


## TLI November 16, 2019 – Session Write-up

	<p><b>Pathways -Base Camp Secrets</b></p> <p><b>Presented by Angelika Lukasevics ACG, ALB</b></p>	<p>What is Base Camp and why do we need to work with it? What do I need to know as a user? How do I use it differently as a Base Camp Manager?</p>
<p>Division D Director, Club Coach, and Vice President Education, Angelika is driven to guide others by leveraging information into education.</p> <p>With a career in performance management, she has developed and applied practices and standards to facilitate compliance, and set projects up for success.</p> <p>As a project management tool, Pathways Base Camp needs the same monitoring as any reporting system and requires members to manage usage for their benefit.</p> <p>Come with a positive attitude to learn the secrets of Pathways Base Camp!</p>	<p>You can be the best speaker, biggest club, or expert in the legacy Toastmasters program, but if you don't use Pathways, how can you ensure the success of you and your club when Pathways will be all we have next year?</p> <p>Learn what Pathways can and cannot be used for, and be prepared to do some critical thinking as we test our assumptions and expand our understanding of the system with an interactive approach. This technical topic will be made FUN! by engaging you with games and lively discussion.</p> <p>Want to be prepared for next year's transition? Plan ahead and advise your club on next steps? Pathways - Base Camp Secrets will build your confidence and is an opportunity to flex your strategic thinking skills.</p>	

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**Take it up a Level  
Become a Paid  
Professional Speaker  
With  
Benita Pedersen and  
Marc Haine**




Do you have the desire to be paid for what you currently do for free? Do you aspire to become a paid professional speaker?

What are the essential things you must do in order to go from free to fee?

This workshop will offer guidance to you about the path of becoming a professional speaker including the benefits of engaging in the Accredited Speaker program.

Benita and Mark are members of Go Pro Speakers, an advanced Toastmasters club for toastmasters wanting to learn the business of speaking. Marc has worked his way into professional speaking. Benita is an experienced professional performer.


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	<p><b>Helping you Show-Up on Social Media.</b></p> <p><b>Presented by Brittany Miller</b></p>	<p>This session is designed to help both beginners and experts show-up on social media. In this session, we will go over how to write engaging social media posts where you will have some time to practice writing your own. You will also learn how to create a social media planning and scheduling system to help you feel less overwhelmed.</p>
<p>Brittany Miller is a social media guru helping small businesses and entrepreneurs show up online.</p> <p>With Facebook and Instagram’s algorithms always changing, social media can sometimes feel overwhelming.</p> <p>Brittany wants to share with you some social strategies that will help you write more engaging content.</p> <p>She will share how to create a social planning system to help you feel less overwhelmed, and share with you some great tips, tricks, and apps to help you take your social media game to the next level.</p>	<p>The social media platforms talked about in this session will be Facebook and Instagram.</p> <p>Session Objectives:</p> <ul style="list-style-type: none"><li>• To write engaging copy.</li><li>• What the algorithms on Facebook and Instagram like and dislike.</li><li>• How to create a social planning and scheduling system to help you feel less overwhelmed.</li><li>• Tips, Tricks, and Apps to use that will take your social media game to the next level. And,</li><li>• You will get to take home 3 fill-in the blank content posts that you can use that day on your platforms.</li></ul>	


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 A head-and-shoulders portrait of Christine Fernie, a woman with shoulder-length brown hair, smiling. She is wearing a dark top and a necklace. The background is a textured red. A small timestamp '27/2008 09:35 AM' is visible in the bottom left corner of the photo.	<p><b>Quality Feedback: The Secret Sauce to Successful Relationships</b></p> <p><b>Presented by Christine Fernie DTM</b></p>	<p>At Toastmasters, we develop transferable life skills. In this workshop, you will <b>Enhance your Evaluations</b> by properly understanding how as an evaluator, you can <b>motivate</b> (fuel a speaker's desire for improvement), <b>facilitate</b> (show the speaker how to improve) and <b>counsel</b> (identify a frightened speaker's intrinsic skills and do whatever it takes to encourage them to speak again).</p>
<p>Christine Fernie, DTM joined Toastmasters in 1997. She is still there as she ascribes to the words of the first female International President, Helen Blanchard, "If you get out of Toastmasters, everything that you can get out of Toastmasters, you will never get out of Toastmasters."</p> <p>One of Christine's desires is to strengthen her skills at giving feedback that is honest, uplifting and encouraging. She has heard that the best way to learn is to teach because it helps one find knowledge gaps and skill weaknesses. She invites you to join her in her journey of learning to give quality feedback and evaluations.</p>	<p>In our day-to-day life, these skills are called "Giving Feedback". Learn to break evaluation/feedback into a simple format so we know <b>what to look</b> for (the ISSUE), <b>why it's important</b> (the IMPACT) and how to <b>empower another</b> (define a clear STRATEGY) and to <b>encourage</b> by commenting on improvements.</p> <p>We will learn the theory (develop the <b>knowledge</b>) and then practice (develop the <b>skill</b>) to become more powerful communicators and more effective leaders.</p>	

