



Sears-Halifax Club 1555 Halifax, Nova Scotia

*Celebrating Our
58th Year*

Inside this issue:

<i>A Word From Our President</i>	1
<i>Our Executive</i>	2
<i>Write Your Next Speech in One Hour</i>	3-4
<i>The Importance of Twitter for Small Businesses</i>	5
<i>Advice Corner - A second life for your milk bags</i>	6
<i>Pictures of "Christmas Party 2013"</i>	7
<i>Recipe: Roast Dijon Chicken with spring vegetables</i>	8
<i>Smiles & Chuckles</i>	9
<i>Toastmasters Word Find</i>	10

A Word From Our President

Karen Caldwell, DTM

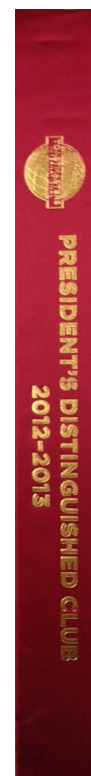
Sears-Halifax Toastmasters Club 1555 is now entering the final quarter of our year. Has your dedication and hard work paid off for you this year? Have you reached the goals you wanted to attain? Now is the time to reflect on those goals you set at the first of the year and strive to complete your plan. You have a team of Executives, Mentors and Members who are here to support you in your educational quest – please ask for help if you need it.

I feel that our new members need a pat on back for their constant participation and determination this year. They are achieving their goals, participating as active members and always willing to take new roles in the club. They are living the "Toastmaster Promise" they made when they joined our club.

Soon Sears-Halifax Toastmasters Club will have details on the new Education Program from Toastmasters International. Once we have the information on these changes, we will post them on our website for you to review.

Change is in the air, are you a part of that change? Toastmasters' needs effective leaders and communicators are you ready to improve your skills? I know you are capable of anything; it just takes determination and effort.

I would like to personally thank the 2013 – 2014 Executive and Mentors of our club for their dedication and hard work this year.



Sears-Halifax 2013-2014 Club Executive

Club President: Karen Caldwell
VP of Education: Ralph Smith
VP of Membership: Ed Glover
VP of Public Relations: Craig Rupert
Treasurer: Steven McLaughlin
Club Secretary: Tony Easton
Sergeant-at-Arms: Sharon Amey
Past President: Erna Slingluff



Scan for quick
directions to club

Our Executive

Craig Rupert, CC/ALB



Karen Caldwell, DTM

President

Erna Slingloff, ACB/CL

Past President



Tony Easton, CTM

Secretary

Craig Rupert, CC/ALB

VP of Public Relations



Ed Glover, CC

VP of Membership

Ralph Smith, ATM

VP of Education



Sharon Amey, TM

Sergeant-at-Arms

Steven McLaughlin, CC

Treasurer



Write Your Next Speech in One Hour

Michael Friedlander, DTM

Trouble with speech writing is one of the most common stumbling blocks facing Toastmasters, both new and experienced. Even if you have scores of prepared speeches under your belt, you may have been stopped by one or more of these common problems I've heard from other Toastmasters:

- You can't decide on the right topic
- You think your topic won't be interesting

You don't have enough time to prepare

In this article, I'll demolish each of these "good reasons" in turn, and provide a strategy for **Writing Your Next Speech in One Hour**.

Prepare your next speech in one hour using these techniques and you'll never be stopped by these, and many other "good reasons" again. I've done it myself, and so can you.

1. Choosing the Right Topic

The Competent Communication manual prescribes the skills to learn, but leaves topic choice up to the speaker. I can guarantee you have at least a dozen topics from which to choose at your fingertips. What's more, **any topic you can think of can be made to suit any speech project**, from the "Ice Breaker" to project 10 - "Inspire Your Audience." You just need to build the project objectives into your outline and presentation.

Here are ten idea-generators to get you started. Don't worry about making the "right" choice. Pick the first one that feels good and go with it.

- a hobby or avocation
- anything you're passionate about
- anything about which people ask your advice
- anything you've ever taught to someone else
- something you're great at
- something you're are lousy at but have taken actions to improve
- something that lights you up
- any major purchase - what is it? why that one? how did it turn out?
- your favorite book, movie, tv show, recording, etc.
- some person / event / activity / other / that influenced your life

The first idea is often the best idea at the time. Once you have your topic just move to the next step.

