



# The Founder

[www.foundersdistrict.org](http://www.foundersdistrict.org)

WHERE LEADERS  
ARE MADE

January 2013

## Making a Difference

A Gavel Club for adults with  
Asperger's and Autism Spectrum Disorders

## What's In It for Me and My Club?

Ways you can earn valuable gifts for  
you and your club

## What's Your Club Tagline?

What adjectives would you  
use to describe your club?

## G'Day Mate

**Daniel Midson-Short wins the  
Founder's District Humorous  
Speech Contest.**

# Making a Difference

by **Laura Scott, CC, CL**

A Speechcraft program with the Orange County Asperger's Support Group (OCASG) was such a resounding success that Toastmasters in Irvine, California have followed with the formation of Spectrum Speakers, a Gavel Club for adults with Asperger's and Autism Spectrum Disorders. Spectrum Speakers offers its members a friendly and supportive environment to practice speaking and leadership skills. Kudos go to Judi Uttal and Philip Habibi for formation of this special Gavel Club.

## What is Asperger's Syndrome?

Asperger's Syndrome is an autism spectrum disorder characterized by difficulties in social interaction, sometimes accompanied by restricted and repetitive patterns of behavior and interests. Adults with Asperger's and autism spectrum disorders have an opportunity through the Spectrum Speakers to practice social communication skills through social interaction, speeches, table topics, evaluations, participation in meeting roles, and learning to become leaders of their club.

Friends and family of members also benefit, by sharing in the experience of the Gavel Club members while learning how to offer constructive suggestions for continued improvement. Toastmasters International, through its communication and leadership programs, offers these Gavel Club members an opportunity to practice social skills in a friendly and supportive structured environment that fosters learning.

## Our November Meeting

At the November meeting, members and guests listened to icebreaker speeches from two members, engaged in wonderful Thanksgiving-themed table topics using the word "grateful," and heard encouraging evaluations to help speakers continue to

improve their communication skills. You'll be amazed at how much your own skills improve by mentoring these Gavel Club members.

Experienced Toastmasters, and friends and family of those with Asperger's or autism, are encouraged to visit the Spectrum Speakers. Come find out what this Gavel Club can accomplish! Join us in supporting the speaking and leadership skills of the Spectrum Speakers members, and help fill roles for each meeting. It only takes one hour of your time to make a significant difference in someone else's life.



## ABOUT THE AUTHOR:

**Laura Scott, CC, CL**, is a corporate lawyer who studied Linguistics at UCLA before graduating from UC Davis, King Hall School of Law. As the parent of a young adult with Asperger's (who is now a graduate of UC Riverside and an aspiring actor), Laura has worked closely with speech therapists, counselors, and special education personnel to craft Individualized Education Plans (IEPs) and is a frequent speaker about Asperger's and the value of Toastmasters International's programs. Past president of the President's Distinguished Vineyard Journeys Toastmasters and the Psomas Pspeakers club, a past winner of the Founder's District Evaluation Speech Contest, and the current Area F-4 Governor and Founder's District APP Chair, you can connect with Laura on Facebook, LinkedIn, or Meetup.

Spectrum Speakers meets on the second Saturday of each month at the Woodbridge Tennis Club North Lake community meeting room at 155 Eastshore. The one-hour meeting begins at 10 a.m. For more information: Contact Judi Uttal at [Judi.Uttal@cox.net](mailto:Judi.Uttal@cox.net) or Laura Scott at [LScott-Law@earthlink.net](mailto:LScott-Law@earthlink.net).

To learn more about Asperger's Syndrome, visit our sponsoring organization, The Orange County Asperger's Support Group, at [www.OCaspergers.org](http://www.OCaspergers.org).

# New Year Message

*from*

## Lt. Governor Education & Training

### Harry Yan, DTM



As we begin the New Year, let's remember to be thankful for what we have (be it much or little). Genuine happiness comes from our contentment and having a perspective that our possessions are a gift from God, focusing more on the giver rather than the gift.

Toastmasters is a vibrant, thriving community of learners and leaders where members give and receive. Members freely give of their time, energy, knowledge, experience and material goods – and this synergy leads to personal growth and the strengthening of the community.