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	<p><b>Increasing Value for your members and Guests</b></p> <p><b>By Ed Meissner</b></p>	<p>Have you ever wondered how to increase the value you and your members get from Toastmasters?</p> <p>In this session, we will work together to help your club members get more out of</p>
<p>Ed Meissner, DTM <b>Location:</b> Allen, Texas, United States <b>Member Since:</b> 2003 <b>Region Number:</b> 4 <b>Home District:</b> 50 <b>Supporting Districts:</b> 6, 64, 99, 106</p> <p><b>Toastmasters offices held and terms of service (international, region and district level):</b></p> <ul style="list-style-type: none"><li>• 2016-2017 District Director</li><li>• 2015-2016 Program Quality Director</li><li>• 2014-2015 Lieutenant Governor Marketing</li></ul> <p><b>Toastmasters honors and recognition:</b></p> <ul style="list-style-type: none"><li>• 2015-2016 Excellence in Program Quality / Distinguished Program Quality Director</li><li>• 2014-2015 Excellence in Marketing / Presidents Distinguished Lieutenant Governor Marketing</li></ul> <p>As a lieutenant governor marketing who started 23 clubs and helped grow our membership numbers, Ed has expertise in how to add members to clubs, retain members, provide support, and gain leads for those trying to start new clubs. Ed worked with our public relations manager to help ensure that we brought Toastmasters to many new people. I have led conference calls and visited clubs as a district leader, and I have worked to resolve conflicts between leaders.</p>	<p>Toastmasters.</p> <p>And also how to help your guests and the public recognize the value that your club can provide them.</p>	

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	<p><b>“It’s Who Knows You: How do you Stick Out?”</b></p> <p><b>Presented by Fong Chua</b></p>	<p>What differentiates you from everyone else? What makes your club stick out? Will people think of you first? Will they think of you at all?</p> <p>You can be the best speaker, best club, or the expert in your field, but if no one knows you, how can you easily share your message?</p> <p>Learn to differentiate yourself and get your club to stick out by growing your brand.</p>
<p>Best-selling author, business strategist, and DTM, Fong Chua’s mission is to add value to as many people as he can. Leveraging the skills he learned in Toastmasters, he has emceed charity events, hosted business workshops, and spoke on stages in Canada and USA.</p> <p>He has helped others become best-selling authors, interviewed the likes of Olympic Champion Bruni Surin and Celebrity Apprentice George Ross, and shared a panel with Shark Tank’s Kevin Harrington.</p> <p>Today is the Day...to Unlock Your Potential!</p>		<p>When your brand speaks for you, you can focus on adding value instead of struggling to be heard.</p> <p>In this session, Fong will illustrate different levels of branding and demonstrate how you can use simple techniques and steps to reach the heights of brand recognition, and have people come find YOU!</p> <p>Want to stick out? Be heard? This is THE session for YOU!</p>

## TLI November 16, 2019 – Session Write-up



### **From Speaker to ...Trainer... Presenter...Facilitator**

**Presented by  
Greg Gazin DTM, PDD**

Your Toastmasters training gives you the speaking tools you need to become a better communicator. While many speeches are 5-7 minutes in length, there is a plethora of other opportunities out there.

This session will offer you tools to help you begin your transition into other areas like trainer, presenter and facilitator.


Greg Gazin is a Distinguished Toastmaster and Past District Governor. An 18-year member of New Entrepreneurs and more recently Go Pro Speakers.

He's a syndicated tech columnist, communication, leadership and technology speaker, coach, avid blogger, podcaster and author. Greg has delivered scores of training sessions to all ages, including trainers, coached professionals, presented presentation skills for business students and of course, Toastmasters. And since 2015, Greg has been a Leadership Development and Training Facilitator for Crestcom International.

Greg has also authored his first book, Corey OutSMARTS the Butterflies helping readers 8-80 learn the secrets of building confidence & communication skills.