2. Making Your Speech Interesting

If you were at a party and someone asked you about the topic you just selected, you'd have no trouble talking about it at length. Speak about anything that lights you up and you're automatically interesting because you're: authentic, alive and persuasive. Your topic is going to be interesting if you just express yourself naturally, and you don't need any preparation to do that. However, a speech also requires a message and purpose.

Your message is what you want your audience to remember about your speech once they've left the meeting. What is it that stands out in your mind when you think of your topic? In one form or another, that's probably the core message you want to leave with your audience.

- Why is your topic important in your life?
- What was memorable about the experience?
- What did you (or others) learn?
- How did it change you?
- What would you do differently / or do the same?

How could others benefit from the same experience?

When you answer any of these questions you're close to having your message. You just need to put yourself into someone else's shoes, and re-cast your message so it makes sense to them. Once you've done that, your purpose grows directly from your message. If your message is about fun, entertainment, or some anecdotal experience, then your primary purpose could be to entertain. If your message is more about relaying information, then your primary purpose could be to inform. If your message is a life lesson of some sort, then your primary purpose might be to persuade or inspire.

Keep your message and primary purpose in mind during the next step and your entire speech will come quite easily.

Write Your Next Speech in One Hour (Cont'd)

Michael Friedlander, DTM

3. Crafting Your Speech in One Hour

You need to rehearse your speech at least once for timing, but once could be enough if you've followed steps one and two. You know your topic, and your message and purpose are clear. All you need now is an outline from which to speak. The words will come just as they would at that party. The only difference is that your speaking will be structured with an opening, body and conclusion.

Go get a pen and notepad. You want to jot your notes on paper and not a keyboard where you're more likely to edit. Now is not the time for editing. You'll want to just write whatever comes to mind.

Take a seat somewhere quiet, close your eyes, and think about your topic for two to three minutes. When you're done, answer these questions on paper:

- What did you feel? How do you feel now?
- What images / sounds / smells / tastes did you recall?

Are there other people involved? How?

Now, think about your message and refine it if necessary. Does it still resonate with you? Good, **this is exactly where you want your audience at the end of your speech.**

Speech Body

Write down at least **three memorable things** about your topic that you'd want someone to know. From everything you wrote down, choose the three points that most easily lead from one to the next while supporting your message. You now have your outline - the three major points from which you'll build your speech body.

Take the three major points, and list three details about each. Then write two sentences, they don't have to be perfect, about each of the three details. Next, write a sentence that will lead the listener from one point to the next. **That's the body of your speech.**

Whether or not you speak exactly the words in those sentences doesn't matter. You can just jot down the main idea of each sentence onto an index card and then speak to the idea during the meeting. You don't have to memorize your speech; it's in your head already. Just jot down a reminder onto your index card.

Speech Conclusion

Close your eyes, and think about your topic and message again, for about a minute this time. With your message clearly in mind, write two or three sentences that wrap up your three points while making your message crystal clear. Your points already support your message so that should be easy. You want to make sure your audience has no doubt as to your message. Great, **you've written your speech conclusion.**

Once you have your speech body and conclusion, writing your opening is simple. When you think of your speech as a gift, your introduction comes naturally. Your speech is a gift you give your audience.

Speech Introduction

When you give a gift you have a reason behind your choice. Why did you choose it? What do you hope the recipient will do with it? What makes your gift important to you? What could you say so they can't wait to open the ribbon and tear off the paper? **That's your speech introduction.**

One Hour - One Speech, Beginning to End

That's it. An entire speech written in less than an hour. If your CC manual objectives require some additional practice, as for vocal variety or gestures, think of how you'll include them and then practice a bit. Your next speech is already inside you; it's just waiting to come out.

If you follow the steps I've outlined you can be ready for your next speech by tomorrow. Are you willing to try? If so, schedule yourself for a speech on the next available agenda. Just do it!

The Importance of Twitter for Small Businesses

Graeme VanLeer, ACB



With around 200 million users sending out the same number of micro-blogs (approximately) every day, Twitter is certainly an effective channel for communication. However, this social networking site is not just for teenagers or celebrities tweeting about their daily activities. The power of Twitter as a marketing tool has been realized by many small business owners, who are using it to help their businesses grow. Considering that it costs very little to market a product on Twitter, small businesses should definitely use this tool for boosting their internet marketing activities.

How Twitter can help small businesses

Connect to customers

Twitter has millions of users and more people are joining it every day, which makes it one of the best places to look for potential customers. Small businesses can use Twitter to build brand awareness and connect with existing customers to interact with them to discover brand perception..

