldwide?

Over thirty years later, Dr. Smedley did recognize that, as communication crucially affected “almost every phase of life,” the Toastmasters “process had values far beyond the mere training” of people to “face audiences and speak their ideas.”

Today, as many as 210,000 members in 10,500 clubs throughout more than 90 countries, the organization that sprang from Dr. Smedley’s ideas and ideals flourishes. **District 55 now has more than 120 clubs and 2,300 members.**



## Toastmasters and Japanese Cabbies

By Jeff Stoddard (DTM), Lt. Governor-Education & Training

Today my cabbie was the guy who shifts too soon. Now, I don't recommend taking taxis back and forth to work every day, but it's interesting to observe the driving habits of each cabbie. There's the guy who shifts an automatic like it's a manual, the guy who likes to start in second gear, and the guy who shifts a manual more smoothly than an automatic.

Why all this talk about cabbies? Well, I began to think that Japanese cabs make a good analogy for how Toastmasters clubs should work. Unlike some American cabs I've experienced, Japanese cabs are clean and well-kept, and the drivers are trained to be courteous. Every day, I get in a cab outside the door to my hotel and about 25 minutes later I get out at the factory.

What would our Toastmasters clubs be like if they ran like Japanese cabs? The engines (club educational programs) would be well-tuned and running on all

## Marketing C.P.R.

In the *Story of Toastmasters*, Dr. Ralph C. Smedley said people frequently asked him *How did you happen to start the Toastmasters club?* His response: "My stock answer is another question... 'Why did you join the Toastmasters Club?' The inquirer then tells me that he needed help in talking...to know how to face an audience, to express his thoughts...to communicate with other people. And so I explain... that this is how the first Toastmasters Club happened to be organized."

Fellow District 55 Toastmasters, what was true in 1905 is also true in 2006. We all have one primary reason that brought us to a Toastmasters club meeting and eventually to join. It was to improve public speaking skills, to help communicate better, because a manager told them to (for leadership or effective presentation skills), to help develop their English-speaking skills. Whatever the motivation for joining, many individuals are destined to visit one of our clubs this year.

Our theme this year is Raising Up Members and throughout the year you'll be challenged to think of **Creative** or innovative ideas to attract visitors, and to demonstrate your **Passion** for achieving both club and member goals, as well as conduct organized, quality, fun-filled meetings. We need to ensure to **Recognize** both club and individual accomplishments. Clubs that practice what I call marketing C.P.R. (creativity, passion, recognition) will most likely find they finish the year as Distinguished Club or better!

cylinders; the drivers (club officers) would be trained and diligent in their jobs; the taxis (clubs and their trappings) would be attractive to the passengers (Toastmasters) who would relax and enjoy the ride to their destination (improved communication and leadership skills).

Back to the driving habits of the cabbies. Regardless of whether the driver lugs down the engine with each shift or makes each shift seem effortless, I arrive at my destination on-time and in good spirits. Why? Because the cab is in good order and the driver is trained. Isn't that what we want for our clubs?

During the coming year, I challenge you to take a look at your club. Where does it need attention? Do you need to tune up the educational program? Do your officers need training to help them drive the club in a consistent manner? Does your club need sprucing up so that it is attractive to members and non-members alike?

Yes, our goals as Toastmasters are worth the effort of getting in a rickety old club and careening around corners, but how much better off would we be in a well-kept club with conscientious officers?

At the District level, we have a great marketing team: Jennifer Grube, ATM-S/CL (Membership Manager), Ron Palermo ATM-G/AL (San Antonio Marketing Manager), and Ruben Rangel (Rio Grande Valley Marketing Manager), Steve Lockwood, DTM (Austin Marketing Manager). They will follow up on leads for new clubs and work with Division and Area Governors to find club sponsors and mentors.



By Stan See (DTM), Lt. Governor-Marketing

I am still looking for a Marketing Manager for the McAllen and Corpus Christi areas so if you are interested please contact me.

I will publish a monthly marketing newsletter for club VPs of Membership with tips for attracting visitors and keeping current members; ideas from District and International leaders; and special kudos to clubs chartering, achieving special membership goals, or develop a unique and creative approach to attracting visitors.

Finally, please look to the ads found in this edition of the Flash regarding club sponsors, mentors, and coaches. I have a feeling we are going to be busy this year and if you are hoping to achieve your AL-Silver, this will be the year to do it!

## Stay In Touch With Your Division and Area Governors!

Club numbers follow the Club Name. Also available at [www.tmd55.org](http://www.tmd55.org) (click on "Division").

