



SPOTLIGHT

The Spotlight is
on Your Success

JANUARY 2012 - vol 32, issue 7

Club 699
Area 12
District 5
Region 10

EXCELSIOR TOASTMASTERS



RESOLVE

A MESSAGE FROM OUR PRESIDENT, NORM NOMURA, DTM

Every year around this time I notice that people make resolutions to change themselves either physically or behaviorally.

Soon thereafter, most find that they are not following through on their resolutions. For most of my life, that was me too. That does wonders for the confidence and self-esteem doesn't it? Several years ago I became so fed up with my failed resolutions that I finally made a resolution that I have kept



to this day. I resolved never to make another New Year's resolution.

That is not to say that I've never resolved to change something about me. I do it quite often. It's just that I don't wait until January to make them.

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SDSU President Visits Azteca Toastmasters

by Frank Jonasson

Excelsior members John Stark and Frank Jonasson heard SDSU President Elliot Hirshman address Azteca Toastmasters on January 17.

Hirshman formerly belonged to a Toastmaster club in Tempe, AZ. He attributes his public speaking skills to his Toastmastering experiences.

In his speech at the Azteca meeting, the fifth speech he had given that day, he shared insights about speaking to meet the needs of your audience.



SDSU President Elliot Hirshman

He stressed the importance of preparation. Nervousness helps us restructure our thinking to meet our audience's needs. He encouraged speakers to close on a positive point with sincerity and to provide challenges equal to opportunities.



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[President's Message continued]

In the past, as soon as I broke a resolution, I knew I had several months before I had to make another one the next year. I was in the procrastinator's dream.

As soon as I resolved to not make another New Year's resolution, I understood that I am never the same person that I was the previous year anyway. Each year I grew and progressed, in spite of myself.

I asked myself, "What improvement did I see and how did I get there?"

What I noticed is that most changes were initiated by luck or happenstance. There was no conscious effort to make the change that resulted in the difference in me.

Let me explain. When I found that I was spending too much

money buying my lunch every day, I started taking my lunch to work. Then I began to lose weight (not enough though). I didn't decide to lose weight, it was the result of a change for a different reason.



When I decided to lose more weight, I gave up beer. This was an intentional change to lose weight, which had the additional benefit of saving money.

Before long, I had lost weight as my wallet got fatter. You might be thinking, "That must have been several years ago!" You'd be right.

The common thread here was that whether my resultant change was initiated specifically by me or not, the change started with small

action. Realizing this, change didn't seem such a daunting task. Often we want to see change in ourselves, look at our desired end result and find it imposing...even impossible. No wonder broken New Year's resolutions so greatly outnumber successfully kept ones.

Craig Valentine (1999 WCPS) says, "**Change Small and Change Often.**" Give it a try this year, and not only in January.

If you find yourself unintentionally changing for the better, **continue that change with conscious intentional action.** If you want to intentionally change something in yourself, take that small first step and repeat. You may find that long elusive goal creeping ever closer. You may never make another New Year's resolution.

Norm Nomura

CHOICES, CONCLUSIONS, CONSEQUENCES

By Rose Waring



Human beings, as a species, are the only life forms on earth known to possess the power to make choices.

Homo sapiens can choose any course of action and anticipate the results that might result from that specific choice. However, we often imagine incorrect conclusions which

lead to very different outcomes than those we hoped for and even thought would appear.

How often do you find that a choice you've made, you would change, if given the opportunity?

How often, once you observe the plan in action, can you quickly ascertain that your imagined conclusion is about to produce a consequence that you do not want to see come to pass?

Have you spent or do you routinely spend money you

shouldn't on something you don't really need? Is it possible that in this recent season of "gifting," you spent more than necessary to try to please or bring a moment of happiness to a "difficult to please" friend or relative?

How often do you think about what an awesome power the power of choice is?

Since that little five letter word **m-o-n-e-y** seems to bring so much joy or despair into our lives, and because our world economy is currently

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CONGRATULATIONS Joyce Persichilli!



Region 10 Advisor
Joyce Persichilli and
International Director
Roberta Perry

On January 15, Joyce Persichilli, Region 10 Advisor, was honored with the prestigious Smedley Award.

The ceremony was held during the Past District Governors Club 407 meeting in Fullerton, CA.

International Director Roberta Perry gave a beautiful tribute to Joyce and presented her with a plaque that reads, *"To honor Joyce Persichilli, DTM RA for exemplary efforts as the first Region Advisor from Region 10 2010-2011 with four of seven districts awards Distinguished or Better Status."*

exemplary efforts as the first Region Advisor from Region 10 2010-2011 with four of seven districts awards Distinguished or Better Status."

Of the seven districts in our Region, four were in the top fifteen districts in the world for Toastmasters. Each year, six districts earn Presidents Distinguished District,

six districts earn Select Distinguished District and 33 districts earn Distinguished District.

Joyce's recognition is significant because of the four districts, one district was Distinguished and the other three districts were Select Distinguished. **It is rare that three districts from one Region achieve Select Distinguished District.**

Here are the districts and their rankings:

- District 1 - Select Distinguished #9 in the world
- District 34 - Select Distinguished #10 in the world
- District 12 - Select Distinguished #12 in the world
- Founder's District - Distinguished #13 in the world

There are approximately 88 districts in Toastmasters.

Joyce's plaque is hanging on the Smedley Memorial Wall at Toastmasters International World Headquarters in Santa Margarita, CA.



"I have a dream that one day this nation will rise up and live out the true meaning of its creed: "We hold these truths to be self-evident, that all men are created equal."

