



BEST SIDE TOASTMASTERS MAY 2015

Message from the President



May is the time of year we look towards the change in leadership at the Club and District level. During the recent District 11 Spring Conference, we elected our new Division F Director, Tamra Fakhoorian. We have been fortunate to have Cara Sweeney, outgoing Division F Governor as a member of Best Side, providing not only valuable experience, but leadership skills over the past year. The new incoming Trio of District Officers elected includes Lucy Nicksin as District Director, Joseph Phillips as our Program Quality Director, and Ed Barrett as Club Growth Director.



Club leadership elections will be held on May 21, 2015. The nominating committee will present the proposed slate on May 14th for consideration. It takes teamwork, and I want to thank each of you in advance for considering what leadership opportunities you can embrace to enhance the Best Side Toastmasters Club while developing your leadership skills.

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GOLDEN MICROPHONE AWARDS BANQUET

The Golden Microphone Awards Banquet will be held Saturday, July 11th at Rookies Banquet Hall in Henderson, KY. The Hall was recently renovated and should be a great location for our event. The Banquet is a celebration to honor a non-Toastmaster from one of the three Toastmaster Areas (62, 65, or 67) with the Communication Achievement Award as well as recognizing Area Outstanding Toastmasters.



Some of Best Side's members attended this gala event last year, and if you did, you know how much fun it was. This year, the Event Chair is Kacie Mattox, from Henderson's Riverbend Club.

District Officers attended the banquet last year, and are already lining up to attend this year. Stay tuned for more details and clear your calendar for July 11!

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Guests are always welcome!  
For more information, e-mail:  
[njdeig1@gmail.com](mailto:njdeig1@gmail.com)

#### Website:

[bestside.toastmastersclubs.org](http://bestside.toastmastersclubs.org)

Best Side Toastmasters Club meets every **Thursday** evening from **6:00-7:00 p.m.** at the  
West Side Schnuck's on W. Lloyd Expressway in Evansville.

## IN CASE YOU MISSED IT!

In case you missed some recent meetings, here are some highlights.



A few weeks ago, we had a special meeting geared around how to get visitors to a meeting and then how to

close the sale.

### HOW TO GET THEM IN THE DOOR

This segment focused on three things the Club can do to increase traffic at Best Side:

- 1) Invite – no this isn't rocket science, but have you thought about gearing the ask to "what's in it for me"? If you are the speaker or Toastmaster ask people who might have an interest in what you have to say. Hold special themed meetings that people might be interested in. Always ask, and then ask again.
- 2) Marketing Flyers – we need to get Best Side and the Toastmaster name in front of people to show them what we have to offer. Several flyers have been circulated to club members. Leave these flyers in break rooms, waiting rooms, the lobby of public buildings, coffee shops etc. Post and share them on Facebook.
- 3) Website – we are in the process of updating the website. You can do your part. Make your member profile public and share why you are at Best Side, what it has done for you and why someone should visit our club.

### CLOSING THE SALE

Keep in mind what Toastmasters can do for others. When a guest arrives, talk to them, get to know them, and find out what brought them to the meeting. What is it they want from Toastmasters? Think about who you can connect them with that might have similar interests. Make sure they understand what happens at the meeting and answer questions. Sit with the guest and make them feel welcome. Invite them back and ask if they are interested in joining.

More recently, we had a "Grab Bag" meeting. What is a "Grab Bag" meeting? Those of us in attendance, picked slips of paper when we arrived. Each slip of paper represented a role to be filled.



We had a fun meeting and great impromptu speeches – it was a fun opportunity to stretch.

### SERGEANT AT ARMS

The Sergeant at Arms plays a critical role in ensuring everything runs smoothly. The Sergeant at Arms is in charge of the Club supplies and sees



that they get to the meeting location each week. If they are unable to attend, it is the duty of the Sergeant at Arms to find someone to

bring the supplies to the meeting.

Other responsibilities include setting up the meeting room prior and then making sure everything is back in its place following the meeting. Should a new meeting location be needed, the Sergeant at Arms helps to secure a

location. As part of keeping the supplies, the Sergeant at Arms also keeps track of supplies and makes sure that new supplies are ordered when needed.

The Sergeant at Arms should set a table with Guest packets and marketing materials, and a visitor sign-in sheet in anticipation of guests. When leaving office, the Sergeant at Arms should prepare for a smooth transition.



Best Side members hamming it up after a "Celebration" meeting.

*"Toastmasters is a learn-by-doing organization.  
You only get out of it what you put into it."*