**Division G Territory:** Rio Grande Valley & including Corpus Christi

**Theme:** Building Passionate Momentum

**Division Governor:** Laura Harris, CTM/CL

**E-Mail:** [Div-G@tmd55.org](mailto:Div-G@tmd55.org)

**G-90: Area Governor Pat Taylor, CTM**

**E-Mail:** [patt@texasworknet.com](mailto:patt@texasworknet.com)

Rockfort-Fulton 5661

Greater Victoria 7750

Texas Toast 9973

**G-91: Area Governor Melissa Davis, CTM**

**E-Mail:** [MelissaA.Davis@tdh.state.tx.us](mailto:MelissaA.Davis@tdh.state.tx.us)

Harlingen 860

UTB/TSC 1092

South Texas 1755

Grande Evening 8281

Metro Toastmasters 9724

**G-92: Area Governor Debra Glenn**

**E-Mail:** [debra.glenn@cbwdb.com](mailto:debra.glenn@cbwdb.com)

TAMUK 4973

Highnoon 6482

Southside Evening 6517

**Division H Territory:** North East San Antonio & North West San Antonio including Kerrville, Sequin, Fredericksburg, Boerne, New Braunfels, Buda & San Marcos

**Theme:** Learn by doing, Lead by Example

**Division Governor:** Deborah Borden, ATM-S

**E-Mail:** [Div-H@tmd55.org](mailto:Div-H@tmd55.org)

**H-80: Area Governor Jim White, CTM**

**E-Mail:** [jwhitepecans@hotmail.com](mailto:jwhitepecans@hotmail.com)

Randolph AFB 2845

Talk of the Tower 4601

RBC Toastmasters 8461

Universal City 9761

Kraft/Pitney Bowes 916304

**H-81: Area Governor Linda Williams, AC-S**

**E-Mail:** [timlindawill@yahoo.com](mailto:timlindawill@yahoo.com)

Fredericksburg 3140

San Antonio Singles 5629

Northwest Toastmasters 6058

Kerrville 8544

BAH Presenters 877960

**H-82: Area Governor Elaina Snow, CTM**

**E-Mail:** [elaina.snow@valero.com](mailto:elaina.snow@valero.com)

Business Babblers, San Antonio 7038

Toastmasters of the Universe Club 717018

Randolph-Brooks Rising Stars 744735

Valero Toastmasters 744735

**H-83: Area Governor Thom Ricks, ATM-S**

**E-Mail:** [tomricks@gvvc.com](mailto:tomricks@gvvc.com)

New Braunfels 1722

3776 Col Jack D Wallace Club

8524 San Marcos

925495 Rise 'N Shine Toastmasters

5294 Seguin Premier Toastmasters

**H-84: Area Governor Melissa Martinez-Carrasco  
CTM**

**E-Mail:** [melissa.martinez-carrasco@usaa.com](mailto:melissa.martinez-carrasco@usaa.com)

USAA Toastmasters 181

San Antonio Toastmasters 9434

USAA Bank Toastmasters 4948

Texas Tongue Twisters 8737



**Division I Territory:** Central San Antonio,  
Downtown & South San Antonio including Laredo

**Theme:** Toastmasters Serving the Communication  
Needs of San Antonio

**Division Governor: Chuck Bush, CTM,**

**E-Mail:** Div-I@tmd55.org

**I-70: Area Governor Mario Flores, CTM**

**E-Mail:** mflores@rbfcu.org

Downtown Toastmasters 2853

H-E-B 3818

Adelante 9020

Stagecoach 645161

Marriott W.H.A.C. Toastmasters 866015

**I-71: Area Governor Phil Garcia**

**E-Mail:** philsa2@aol.com

Main Communicators 343

Downtown Professional Toastmasters 9082

Toastmasters @ UTSA 8341

Hangar 9 Toastmasters 3996

Alamo Heights 6427

Booz Allen Hamilton 877960

**I-72: Area Governor Jae-Sun Chin, CL**

**E-Mail:** jaesun\_chin@hotmail.com

Zachry 1621

Holt Cat 9809

SAWS Fluid Communicators 696716

City Public Service 1641

Alamo City 861888

**I-73: Area Governor David Borden, ATM-B,**

**dborden@gvvc.com**

Laredo Toastmasters 5068

G.U.T.S. Club 5602

Slick Talkers 8772

City of Laredo 704419

Outback 868438

**I-74: Area Governor Clair Geiger ATM, CL,**

**crgeiger@ev1.net**

Business-Professional Toastmasters 2207

North San Antonio 5166

Texas Talkers Toastmasters 6457

Audie's Orators 7480

Grill Masters 835500

**Division J Territory:** South Austin

**Theme:** Jump On the J Train!

**Division Governor: Margaret Cathey, ATM-B**

**E-Mail:** Div-J@tmd55.org

**J-60: Area Governor Wafae Owen, ATM-B**

**E-Mail:** wafaeowen@templeinland.com

Oak Hill 1277