Build relationships

Once you have followers on Twitter, you should try to build a positive relationship with them to grow your business. Post updates and tweets that your customers find interesting and useful. Don't use it as a product blitz....people will regard that as spam and 'unfollow' you.

Create brand awareness

Small business owners, who want more people to know about their product line or brand, should use Twitter to build their brand. People usually prefer to interact with a person than with a logo, unless it is well-known. So, if you own a small business that is still in its early stages, it is better to create a personal profile first and then create a profile for your company. Once you gain the trust of your followers, you could introduce them to your brand and create a profile to create awareness about it.

Marketing new products

The main reason that businesses should use Twitter is to connect with potential customers and market their products. Once you have created a profile for your company, you can use the Twitter account to introduce new products under that brand or product line. New products, especially those that your customers find interesting, gain more popularity through such social networking sites than they would through the traditional advertising channels.

Provide information

News travels faster online than it does through radio or TV. You can use your Twitter account to make important announcements and share any news that your customers ought to know. While a TV or radio announcement can do the same job for you, Twitter is significantly cheaper and the message will get carried to millions of people in little time.

Survey and feedback

Twitter is an efficient tool for collecting customer feedback and their opinions about your company's products and services. All you need to do is follow the conversations about your company products and you will get your answers without even asking.

Manage online reputation

Besides gaining customer feedback, you can also use Twitter to learn and monitor what is being said about your products and company in general. Many people use Twitter to communicate what they do and how they feel about everything and anything. So there is every possibility that a dissatisfied customer or a competitor could be using the micro-blogging site to create negative publicity for your products. Keeping a tab on Twitter conversations involving your brand can help you tackle such situations and manage your online reputation in a professional manner.

Boost sales with special offers and discounts

Whether you are a big brand or a small company, free discount coupon or freebie always attract more people. One of the best ways to tell your customers about any special discounts and promotional offers being run by your company is to post a tweet about it. Giving away coupon codes and special deals to users following your profile can also be a great way to attract more customers and build an online reputation for your brand.

Keep an eye on competition

Using tools like Twitter Search can be a great way not just to track your reputation on Twitter, but also to keep a tab on your competitors' activities and their reputation. Learning about your competitors can help you plan your marketing strategies and also avoid mistakes that could affect your business.

Twitter can be viral

Once you gain popularity on Twitter, you will be able to enjoy the benefit of your tweets going viral. A Twitter message can be retweeted any number of times, which means any useful or interesting message you post can be passed on to a number of Twitter users in very little time. Use Twitter to promote your company blog or website. You'll be amazed how many times your tweet gets retweeted!



Advice Corner

A second life for your milk bags

Carl Duivenvoorden, DTM

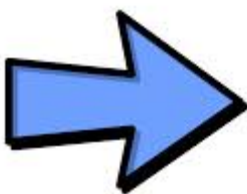


Reuse milk bags for food storage and freezing

Of the three Rs, Reduce is the most important (by far, actually). But Reusing is important too, and the bags that milk comes in are a great example. They're made of a sturdy #4 plastic so they are recyclable. However, if sliced open at the top and washed out, they're perfect candidates for Reuse, and that's even better than Recycling.

For example, milk bags are great for storing food like half an onion or an open package of cheese in the fridge. And, because they're thick and tough, they're excellent as freezer bags. We use them that way in our home – for squash, beans, chilli and more – and we save because we never need to buy freezer bags.

So why not Reuse those milk bags? You'll save a bit of money, and do a good thing for the planet!



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Pictures of "Christmas Party 2013"

Craig Rupert, CC/ALB



Enjoying a very festive time with a visit from Santa...or is that Mrs. Claus filling in?

Roast Dijon Chicken with spring vegetables

Norris Eddy, CC

1 Whole chicken (3-5 lbs). Cleaned and dried

½ pound fingerings potatoes

1 onion, chopped into wedges

2 lemons

2 tablespoons Dijon Mustard

1 tablespoon Olive Oil

1 teaspoon lemon pepper

1 teaspoon salt

½ cup white wine

½ cup chicken stock

2 bunches radishes, cleaned

3 bunches carrots, peeled and cleaned



Method:

Other. Vegetables can be substituted, just make sure to add delicate ones when chicken is nearly finished cooking.

