

# D56 MESSENGER

WE BUILD NEW CLUBS AND SUPPORT ALL CLUBS IN ACHIEVING EXCELLENCE



District 56



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## DISTRICT DIRECTOR NEWS

### FEARLESS

Jo Idoux, DTM, District Director

It is my distinct honor to be a member and leader of this great District. Our members, club officers, and district staff are **FEARLESS**. Through Covid-19 challenges, you have been **FEARLESSLY** evolving into better communicators and leaders.

You did not let a pandemic stop us from having many firsts together. First online meetings, trainings, speech contests, hybrid meetings, and even our first virtual conference. You have stretched yourself by going out of your comfort zone, evolving into a better version of yourself every day.

You have redefined the meaning of being a Toastmaster in District 56. You are **FEARLESS**; no holding back, no backing down. Together, we are **FEARLESSLY** evolving by expanding and educating all members, leaders, and clubs, resulting in personal development and distinguished clubs.

Sometimes, life gets in the way. If you or another Toastmaster encounters a life event (i.e., the birth of a child, marriage, divorce, family loss, loss of a job, moving to another state, diagnosed with major illness, etc.), please email our [Compassion Outreach Chair](mailto:compassion@tmd56.org) (compassion@tmd56.org) to let us know.

Stay focused, stay **FEARLESS**.  
Together, we are  
District 56 strong.



## KEEP THE MOMENTUM GOING

Chandra R. Munagavalasa, DTM, Program Quality Director

This Toastmasters year started pretty well; 75% of club officers were trained. Forty-nine percent of the clubs had four officers trained, and 26% of clubs had seven officers trained. Congratulations to the forty-six clubs who'll receive \$25 in Toastmasters International gift certificates and a Super 7 ribbon.

I know that all clubs aspire to be quality and sustainable clubs because you want to maximize opportunities for your members to become better speakers, communicators, and leaders. A quality sustainable club requires that its officers understand their roles and responsibilities and perform them to the best of their ability. This is the most important reason why club officers should attend Club Officer Training (COT). I hope to see all seven club officers in each club attend the second COT.

Fall Speech Contest is back! Speech contests provide more opportunities for members to improve their speaking skills. The following speech contests will be conducted:

- Fall - Humorous Speech Contest – District 56 on December 11.
- Spring - International Speech Contest and Table Topics Speech Contest - District 56 on May 7.

Members and clubs must be in good standing to participate in speech contests; it isn't too late to meet eligibility. Clubs may elect to send a representative to the Area Speech Contest instead of conducting the Club Speech Contest.



## LEVERAGING THE TOASTMASTERS BRAND TO MEET YOUR CLUB'S OBJECTIVES

Stacey Butler, Social Media Chair

Toastmasters International is an organization whose brand imagery and messaging must be consistent for the organization to remain recognizable and strong.

### A Brand is:

- a feature or set of features that distinguish one organization or person from another
- typically comprised of a name, tagline, logo or symbol, design, brand voice, and more.
- the overall experience a customer undergoes when interacting with a business — as a shopper, customer, social media follower, or mere passerby.

### Why is Branding important?

Branding gives Toastmasters an identity beyond its product or service. It gives consumers something to relate to and connect. It also leads to awareness, recognition, and trust.

That is why it is important to follow the Toastmaster's International Brand Guidelines.

- It is vital that the Toastmasters logo and brand colors are used appropriately. Clubs and members are responsible for ensuring brand compliance.
- A consistent brand is important because it helps the organization convey a clear message and allows

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Attention District 56 Toastmasters... Here is a Win! Win! Win opportunity!

## CLUB COACH TOASTMASTERS INTERNATIONAL SPECIAL INCENTIVE

Sharla Ozen, DTM, Club Growth Director

### First Win

Club Coaches who help clubs achieve Distinguished status or better by June 30, 2022, earn club coach credit.

### Second Win

Now... as additional recognition for coaches during the 2021–2022 program year, effective July 1, 2021, coaches can also earn District leader credit in addition to the club support credit if the club coach meets all the following criteria: Help the club achieve Distinguished or better status by June 30, 2022. Help the club reach a minimum of twenty paid members by June 30, 2022. Serve a minimum of six months in the coach role.

### Third Win

A District 56 club becomes a quality club and a distinguished club. Learn more here: <https://toastmastershouston.com/club-coach/>. To volunteer as a Club Coach, sign-up [here](#).

### Attention Club Officers

To request a Club Coach, please email the Club Retention Co-Chair (Coaches) Gabriel O'Neale, VC1 and Melba Lee, PM1 at [clubcoach@tmd56.org](mailto:clubcoach@tmd56.org).

We value you and appreciate your support in making all clubs, quality clubs. Thank you!

## NEWS FROM DIVISION DIRECTORS

## ACHIEVEMENTS, ANNIVERSARIES, AND AWARDS IN DIVISION P

Elizabeth A. Ruiz, DTM, Division P Director

On behalf of our team, I want to extend my gratitude to every member of Division P. Our accomplishment this quarter comes on the heels of the Toastmasters Promise of our entire Division. We treasure each one of you.

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others to see the Toastmasters logo on marketing materials or in a club meeting and know they will be able to improve their speaking skills in a safe, supportive environment.

### How do we keep consistency and follow the Toastmasters Brand?

It's simple. Use the tools and elements that Toastmasters has already created for us.

- Prioritize consistency - ensure that you are using the Toastmasters brand across your social media platforms, publications, templates, worksheets, presentations, etc.
- Follow the brand system - follow the Toastmaster International brand guidelines that you develop in everything you do including content and design.