An excellent illustration of a thriving community is a flock of geese flying in "V" formation. As they fly together, the flapping of their wings generates an uplift that enables the flock to travel 70 percent further than if they were flying out of formation. In the "V" formation, each geese can see what's happening in front so they all fly in the same direction following the leader. The geese honk to recognize each other and encourage those up front to keep up their speed. When a goose gets sick or wounded, two geese drop out of formation and follow it down to help and protect it. They remain with the ill member until it dies or is able to fly again. Leadership in this "V" formation is shared.



When the lead goose gets tired, it rotates back into formation and allows another goose to take the leadership position.

I am very grateful and greatly appreciate each one of you for being a part of our Toastmasters community. Thank you for your uplifting support that enables us to do more together. Thank you for your cooperation, your recognition and encouragement and especially for your personal sacrifices and your friendship. Thank you for the opportunity to lead and to serve. It continues to be an exhilarating experience of learning, fellowship and fun. I look forward to even greater thrills as we finish the year and together launch into the second half of the Toastmasters year.

I wish you a New Year filled with wonder and delight!



#### **ABOUT THE AUTHOR:**

Harry Yan is a Distinguished Toastmaster and has been a member of Toastmasters for 11 years. Harry is currently serving as the Lt. Governor Education & Training. He is also the founder and member of the "FCBC FV (First Chinese Baptist Church Fountain Valley) Speech Club," Club No. 870344, and the club adviser for the "Irvine Lunchtime Toastmasters," Club No 219. Both clubs were President's Distinguished last year.

# Spreading the word:

## What's in it for me and my club?

by Rachel McCallum



Did you know that the Founder's District has an incentive program to encourage your club and members to succeed? As if learning and growing on your personal Toastmasters journey weren't incentive enough, there are challenges for which you can earn your club some great prizes. These are in addition to the challenges from Toastmasters International, which can be viewed at [www.toastmasters.org](http://www.toastmasters.org).

The following are some ways you can earn valuable gifts for you and your club:

**Start a new club.** The New Club box from Toastmasters International includes a gavel, timing cards, ballots, wall charts to track CCs, CLs, and DCP, Club Leadership Handbooks for all officers, and instructional material. New clubs will also receive a \$50 gift certificate from Toastmasters International to purchase additional educational materials, club banner, lectern, or timing lights. Divisions will receive a new club ribbon for their banner plus a personalized gift basket with various marketing or educational materials valued at \$50 for each new club chartered between January 1 and March 31, 2013. Divisions with two or more new clubs chartered between January 1 and June 30, 2013 will receive a ticket for a personalized gift basket filled with various marketing materials.

**Run a SpeechCraft program.** SpeechCraft is a six- or eight-week program that builds interest in and introduces potential members to Toastmasters.

Club members provide the educational instruction for the sessions. Participants are urged to join the club at the completion of the program. Clubs that sponsor a SpeechCraft session between January 1 and March 31, 2013 will receive one SpeechCraft Starter Kit. All clubs must submit a flyer and first agenda to the Lt. governor of marketing (LGM) in order to receive materials.

**Sponsor a Youth Leadership Program.** Clubs that sponsor a Youth Leadership Program will receive one Youth Leadership Starter Kit. A letter of agreement from the youth facility (school, Girl Scouts/Boy Scouts, youth program) must be submitted to the LGM in order to receive the materials.

**Get your dues in on time.** Clubs that submit 80% of their active membership dues by March 16, 2013 will receive a manual from one of the following series:

- The Better Speaker Series
- The Leadership Excellence Series
- or The Successful Club Series

**Host an Open House.** This contest runs in parallel with Toastmasters International's July/January Open House Showcase. Awards for the Founder's District Open House Challenge are in addition to those provided by Toastmasters International for the July/January Open House Showcase. Clubs that

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# Daniel Midson-Short, a Toastmasters bloke



Our friends in Australia enjoy a good *chin wag* as much as the next *mate*. Just like American public speakers, they often need to practice their craft.

Daniel Midson-Short, the latest *bloke* to win the Founder's District Humorous Contest, was born in Sydney. When he was 32 years old, his work resulted in his 7,500 mile relocation to California.