Preheat oven to 425

In a large oven safe dish, layer potatoes and onions in bottom

Prepare Dijon mixture by whisking together the lemon juice, Dijon, salt, pepper, lemon pepper, and olive oil. In a small bowl. Save the squeezed lemons and place in chicken cavity.

Place chicken on top of potatoes and onions. Coat the chicken with the Dijon mixture.

Add 1/2 of the chicken stock and white wine to bottom of pan. Check chicken periodically and add more stock and wine if necessary.

Cook the chicken until about three fourths done or when internal temperature reaches 125 degrees, add the carrots and radishes. Cook until the internal temperature of the chicken is 165 degrees F.

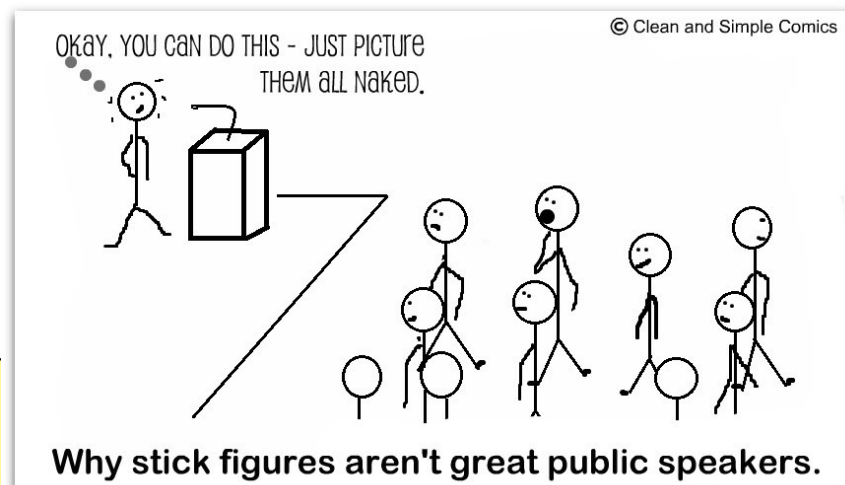
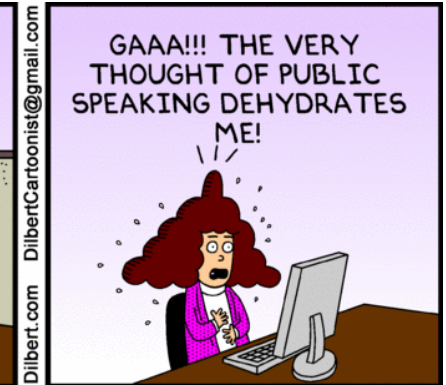
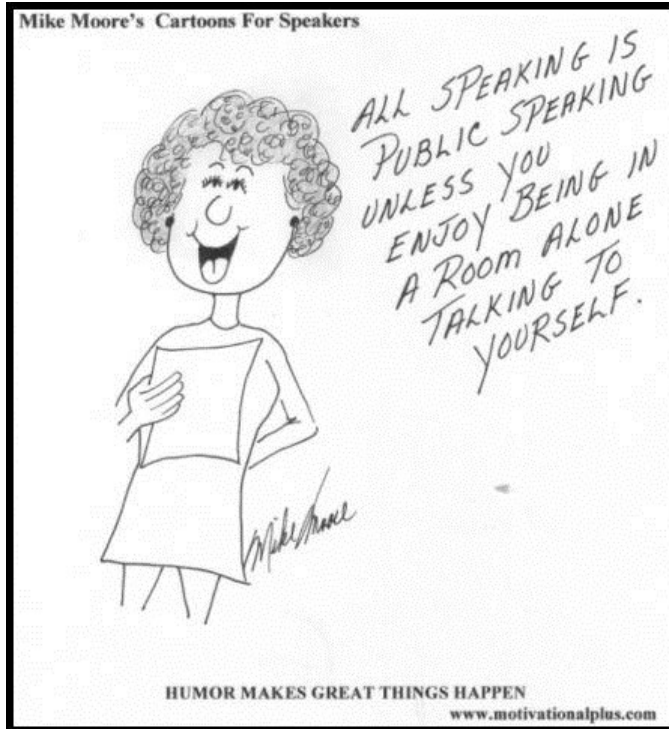
Serve with French bread and white wine.

Serves 6-8 people



Smiles & Chuckles

Craig Rupert, CC/ALB



Toastmasters Jigsaw Puzzle

Craig Rupert, CC/ALB

Click on image below to do this challenging puzzle, see how fast can you do it.