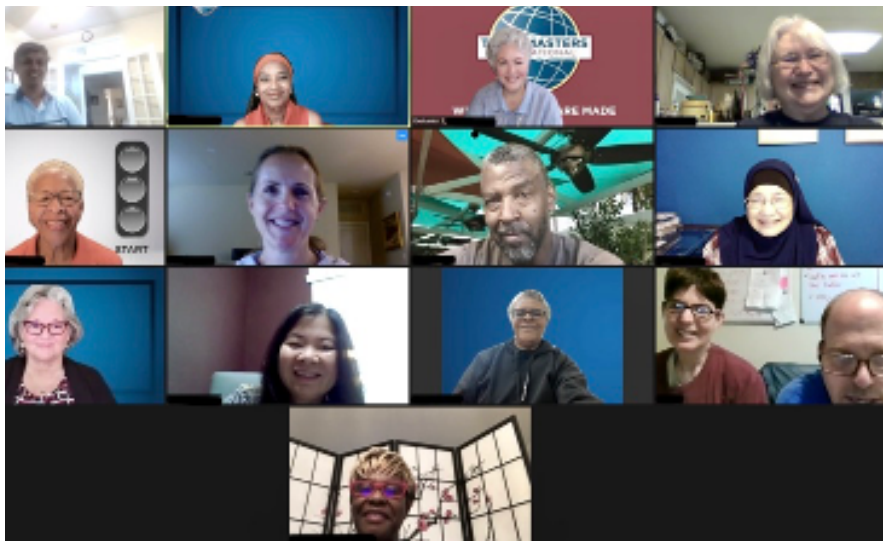
### Here are some useful resources:

- [Leveraging the Toastmaster Brand to Meet Your Objectives video](#)
- [Brand Portal](#)
- [Brand Manual](#)

Follow these guidelines when creating Toastmasters materials. For optimal use, download these files and open them from your computer, not the browser tab. The manual is interactive, you can click on the links in the PDF and the table of contents to get to each section.







August 31, La Porte Toastmasters hosted an in-person open house. The open house welcomed two new members.

September 22, Pearland Toastmasters Club hosted a virtual open house. The open house welcomed a new member.

#### **Anniversaries:**

August - League City 3 years

Boeing Club 32 years

October - La Porte 3 years

Space Explorers Club 17 years

#### **Nine clubs achieved the Club Success Plan Award:**

ANICO Articulators Toastmasters Club

Pearland Toastmasters Club

Pasadena Toastmasters

Young Professionals Southeast Toastmasters

Boeing Club

Clear Lake Communicators Club

UHCL Toastmasters

League City Toastmasters

VNS Voices Toastmasters Club

#### **Nine clubs achieved the Super 7 Award:**

ANICO Articulators Toastmasters Club

Mid-Pearland Toastmasters

Diamond Club

Pearland Toastmasters Club

Boeing Club

West Pearland Toastmasters

UHCL Toastmasters

Young Professionals Southeast Toastmasters

VNS Voices Toastmasters Club

#### **Club Visit Goals for Round 1 achieved by these three Area Directors:**

Area P3 Director - Trudy Jacobs, Area P4 Director - Qiana Preston, and

Area P5 Director - Fatimar Jones, DTM

#### **Sixty-three Education Goals achieved:** Area P1-ten; Area P2-two;

Area P3-fourteen; Area P4-fifteen; Area P5-twenty-two

#### **Twenty-five Clubs achieved Distinguished Club Program Goal 9a!**

#### **CONGRATULATIONS!**

Thank you to each one of you for your Toastmasters Promise.

## LOOKING FOR TWO VOLUNTEERS FOR THE DISTRICT ALIGNMENT PROJECT

Each year, Toastmasters International requires each District to review, balance, and re-align their Division / Area / Club organization structure, taking into account the ebb and flow of clubs within their district. The process requires a small team of collaborative leaders to:

- communicate with Division & Area Directors.
- review the existing Division/Area/Club organization.
- develop, map, publish, and present an updated Club to Area assignment plan.

If communication, leadership, and learning new tools (Google Earth) sound like they are up your alley, please contact Harold Eaton at [haeaton@gmail.com](mailto:haeaton@gmail.com) or phone: (713)664-6970, to learn more about this year's project.



## UPCOMING EVENTS



**October 18** - District Executive Committee (DEC) Meeting

**October 21** - Members Matter Most Monthly Meeting; 5:30-6:30 p.m.  
More details from the Club Growth Director are coming soon!

**November - February** - Club Officer Training (second round)

**November 1-6** - Club Officer elections (for clubs with semi-annual terms)

**December 11** - District Humorous Speech Contest

**December 15** - Deadline for candidates to declare intent to run for district leadership

**December 31** - Club officer list due to World headquarters  
(for clubs with semi-annual terms)

## VP PUBLIC RELATIONS RESOURCES

[FreeToastHost website and WordPress Website Training Videos](#)

[Club Marketing tips](#)

[D56 Breaking News submittal](#)

[D56 Find-A-Club \(Add/Update\)](#)



"Real communication  
is impossible without  
listening."

- Ralph C. Smedley

"The pessimist complains  
about the wind. The  
optimist expects it to  
change. The leader  
adjusts the sails."

- John C. Maxwell



## PUBLIC RELATIONS TEAM

- Newsletter Publisher - Jo Idoux, DTM, District Director
- Public Relations Manager and Newsletter Editor - Zenia Shipp, DTM
- Newsletter Designer - Cheryl Moralez
- D56 Website - Loni Huff (Administrator), Sarah Krusleski
- Social Media Team - Stacey Butler (Chair), Luz Bobadilla, Reshma Khatri
- Internal Communications - Latonia Jones (Manager), Cheryl Moralez
- Google Space - Harold Eaton, DTM (Administrator), Amish Patel

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