Shortly after settling into Orange County, Daniel joined the Coastmasters Toastmasters club in Dana Point. He quickly bonded with club president Leonard Szymczak, ACG, CL also a *true blue*. Only halfway through the Competent Communicator manual, it was Leonard who encouraged Daniel to compete in the club's humorous contest after hearing his speech on American misconceptions about Australians. An experienced Toastmasters, Leonard knew it could be a winning speech.

Daniel didn't think the speech was all that funny; however, fellow club members thought it was *abso bloody lutely!* Over time, they were there to *egg on* Daniel and help refine the speech for the contest season.

*Fair dinkum*, Daniel started feeling confident going into the Area Contest. *Ripper!* – that confidence paid off when he won the Area Contest and headed for the Division Contest.

Confident and *crickey*, Daniel won the Division. Now he was headed to the District Fall Conference to compete with seven other Division winners. As most Founder's District members know, District level competition is extremely demanding. All competitors are top-notch communicators and have previously competed in this program.

## AUSTRALIAN SLANG:

**Abso bloody lutely** - absolutely  
**Bloke** – Aussie male  
**Chin wag** – conversation  
**Crickey!** – surprised at something (good or bad)  
**Egg on** – to encourage someone  
**Fair dinkum** – it's true  
**Hard yakka** – hard work  
**Mate** – friend or acquaintance  
**Ripper** – fantastic!  
**Ta** – thanks  
**True blue** – Totally Australian

The path to winning took a lot of *hard yakka*. Daniel *ta* everyone in Toastmasters who encouraged and supported him. He shares his win with fellow Coastmasters club 6658 members who helped him become the successful speaker he is today.



## FOUNDER'S DISTRICT NEWSLETTER TEAM

**Public Relations Officer**  
Dan Cossack, DTM

**Editor, Design and Layout  
Editor in Chief**  
Robin M. Itzler, ACB, CL

**Assistant Editor in Chief**  
Rachel McCallum

**Photography Chairs:**  
Richard Daugherty, DTM &  
Linda Daugherty  
*Special thanks to Linda  
for the cover photo.*

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## Mission of the District

The mission of the district is 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 by:

Focusing on the critical success factors as specified by the district educational and membership goals. Ensuring that each club effectively fulfills its responsibilities to its members. Providing effective training and leadership development opportunities for club and district officers.

**Our mailing address is:**  
1000 South Coast Dr., #H-103  
Costa Mesa, CA 92626  
USA

**Visit us at:**  
[FoundersDistrict.org](http://FoundersDistrict.org)

# What's Your Club Tagline?

by Robin M. Itzler, ACB, CL

Can you guess the name of the company that goes with each of these taglines?

- Everything you've always wanted in a beer and less.
- Save money. Live better.
- We're number one; we try harder.
- Reach out and touch someone.
- Just do it.
- I'm lovin' it.
- The quality goes in before the name goes on.
- Because I'm worth it.
- The happiest place on earth.
- Think outside the bun.
- Don't leave home without it.

Each of these companies spent countless hours and dollars developing a tagline (also called strap-line or slogan) for an advertising promotion. Some are still in use today while others have been retired after successful campaigns ended. The goal in every case was for the tagline to remain in the consumers' memory, underscoring the benefits of purchasing from this company over competitors. As soon as people hear the tagline, most can name the company; the tagline and company become synonymous.

## What adjectives would you use to describe your club?

Often a successful tagline becomes part of the American conversation. For instance, someone might be explaining their position about an issue without providing sufficient facts. The other person

could demand more substance in their argument by asking, *"Where's the beef?"* – a past Wendy's Hamburger tagline. Or, someone might be giving a superb pitch so that a listener responds with, *"That's grrreat!"* – the still-used tagline from Sugar Frosted Flakes. (Of course, different generations might not recognize a tagline.)