Guaranty Speakers 1942

NFP Toastmasters 728548

Freescale Semiconductor 4985

**Area J-61 Area Governor Louis Burns, ATM-B**

**E-Mail:** louisrburns@yahoo.com

Capital City 2048

Trav Talk 4418

TXDOT 9325

Whata Voice 598852

**J-62: Area Governor Ewa Dudak Pawlik, CTM, CL,**

**Ewa.Dudak-Pawlik@austinenergy.com**

Tejas 966

West Austin II 6379

Town Lake 2999

Barton Springs 7947

**J-63: Area Governor Lawrence Moreno, CTM,**

**lawrence.moreno@austinenergy.com**

SmoothTalkers@AMD 9141

312 Toastmasters 798450

TEL USA 1097

Progressive 4478

TPWD 790444

**Division K Territory:** Austin & including Georgetown, Round Rock, Pflugerville

**Theme:** RUMBA (Raise Up Members By A lot)

**Division Governor: Steve Montgomery, ATM-B**

**E-mail:** Div-K@tmd55.org

**K-50: Area Governor Dwayne Windham, CTM, CL**

**E-Mail:** dwayne\_windham@dell.com

Dell Masters 827  
Dell Master Speakers 5615  
Dell 7616  
Toast of Dell 7908

**K-51: Area Governor Steve Adair, ATM-S**

**E-Mail:** steven\_adair@dell.com

Georgetown 6577  
TG Toasters 1516  
Round Rock Chamber masters 4591  
Williamson County 5741

**K-52: Area Governor Bill Carr, ATM-G**

**E-mail:** bcarrdukes@hotmail.com

Toast Matters 2263  
Austintatious 7757  
Arthur Storer 9800  
CommUnity 749617  
Farmers Northstar 5215

**K-53: Area Governor Andrew Hebda, CL**

**E-Mail:** andrew.hebda@freescale.com

Speechmasters 102  
Huston Tillotson University 858893  
Noble Toasters 710337  
Austin Rescue 798873

**Division L Territory:** Central & North Central Austin

**Theme:** Lead the Way, A.A.s Achievers Anonymous

**Division Governor: Kenneth Estes, DTM**

**E-mail:** Div-L@tmd55.org

**L-40: Area Governor Grace Jennings, CTM**

**E-Mail:** gjennings@counselip.com

Lake Austin Metropolitan 3393  
Austin Toastmasters 4256  
Today Toastmasters 7629  
Fun Company 9852

**L-41: Area Governor Paul Kaschube, ATM-S**

**E-mail:** paul\_kaschube@labs.sbc.com

West Austin I 5531  
Armadillo Avenue 6755  
University of Texas-Austin 9299

**L-42: Area Governor Vondakaye Dashman, DTM**

**E-Mail:** vondakayed@yahoo.com

Texas State Talkers 423  
Aim High 4952  
Austin CPA 5345  
Austin Bilingual 6486

**L-43: Area Governor Trey Gramann, CTM**

**E-Mail:** tgramann@lumeon.com

DPS 4573  
Morrow Street Irregulars 4786  
Central Austin 8073



**Division M Territory:** North West Austin

**Theme:** We're Working On It

**Division Governor:** Howard Welsh, CTM-CL

**E-mail:** Div-M@tmd55.org

**M-30: Area Governor Chris Liu, CTM,**

**E-Mail:** chrisliu9@gmail.com

Highroller Toastmasters 3730  
Exchange Park Toastmasters 6260  
Get Up and Go Toastmasters 1869  
Arboretum 7774

**M-31: Area Governor Todd Whitehead, CTM**

**E-Mail:** twhitehead@firstam.com

NI Speechmeisters 9174  
IBM 9804  
Wavemakers 590635

**M-32: Area Governor Carlos Dones, ATM-B**

**E-Mail:** carlos\_dones@amat.com

Balcones 3407  
Lone Star Leaders 9987  
CyberToasters 712354  
Austin Area Advanced 743843

**M-33: Area Governor David Welguisz, CTM**

**E-Mail:** welguisz@freescale.com

New Achievers 6675  
Lake Travis 9752  
Freescale Frontrunners 707750  
North Shore 911127

**Have you registered for the  
Fall Conference?**



Enjoy a Spring Break in  
November on South Padre  
Island

November 3-4, 2006.

Special rates for hotel,  
registration, and the bus. Get  
details at  
<[www.tmd55.org/conference.shtml](http://www.tmd55.org/conference.shtml)>.

## 1<sup>st</sup> District Executive Committee Meeting & Training (July 15, 2006, San Marcos, TX)



"This RUM (Raising Up  
Members) is simply amazing!"



