



# Sears-Halifax Newsletter

December 2022

**Sears-Halifax  
Toastmasters  
Club #1555**

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We meet every Thursday  
from 6:15 to 8:15pm

For more information,  
visit our website  
<https://searshalifaxtoastmasters.com/>

Toastmasters International  
[www.toastmasters.org](http://www.toastmasters.org)

## President's Message

Welcome back to another year of Toastmasters at Sears-Halifax Club!

It is my privilege and honour to be President this year and to have such an enthusiastic and competent executive team to help organize and run everything.

The last time I was President, it was the 2019-2020 term, and everything was going pretty smoothly up until we hit March of 2020. At that point, we pivoted to Zoom meetings. Two years later, and here we are, still using Zoom. With the pandemic essentially declared over, we are in the midst of searching for a new location to host in person meetings.

There are benefits to both online and in person public speaking.

Technology and Zoom-like platforms are here to stay. There is no question about it. We were forced to learn quickly and essentially master presenting online. It is a great skill for many that are in the workforce and have teams in different parts of the country and the world. It only takes a few minutes on any normal 'Company Call' to recognize that presenting online is a skill that very few possess.

Presenting in person, is still the most powerful way to generate a connection with the audience. Our goal is to be able to secure a location and fulfil a motion passed late last year which stated having alternating meetings between in person and online for this year.

The end goal, as a club, is to provide a safe, encouraging, and positive environment, so that you can push forth in your professional development of becoming effective communicators and leaders. These are skills that are difference makers. The sense of pride and accomplishment of overcoming fears and hesitations is quite noteworthy.

Whether online or in person, lean on your mentor, to ensure you are getting the very best value from your membership in our club and Toastmasters. Also, connect with your executive members regularly. They are a very helpful crew aligned with the purpose of making this an absolutely fantastic year.

Shawn McIsaac  
President 2022-2023





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## Honoring a Fearless Leader – Tony Easton

By Karen Caldwell

Tony Easton, after 35 years as a member of the Sears-Halifax Toastmasters Club, has decided not to renew his membership this term.

Tony has contributed to our club weekly, never wavering as a fearless leader of the Sears-Halifax Toastmasters Club. He has been a respected member who provided each of us knowledge to help us grow as individuals and as members.

Tony always paid attention to details and was very diligent about paperwork, regulations, and processes – no exceptions. Even Tony's wife, Marilyn, says he is fastidious.

For many years, Tony held the office of Treasurer – too numerous to count. He never missed a deadline. He was our consummate statistician, maintaining records for our weekly meetings, formulating our annual award winners for club high achievement – Best Speaker, Best Evaluator, Best Table Topics, Toastmaster of the Year, Most Improved, Most Helpful and our weekly attendance record.



Tony receiving the Best evaluator award.



Inducting new members to the club.





Tony taught us many things during his time as a member. He was the best teacher for ensuring we used proper grammar. As the Parliamentarian, you couldn't compete with Tony. We will always remember how he would correct us when we were presenting a motion. Sometimes we have a habit of saying "I would like to present a motion". Tony would always correct us by saying "So Why Don't You?" Letting us know we don't need to announce we are making a motion; we just need to present the motion.

Tony is such a passionate team player. Seriously we all admire Tony – he is intelligent, precise, passionate – a man of honor.

The club truly appreciates all of Tony's hard work and dedication. His contribution as the club historian, statistician, consummate parliamentarian, will be very hard to replace.

Outside of our club Tony was a gracious host at his home. Both he and Marilyn welcomed us into their home for many "year-end barbeques". At events, you always saw Tony wearing his "beer holder" lanyard – never very far from his beloved beer.

Sears-Halifax Toastmasters would like to wish Tony the best of luck in his next endeavor. Some of us knew him as "Tony the Tiger!" Tony, keep on roaring, we will sincerely miss you and your expertise!

Cheers from your Toastmaster Friends!







## Why you should travel?-

By Ashitha Nayak

### 1. To test yourself:

Sometimes daily life can feel like a rut. You could be yearning for something exciting and different. Travel is the ideal place to test yourself. It pushes people to their limits and gets them outside their comfort zone. You will discover how resourceful you are when you're exposed to new places, people, and experiences. Maybe it's finding your way around a busy city or ordering a meal when you don't speak the language. You'll feel pride when you finish your trip successfully.

### 2. Promotes learning:

Experiencing something unfamiliar will leave you with new skills and knowledge. Seeing the world is more educational than a high school or college class. This condensed crash course in discovering how the rest of the world lives will cover subjects like history, geography and sociology.

### 3. Expands your perspective:

Travel opens your mind. You realize that there's no one way to live life. Meeting people from other places will show you that your world view isn't the same as everyone else's. You can't imagine how different life is in another place until you see for yourself. The different setting will also help you discover and consider fresh ideas you hadn't thought of before. You'll come home with different notions and possibilities.

### 4. Understanding yourself:

Traveling is one of the best ways to learn more about yourself. Getting away from home gives you the opportunity to reflect on your life. Every day traveling brings a new set of issues and opportunities. The way you handle those, also gives you insight into who you are. You'll come home knowing yourself better, and with a fresh perspective on what you want out of life.