Taglines are also altered in daily conversation, but when said, most people will still reference the product. For instance, you might be debating whether or not to do something and surmise, "If I've only one life to live, let me live it as a \_\_\_\_." The Clairol hair color tagline: *If I've only one life, let me live it as a blonde.*

Every business (for or non profit) should have a tagline that communicates three elements:

1. Mission
2. Promise
3. Brand

Toastmasters International® has a tagline: *Where Leaders Are Made.* Those four words express all three elements that make a tagline. As explained on the Toastmasters International website:

Confidence. The ability to communicate, persuade and lead. The skill to tell one's story, shape better tomorrows and point others in the same direction. These are the attributes of leaders, and not all leaders are born with talent. They learn it, one experience at a time, and so can you.

Minding their manuals, every Toastmasters club is unique with its own nuances and dynamic personality. What adjectives would you use to describe your club?



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# Leadership And Communication Education (L.A.C.E.)

January 12, 2013  
Chapman University  
Orange, CA

January 19, 2013  
Biola University  
La Mirada, CA

## Scheduled Workshops:

- Chief Judges Training
- Effective Leadership
- Effective Communication
- Roadmap to DTM
- The Art and Science of Effective Evaluation
- Introduction to Google Sites
- High Performance Leadership
- Membership Roles and Responsibilities
- Presidents Training
- Treasurers Training
- Sergeant of Arms Training
- Vice President Membership Training
- Secretary Training
- Advanced Training for Elected Positions



# \$12

**Price includes lunch**



**Visit the Founder's website  
for the latest information & to register**

## What's Your Club Tagline?

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### Club Mission

Since your tagline will be used in all your marketing material (from print to website) it must adapt to various forms of media. In other words, space might not matter with virtual material, but would when creating a flyer.

### Club Promise

The promise shares the benefit(s) of attending your club: WIIFM – what's in it for me? Make a list of your club's benefits and encompass them in the tagline. For instance, if your club meets during the breakfast period, it might be a perk for busy people who don't want to rush out to a lunch meeting or go after work. Or, your club might promote a buddy system that welcomes new members with an experienced partner.

### Club Brand

This is where you extol how your club is different. Remember, we're all working as a team to generate Toastmasters awareness so the competition is *not* other clubs. Every club, even those that meet in the same company board room, has different personalities.

Creating a tagline for your club could be a club project to begin the New Year. Now find out if you were able match the taglines listed at the beginning of this column.

- Miller Lite: Everything you've always wanted in a beer and less.
- Walmart: Save money. Live better.
- Avis Rental Cars: We're number one; we try harder.
- AT&T: Reach out and touch someone.
- Nike: Just do it.
- McDonald's: I'm lovin' it.
- Zenith: The quality goes in before the name goes on.
- L'Oreal: Because I'm worth it.
- Disneyland: The happiest place on earth.
- Taco Bell: Think outside the bun.
- American Express: Don't leave home without it.



### ABOUT THE AUTHOR:

**Robin Itzler, ACB, CL** is a member of the *Bre'ahs* club, where her newsletter was recognized as the best in the Founder's District. A columnist for several publications, she is author of "Life is an Open Seating." Robin is the founder of *Motivate Your Something* and will be conducting workshops on "Marketing Yourself in Today's Market." Contact her at [Robin@MotivateYourSomething.com](mailto:Robin@MotivateYourSomething.com).



## Spreading the Word: What's In It for Me and My Club?

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complete an Open House between January 1 and March 31, 2013 will be entered into a drawing for a \$25 District store gift certificate. Four winners will be announced during the Spring District Conference Hall of Fame Awards. To be entered into the drawing, send a copy of the open house flyer and the guest list to the LGM.

So get the word out! Start a

club, invite guests to an existing club, and make your Founder's District proud.

Don't forget that Toastmasters International has its own set of challenges beyond the Founder's District challenges that will earn your club even more goodies! Keep on going and growing!



### ABOUT THE AUTHOR:

**Rachel McCallum** is a vice president of public relations in the Unimasters Toastmasters club in Lake Forest. She is also co-founder of Hear Ya Now, a organization for people under 40 with hearing loss issues. Rachel is an established writer and editor with over 10 years of experience in social media, academic settings, and non-profit publications. She can be reached at [rachel.m.mccallum@gmail.com](mailto:rachel.m.mccallum@gmail.com).