"This is totally incredible!"

"I know we can do this!"



## Half-Time Announcements!



### Make A Touchdown by Raising Up Members (RUM)!

Activate your club membership into the TMD55 League and receive your club's personalized 23x18 football field and torch (battered operated). Your club will be able to track your club's 10 Distinguished Club Program (DCP) goals. Go to our website [tmd55.org](http://tmd55.org), download "The Master Plan" and follow the instructions.

### Mark Your Calendar for the International Conference!

Join thousands of Toastmasters from around the world for the 75th Annual Convention, August 23-26, 2006, in Washington, D.C. Get the details at the Toastmasters International Web site [www.toastmasters.org](http://www.toastmasters.org). (Photo provided by the ClipArt Site, [www.theclipartsite.com/](http://www.theclipartsite.com/))



### All Stars Have a FAN !

Friends Assisting New SuperStars (FANs) are club coaches. They'll help clubs--with 12 or fewer members--launch activities that will help them and the members soar across the sky and reach the stars! Get more information from Immediate Past-District Governor Elizabeth Sprecher ([pdg@tmd55.org](mailto:pdg@tmd55.org)).

### New Leadership Program!

Some exciting and rewarding changes began in July 2006. Specifically, the leadership track was revamped to better serve members.

- *New Leadership Award* – With the new Competent Leadership manual, members can earn the new Competent Leader award. The 10-project manual debuted in January 2006 and new members now receive it their kits.
- *New titles for existing leadership awards* – The Competent Leader award is now the Advanced Leader Bronze award, earned by completing the new Competent Leadership manual. The Advanced Leader award is now the Advanced Leader Silver award.
- *New titles for the communication track awards* – The Competent Toastmaster (CTM) is now the Competent Communicator (CC) award. The Advanced Toastmaster Bronze, Advanced Toastmaster Silver and Advanced Toastmaster Gold awards are now the Advanced Communicator Bronze, Advanced Communicator Silver and Advanced Communicator Gold awards respectively.
- *Change in requirements for the Distinguished Toastmaster (DTM)* – To become DTM, a member now must be an Advanced Communicator Gold (or previous Advanced Toastmaster Gold) and the Advanced Leader Silver (or previous Advanced Leader) awards.



Find out more from Jeff Stoddard, Lt. Governor-Education and Training.



### Join the TMD55 Trophy Club!

Start a new club AND secure sponsors for it by September 30, 2006, and you will get a beautiful 36"x12" star trophy! An added bonus: an autographed "District Governor Cheerleader Bear"!

### Attention Businesses, Churches, Community

**Groups!** Are you thinking about forming a Toastmasters Club in your organization, but not sure about what we do? Let our "Demo Team" come out to show your group what takes place during a typical Toastmasters meeting. Contact Stan See, [lgm@tmd55.org](mailto:lgm@tmd55.org).

## Help Wanted: Marketing Managers for the Corpus/McAllen Area

Are you interested in marketing and/or leadership opportunities? The Lt. Governor-Marketing is looking for members to serve as Area Marketing Managers within the Corpus Christi or McAllen territory of District 55. As an Area Marketing Manager, **you still qualify to compete in contests** at both District and International levels.

*What will you do? You will:*

- follow up on leads provided to you,
- do initial fact-finding to determine what information and further action is necessary,
- be the primary point of contact to coordinate leads with the Division G Governor and the District 55,
- maintain a spreadsheet, provided to you, to track the progress of leads, and
- coordinate and work with Toastmasters International Region III International Directors when they make corporate visits in your assigned area.

If interested, please contact Stanley See, [sstm\\_2006@yahoo.com](mailto:sstm_2006@yahoo.com), 512-762-9515.



*Let's re-ignite the flame of enthusiasm throughout District 55!*

*Light up your club by Raising Up Members (RUM)!*

*Let's rise to become a President's Distinguished District!*

*How do you benefit?*

- get recognition;
- develop your leadership and coordination skills;
- get credit toward a High Performance Leadership project (for Advanced Leader-Silver designation);
- get to interact with community, corporate, District leaders, and Toastmasters International (TI) Directors;
- develop marketing skills, which look good on job résumé;
- learn how to sponsor/charter new clubs;
- help the Valley and District meet TI goals; and
- interact with other members across the Valley and District.

### Help Wanted

### New Club Mentors & Sponsors

Service qualifies for  
Advanced Leader-Silver

#### Contact

Stanley See, DTM

[Sstm\\_2006@yahoo.com](mailto:Sstm_2006@yahoo.com)>

512-762-9515

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Toastmasters District 55  
Flash Newsletter  
C/O 12808 Serafy Court  
Austin TX 78753