In this practical fact-paced interactive session, you'll discover the five steps involved in preparing and presenting training presentations and facilitating discussion using adult learning principles and understand how these differ from public speaking

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	<p><b>3-Step Formula for Amazing Promo Booth Success</b></p> <p><b>Presented by Joseph Khoury</b></p>	<p>In this entertaining educational session, Joseph will demonstrate three key areas you must prepare for to run a successful promo booth:</p> <ol style="list-style-type: none"><li>1. Preparing for event</li><li>2. Maximizing impact</li><li>3. Following up</li></ol>
<p>Joseph Khoury joined Toastmasters in 2015 to become a world class speaker particularly to the technology and business audiences he routinely speaks to.</p> <p>He now considers himself a true Toastmaster evangelist!</p> <p>He has served as President, VP Membership and VP Public Relations for his club. He is an Area Director for 2019/2020.</p>	<p>Join Joseph for an interactive session where you will learn how to stage a dynamic and effective promo booth increasing brand recognition for Toastmasters and your club.</p>	



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	<p><b>How to Be an Excellent Club</b></p> <p><b>Presented by Judy Danyleyko</b></p>	<p>Being part of a distinguished club offers you and your member's greater program variety and program depth.</p> <p>Your members gain a deeper understanding of how they can grow personally and be witness to the growth of other members in your club.</p>
<p>Judy Danyleyko, CTM, CL is the Director for Area 26 this year.</p> <p>She is past President of the Fun Speakers Toastmasters Club.</p> <p>In the past 15 years (since 2004) the Fun Speakers Club has achieved Distinguished Club once, Select Distinguished once, and President's Distinguished 12 times.</p>		<p>Part of that growth is the understanding of what is required to make your club successful, skills that are transferable to your careers and volunteer work.</p> <p>There is a great sense of accomplishment when your club works together to achieve Distinguished Club status.</p> <p>Learn how you can take your club to President's Distinguished</p>

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	<p><b>Facilitation You Don't Have to Do It all!</b></p> <p><b>Presenter By June Miller, M Ed., M Div., CC, CL</b></p>	<p>WHAT'S THAT? You have just found out that you don't know everything!?</p> <p>Well, actually that is why we have Club Officer Training. If that hasn't filled your void, consider the incredible amount of knowledge and skill within your Toastmaster Club.</p>
<p>June taught English and Drama at the high school level through most of her career.</p> <p>Her principal tool was facilitation through which she demonstrated over and over results in more learning than lecturing.</p> <p>June has been toastmaster since 2011 and currently belongs to three clubs where she is a regular presenter of educationals.</p>	<p>Facilitation is the process by which learning things is made easier. "Easier for whom?" you may ask.</p> <p>Come and listen and learn the answers to that question.</p>	

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### **Leadership Styles**

**Presented by  
Lorraine  
Henderson,  
DTM**

Leadership is a learned skill that is developed over time, through exposure to great leaders and learning some basics.

Given the right tools and motivation, we can all be leaders - whether at our club, in our job, in our community or even in our family life.


Lorraine Henderson, DTM has mentored and coached clubs successfully, both in Edmonton and Victoria.

She has developed her leadership skills and applies them on a regular basis in her work as a Career Coach as well as within the Toastmasters community. As a division director she has been responsible for timely and effective training.


## TLI November 16, 2019 – Session Write-up

 A portrait of Lorraine Wheatley, a woman with short dark hair, wearing glasses, a blue collared shirt, and a black leather jacket. She is smiling and looking towards the camera. The background is a blurred outdoor setting with green foliage.	<p><b>Mentoring</b></p> <p><b>Club, Member and Personal Benefits</b></p> <p><b>By Lorraine Wheatley PDD, DTM</b></p>	<p>We all know how much effort is required to get guests out to our meetings and then to convince them of the benefits of toastmasters and sign them up.</p> <p>That is why it is so important to make sure that they get off to a good start in the program.</p>
<p>Lorraine Wheatley has been a toastmaster since 2007. Over that short time, she has not only completed her DTM.</p> <p>She has taken on many leadership roles within the district including Area Governor and District Public Relations Officer.</p> <p>She was elected to the District leadership trio in 2014 and became the first District 99 Director in 2016-2017.</p>	<p>Who better to help them than our longer term members who instinctively know the program's ins and outs?</p> <p>Come and find out how to set up and maintain a mentorship program in your club.</p> <p>This is the first step to ensuring your club's growth and prosperity.</p>	