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## 5. Appreciating your life:

When you're involved in your day-to-day life, it's easy to lose sight of what you have. Your eyes aren't open to what's really special about your home. Exploring another place will give you a fresh appreciation for your hometown, country and "real life." Once you're back, you'll feel lucky to live where you do. You'll see that there really is no place like home.

I hope these reasons inspire you to get off the couch and plan a vacation!

Thanks for reading.



Pic: Lake Louise - Banff



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## Club Membership – As a member how can you help?

By Karen Caldwell

Every Toastmaster member is responsible for building our membership. Below are some suggestions on how we, as a team, can recruit and retain members.

### Recruitment:

- Invite a friend, a co-worker, a family member
- Post an invitation and meeting information on your website, Facebook, LinkedIn, Twitter, etc.
- Network – let other know how you have improved through Toastmasters.
- Post an invitation in your community inviting people to attend our weekly meeting.
- Submit a speech to the local newspaper for publicity and include an invitation to attend.
- Announce events to the media in your community – anniversaries, award banquets, etc.
- Participate fully in the Toastmasters recruitment campaigns:
  - Talk Up Toastmasters – February 1<sup>st</sup> to March 31<sup>st</sup>
  - Beat the Clock – May 1<sup>st</sup> to June 30<sup>th</sup>
  - Smedley Award – July 1<sup>st</sup> to September 30<sup>th</sup>



### Closing the Sale:

- Greet Guests – make them feel welcome
- Assign an experienced member to assist the guest, to review the agenda and explain each role.
- As the guest, feel free to ask any questions during the break and at the end of the meeting.
- Tell the guest how to join.
- Ask for comments from guests at the end of the evening.
- Always invite guests to return and provide a guest information kit.
- Send a thank you email for attending.
- Vice President of Membership should follow-up by email or phone to receive feedback on the guest's feelings – what were their likes and dislikes.
- Always ask your guests if they would like to join our club.

### Member Engagement & Retention:

- Survey members once or twice a year
- View the Moments of Truth presentation
- Assign Mentors to new members and review status regularly
- Prepare each week for the meeting
- Volunteer to take on weekly meeting roles





## How to Master Compelling Storytelling

*By Pres Vasilev – 2013 International World Speaker*

1. **Foreshadowing:**
  - Give hints of something coming – create anticipation.
2. **Callback:**
  - Remind your audience of something you said earlier in your speech.
3. **Sensory Details:** Use descriptive languages by using your five senses:
  - **Sense of Sight:** Be descriptive with your words to create color or visualization.
  - **Sense of Hearing:** Describe the sounds and noises of the story.
  - **Sense of Touch:** Describe your movement in the story – yours or the objects around you.
  - **Sense of Smell:** Describe what you smell and it will trigger memories for the audience as well as yourself.
  - **Sense of Taste:** What was sweet, sour, bitter, etc.?
4. **Don't Get Lost in the Details:**
  - Remove everything that is not relevant to your story. The story will then gain clarity for the audience.
5. **Reveal Your Characters:**
  - **Directly:** Tell you audience who our characters are. Give Clues to who is in your story.
  - **Indirectly:** Speech is what words you use; what are your thoughts; what effects do you want the audience feel; what are your actions in the speech; and what does the story look like – be descriptive.
6. **Bring Your Characters To Life:**
  - Give relevance to your characters – make it personal – who are your talking about. Bring freshness and surprise in your story – animations.
7. **Evoking Emotions:**
  - **Directly:** With your words – tell a good story that creates feelings.
  - **Indirectly:** Tell the actions of each character.
  - **Create a Rollercoaster of Emotions:** Don't stay on the same emotional plane.
  - **Add Humor:** Poke fun at yourself – not others.
8. **Have Goals:**
  - **G** – Your story should have a goal.
  - **O** – The content should face an obstacle.





- **A** – Send the audience on an adventure.
- **L** – Create a lesson you have learned.
- **S** – A good story, with goals, will ensure your success.

9. **Recall your story:**

- Make your points clear.
- Base your story on a true event – this will create emotions in you and the audience.
- Base your story on a real problem or event – this will leave the audience with a takeaway memory
- The Conclusion – it is the most powerful part of your speech. What memory have you left for your audience? Use gestures and phrases that create a memory.



10. **Rework your conclusion:**

- Re-work your conclusion over and over again until you feel you have the best conclusion to your story.

11. **Remember:**

- Foreshadow, evoke call backs, create sensory emotions, reveal the characters, bring the characters to life and evoke emotions and goals.

12. **Take your time:**

- Don't rush your ending. Edit your speech to meet your time allotment. Ensure you have enough time to give a great conclusion that is not rushed.

13. **Your Performance:**

- Bring your story to life – create emotions, insert sound effects, tell a story you have experienced, use gestures to create movement and interest, paint imagery and ensure they all leave the audience with a memory.

14. **Delivery:**

- Bring the script to life.

15. **Speech title:**

- It holds the story together. The title is critical. Make a list of possible titles, choose the best title and then test your title and story with your audience. Take feedback from the audience and change your speech and/or title to meet the audience's expectations.

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## Happy Holiday and Merry Christmas!

Thank you for reading!  
Published by: Sifiso Madonko

