



BEST SIDE TOASTMASTERS December 2014

Message from the President



Best Side Toastmasters is getting ready to say goodbye to 2014 and welcome in 2015. Our new Vice President of Public Relations, Donna

Hendricks has taken on her new role, and will be putting together the newsletter moving forward, and we welcome her to her first officer role with Best Side. We also welcome John Hendricks as our Secretary and Rujuta Agashe as Treasurer. On December 11th, Best Side had its first annual Ugly Christmas Sweater Contest. It was quite a spectacle with food, fun, stories and plenty of laughter. See photos below. We have a lot to look forward to in 2015 with Officer Training and Speech Contests in January to get the ball rolling. We will also be kicking off Best Side Toastmasters 1st Participation Contest starting January 8th along with our first of the year Open House. Read below for more details on the Participation Contest and learn how you can be the big winner. Plan to join us and bring guests to share the fun. There will obviously be no meeting 12/25/14 or 1/1/15. I hope each of you has a wonderful Christmas and enjoy time with your family.

Open House/Participation Contest

Submitted by Nancy Deig

January 8th we will be hosting the first Open House of 2015. As you know, the more you participate in the Toastmaster program, the more you grow and benefit from it. Toastmasters is probably the most cost effective self-improvement program you can find, and the program addresses one of mankind's biggest fears – public speaking! You

know the benefits, but why not share it? As we normally do for Open House night, food and social time begins at 5:30 with the meeting beginning at 6:00 p.m. at the West Side Schnuck's Store. While you are sharing the benefits of membership with others you can kick your own membership up to the next level in our Participation Contest which will run from January 8th through March 12th. Members will receive points for everything they do at a Best Side meeting, based on the role – everything from attending the meeting, filling a role, hosting a guest, chairing a special event, etc. A chart will be displayed at each meeting showing everyone's progress. At the end of the contest the member who has the most points will win a \$40 gift card! If a member fills multiple roles they will receive points for each role, but please – if you are Toastmaster, I hope you will ask others to help with the meeting and not try to grab all the points that night yourself!!! I have seen some lively and entertaining competition with this contest before, so it should be a lot of fun.

Photos of Holiday Reunion



Members from left: Cara Sweeney, Nancy Deig, Cindy Osborne, Donna Hendricks, John Hendricks, Jason Evans, Matthew Youngs, and Kevin M. Shelley.

Inside:

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Message from President

- Welcome 2015

Upcoming Events

- Open House January 8th
- International Speech Contest and Evaluation Contest January 15th



Guests are always welcome!

For more information,

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Website:

bestside.toastmastersclubs.org

**No meeting 12/25/14 or 1/1/15*



Prizes presented to winners of Ugly Sweater Contest. From

left: Nancy Deig (second place), Cara Sweeney, presenting prizes, and John Hendricks (first place).



Nancy Deig looks over the variety of holiday food. It seems like there's a lot to choose from.

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*Speech is a mirror of the soul: as a man speaks, so is he.*

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-Pubilius Syrus

~~~~~ Membership Building

Submitted by Cara Sweeney, DTM

Membership building is not only up to the VP of Membership, it is the responsibility of every Toastmaster member. Each dues term, about 30-40% of a Toastmasters Club's membership will not renew. Because of this reason alone, membership building should be a top priority for all Toastmaster clubs.

A couple of weeks ago Best Side members had a brainstorming session about increasing membership in the club. Please read the list of below of 10 ideas to build membership in a Toastmasters' club.

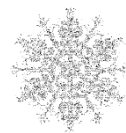
1. **Special Event Meetings-** If you are the Toastmaster, plan a special event meeting. Special events are a great time to ask others to attend. Any guest that comes to a meeting should be impressed enough by the meeting to want to join. Special event meetings should be planned several weeks ahead of time and advertised regularly to increase member participation.
2. **Attend Meetings Regularly-** according to Woody Allen-

"80% of success is just showing up". Toastmasters is a "learn-by-doing" organization, you will only get out of it what you put into it. If you are getting a lot out of Toastmasters, others around you will notice.

3. **Bring Guests-**this might seem like a simple idea, but each one of us gets out of the habit of asking others to attend a meeting. Most often, people don't even know what Toastmasters is or realize its benefits until they come to a meeting. My 8 year old niece claims that I am the master at making toast!
4. **Membership Contests/PR Campaigns-**should be held regularly. One idea is a Participation Contest that Best Side will be doing in January. Use local Media-such as WIKY-Extortion Breakfast and WFIE- Shout Out. Send out press releases for special events and for special awards. Also use the club's Facebook page to advertise. Submitting pictures of members during meetings and then tagging those members, increase chances of the tagged members' friends seeing the picture. Don't forget about uploading pictures to Instagram or LinkedIN.
5. **Open Houses-**should be scheduled regularly, at least once a quarter. Inviting people to come to an open house is often a less intimidating method of getting new people to come. Open houses should also be planned several weeks ahead of time and can be advertised online to ensure that the meeting is a successful meeting.
6. **Newsletters-**this is not only a great tool for keeping current members informed

but these can be left at various places such as grocery stores, doctor's or dentist's offices for non-members to pick up and read and possibly become interested in attending.

7. **Conduct Successful Club Modules -**such as Moments of Truth or Creating the Best Club Climate-doing a check on the club's culture is a great way to keep the club healthy and growing.
8. **Keep Guests Coming Back-** Ask guests to participate in the meeting and allow them to give comments at the end of the meeting. Offer guest packets or other informational brochures. Ask current members to bring in older Toastmaster magazines to hand out to guests. Have a guest register available for contact information and have VP of Membership follow-up with a thank you for attending.
9. **Membership Goals-**set them and monitor them. "Goals in writing are dreams with deadlines"-Brian Tracy
10. **Club Website-**keep up to date. An out-of-date website is not a good first impression for a prospective member.



~~~~~ Beautiful Snow

An 1869 Poem,
By John Whittaker Watson

O the snow, the beautiful snow,
Filling the sky and the earth below.
Over the house-tops, over the street,
Over the heads of the people you meet,
Dancing, flirting, skimming along,
Beautiful snow, it can do nothing wrong.

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