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	<p><b>“Small Town Success”</b></p> <p><b>Presented by Lorraine Yagos</b></p>	<p>For those clubs who are struggling with surviving, Lorraine will share River Talker’s successes and what the club does to garner new members and retain the ones they have.</p> <p>Attendees will enjoy an open discussion on what works for those small towns with a population of 10,000 or less.</p>
<p>In 2012 she began her quest to form a Toastmasters club in Whitecourt. Lorraine has served in all executive positions of the River Talkers club.</p> <p>She has served as Area 26 Director and is currently acting as club coach for the Evergreen Club in Hinton.</p> <p>Lorraine led her club to Public Relations Program of the Year for Division A in 2018-19.</p> <p>Lorraine has achieved her ACG and ALB and is planning to achieve her DTM by June 2020.</p>		<p>Some of Lorraine’s insights</p> <ul style="list-style-type: none"><li>● Current members are valuable assets</li><li>● If you don’t ask, the answer is always “No”.</li><li>● Get creative with the how to - the only wrong is the one you didn’t try.</li><li>● “Free, did I say free?”</li><li>● Employers see the value.</li></ul>

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	<p><b>The 7 Deadly Sins of Social Media Marketing</b></p> <p><b>Presented by Marc Haine, DTM</b></p>	<p>Are you a social media sinner?</p> <p>In this humorous and upbeat session we'll uncover what it means to be a social media sinner.</p> <p>We'll uncover seven of the worst social media practices out there and pick up on strategies that will make your audience take notice of your posts.</p>
<p>Marc Haine went from sputtering out his Ice Breaker speech in 2012 to building his capacity, earning his Distinguished Toastmasters designation in 2015.</p> <p>Marc went on to become a paid professional speaker in 2017, and is presently editing his first book, <i>LIGHTS! CAMERA! ACTION! Business Operational Excellence Through the Lens of Live Theatre</i>, due out early 2020.</p> <p>Marc is a past Area Governor, and Past District Public Relations Manager and is the Co-Founder of Go Pro Speakers, an advanced Toastmasters club for members wanting to learn the business of speaking.</p>		<p><b>Session Objectives</b></p> <p>Participants will:</p> <ul style="list-style-type: none"><li>• Recognize best practices in posting on the various social platforms</li><li>• Be able to devise messages that target the key demographic on each channel</li><li>• Will learn the importance of the various mediums required to be effective on social media.</li><li>• Will learn which messages work on social media and which don't.</li></ul>

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	<p><b>Starting Clubs for Sponsors and Mentors</b></p> <p><b>Presented by Marg Faryna DTM</b></p>	<p>Marg Faryna is a Past District Director and has helped to start more than 10 clubs and has worked to rescue many clubs with low membership.</p>
<p>Whether you have in a mind that you would like to start a new club now or at some time in the future, this session will give you the outline and detail that will help you achieve this goal. You will go away with information that will help with making the first contacts and step-by-step lead to the successful beginning of a new club.</p> <p>There are two important points to note:</p> <ul style="list-style-type: none"><li>a) helping to start a new club is a requirement for achieving your DTM</li><li>b) the steps to start a club can also be easily modified to help rescue a club with a low membership.</li></ul> <p>An example might be a club that has fewer than 8 members or a club that is likely to have a low membership after March 2018 membership dues are submitted.</p>		

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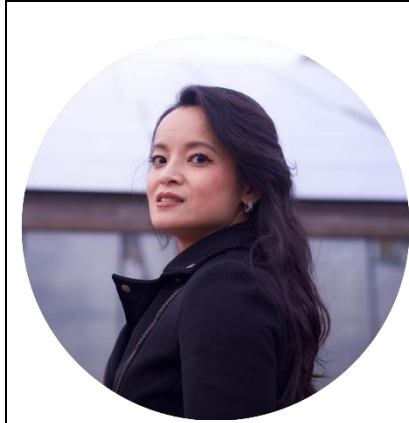
	<p style="text-align: center;"><b>Use</b></p> <p style="text-align: center;"><i>meetup</i></p> <p style="text-align: center;"><b>To build you club's membership Presented by Mark Terpstra</b></p>	<p>Meetup is a great online tool that lets people plan, organize, and promote events.</p> <p>Toastmasters clubs looking to build their membership can make use of this tool, if done properly.</p> <p>This requires an understanding of the website, your audience, and your club members.</p>
<p>Mark Terpstra joined Toastmasters 14 years ago, and has been a part of a variety of clubs.</p> <p>His first club was a struggling corporate club that made the leap to an open evening club. This presented a challenge, but an opportunity to grow.</p> <p>Through the efforts of club members and tools such as Meetup, the club survived this transition and thrived.</p>		<p>District 99 supports this tool and has bought a membership that clubs can access for free.</p> <p>Whether you are brand new to the Social Media scene or are looking to share your experiences, you are invited to join in on the discussion.</p>



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 A portrait of Richard Ford, a middle-aged man with glasses, wearing a blue shirt and a grey jacket.	<p><b>“Leadership Games: Applying what you’ve learned</b></p> <p><b>Facilitated by Richard Ford</b></p>	<p><i>Edutainment</i> is an oft-misused word but learning while doing will certainly increase engagement. In this workshop, we shall be applying all those leadership skills you have learned: Vision, communication, trust (worthiness), resource management, emotional intelligence, followership etc. But let’s make it fun!</p>
<p>Richard Ford joined Toastmasters decades ago (but never got his DTM!).</p> <p>He has helped start three clubs and held every executive position.</p> <p>He has a doctorate in Management and has taught leadership for 15 years.</p> <p>Dr. Ford recognizes that learning about leadership is important but ‘applying’ those learned skills is a way to make them stick.</p>		<p>We shall be playing the Blindfolded Tinkertoy game. Don’t worry, the blindfolds are black-out goggles! Depending on the number of participants and time, we can also play Leadership Poker.</p> <p>Session objectives:</p> <ul style="list-style-type: none"><li>• apply leadership skills</li><li>• recognize where your skills need development</li><li>• practice good followership</li><li>• connect leadership and strategy</li></ul>

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**We are the  
Product of Our  
Choices**

**Presented by  
Sam Nguyen**

Samantha Nguyen is one of the few professional coaches in the world who holds a prestigious designation of Conversational Intelligence (C-IQ) Certified Coach.

She earned the designation in a very intensive, year-long program.

Facilitating the C-IQ materials and tools are exclusively for C-IQ Certified coaches.

Samantha has a passion in sharing her wealth of knowledge in C-IQ for others to thrive in their communication and leadership.

### **What is Conversational Intelligence?**


Conversational Intelligence® is a revolutionary body of work leveraging the power of neuroscience to create profound and lasting transformation for individuals, teams and entire organizational cultures. Combining science and intuition, Conversational Intelligence (C-IQ) aspires to shift our world from I-Centric to WE-Centric and architect Conversational Transformation on a neuro-chemical level.

Whether applied to individual leaders and executives, teams or entire organizations, C-IQ is a force for positive transformation such as establishing high levels of trust, triggering growth and innovation, overcoming limiting conversational patterns or gracefully navigating difficult conversations.


Together, we are changing the World one conversation at a time.



## TLI November 16, 2019 – Session Write-up

 A portrait of Shiraz Kanji, a man with a mustache and glasses, wearing a dark suit, white shirt, and a striped tie.	<p style="text-align: center;"><b>STORYTELLING AS A LEADERSHIP TOOL</b></p> <p style="text-align: center;"><b>Presented by Shiraz Kanji and Laura O'Connor</b></p>	
<p>Laura O'Connor DTM is a member of TALES, The Alberta League Encouraging Storytelling and Storyteller's of Canada.</p> <p>Shiraz is retired professional and 30+ years toastmaster who has completed two DTMs. He has spoken to and trained a variety of international audiences for over 20 years.</p> <p>He is currently the Past-President of the Edmonton Interfaith Centre for Education and Action and past president of ExcellOrators Toastmasters Club.</p>	<p>Leaders establish credibility and authenticity through telling the stories that they are living. When they believe deeply in them, their stories resonate, generating creativity, interaction and transformation.</p> <p>Come and learn the essential of storytelling and how it can be used. We will share leadership stories and demonstrate how they can increase your leadership power.</p>	

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	<p><b>How Toastmasters empowers small business owners</b></p> <p><b>Presented by Siebe Koopman</b></p>	<p>In this session attendees will gain insight of how Toastmaster meetings and TMs practice empower small business owners.</p> <p>Fear of public speaking is a common reason for people to join Toastmasters clubs, but what about improving your small biz results and become a better entrepreneur?</p>
<p>Siebe Koopman is a Business Owner, father of 6 kids, young, dynamic and has time to practice the Toastmasters Skills.</p> <p>Siebe joined Toastmaster in March of 2019 to learn to 'think on his feed' and learn to better communicate with his employees.</p> <p>He is serving his home club as VP of Membership.</p> <p>He is excited about how much difference the club and Toastmaster experience make for him as business owner.</p> <p>He want to share his story and focused on the entrepreneurial benefits side.</p>		<p>What about learning to excel as small biz leader in your small company or organization?</p> <p>In this session you will learn the 4 key skills that Toastmasters training enable the day to day work of a small business owner:</p> <ul style="list-style-type: none"><li>• Plan and organize,</li><li>• Communicate your vision,</li><li>• Sell your product or service,</li><li>• Hold your team accountable.</li></ul> <p>This session will be beneficial for any (young) entrepreneurs or those want to become entrepreneurs.</p>