"Dr. Martin Luther King, Jr., "I Have a Dream" delivered August 28, 1963, Lincoln Memorial, Washington D.C.

"With regard to domestics in this country, now and then, I think Dr. King said it best: *'All labor that uplifts humanity has dignity and importance.'* And I thank you for recognizing that with our film," said Octavia Spencer, actress.

On January 15, 2012, she won the Golden Globe award for her best supporting performance as a maid in the movie, *The Help*.

Source: www.peoplestylewatch.com/people/stylewatch/packagearticle/0,,20552369_20561892,00.html

His Dream

by Malcolm X. Pusey

Bringing out the best,
while not settling for less.

Loving each other,
while not agreeing
with each other.

Standing up for our rights,
though we might be
in for a fight.

Speaking our minds,
while putting
them on the line.

Stepping up to the plate,
before it's too late.



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EXCELSIOR at the Toastmasters Leadership Institute - January 21, 2012



Eileen Hope training the
Vice President, Public Relations Officers

David Allen writes,
"I would like to express
my appreciation to
Toastmasters for the
privilege of serving
as a trainer for Vice
President of
Membership at TLI.

This was a rich growth
experience!

The discussions went
very well; audience
participation was lively;
and, several people
expressed hearty
appreciation after the
session. I would highly
recommend it to any
competent Toastmaster
interested in further
personal growth."



ON HER SOAPBOX!
Actually a metal box.
Rhonda Walthall (D5 Governor)

Excelsior members made an impressive
impact at the winter 2012 Toastmasters
Leadership Institute held on January
21, 2012. Please applaud the following
members who shared their time, expertise,
and passion for helping others:

TLI CHAIR: MARCY HAYS

CLUB OFFICER TRAINERS:

President:: John Murphy
Treasurer: Jan Lewellyn
Membership: David Allen
Public Relations: Eileen Hope

**SPECIAL SESSION NAME
AND TRAINER(S):**

*Building New Clubs
Ed Gain*

*Advanced Treasurer: Beyond the Club
Jan Lewellyn*

*Overcoming Fear of Improv/Table Topics
John Murphy*

*Promoting Youth Leadership Programs
John Murphy*

*Is Your Club Online? FreeToast Host 2.0
Edna Nerona*

*Making Your Message Memorable
Norm Nomura*

*Build a Steady Stream of
Visitors & Members
Joyce Persichilli*

*Fast Track to the Top! DTM Panel
Joyce Persichilli & Eileen Hope*

IN THE WORKS: A digital
production company called
iCrew is working on a
documentary to promote
future TLI events. Rick Lakin
is the owner of iCrew
(web site: ricklakin.us) and a
member of Sweetwater Valley
Toastmasters. Many of the
trainers were interviewed
including Excelsior President,
Norm Nomura (pictured
below).



I should powder my nose.



I'm ready for my close-up, Mr. DeMille.



Lights, Camera, Action!

BlogTalk Radio (Online Radio)

Our President, Norm Nomura, was a on a guest panel discussing the
Toastmasters Leadership Institute. The interview is on D5 Toastmasters
BlogTalk Radio. The 30 minute program is located here:

[www.blogtalkradio.com/toastmasters-d5/2012/01/13/
leaders-are-21st-century-communicators](http://www.blogtalkradio.com/toastmasters-d5/2012/01/13/leaders-are-21st-century-communicators)





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[Rose Waring continued]

threatened, let's explore our attitudes about money: that currency we all know and love!

The Bible states that the love of money is the root of all evil (*I Timothy 6.10*). I believe that it is not the love of money that is evil...**it is the love of spending money...that is evil!**

Those choices we make when we've been seduced by the lure of "this product will make me happier, prettier, more handsome, or more desirable" are usually less than good ones. "Do I really need to be happier, prettier, more handsome or more desirable?" Perhaps we should ask ourselves, before we spend that money, exactly what real and viable benefit will come to us from making a particular expenditure.

As it generally requires a stupendous amount of effort to move money from someone else's hand to mine that knowledge makes me cautious about how I let go of the green stuff. I carefully consider my choices about money and I try to spend wisely in order to gain the most benefit for myself and for the recipient of my gift from each dollar expended.

Is it not important to keep some of our money for that "proverbial" rainy day? If we do not practice restraint with our money we may not have enough for basic needs or the pleasure of giving to others. Surely, we do not wish to be in such a predicament. However, if we find ourselves without that necessary treasure, the best course of action could be to remain silent about our circumstances and find a way to make better choices with the resources we do have.

Perhaps, during this past busy holiday season you made a statement about something that would have been better left un-said.

The choice to remain silent reminds us that when harmful or untrue things are said about others we are inviting a conclusion which surely will bring a consequence that most of us would prefer not to have in our lives.

No, that great philosopher and comic, Flip Wilson, was not right when he used the excuse "the Devil made me do it." It is not the devil, but our own poor choice, made to utter those hurtful words, that brings unwanted consequences to our lives. Remember that we always have the power to choose to remain silent.

Each of us is responsible for keeping our words as encouraging and as positive as we can in any given circumstance. However, when one has made the choice to always speak the truth in the kindest possible way he or she knows, one is then relieved from the burden of how the receiver chooses to accept the message.

Constructive critique is at the heart of our Toastmasters Program and each of us is solely responsible for how we receive words as well as how we send them. Personal responsibility is integral to the awesome gift of choice that we are privileged to enjoy. We are personally responsible for our own actions and the consequences which come from our choices. As, Jean Webster, author of many books, including *Daddy Long Legs* remarked, "It is not the great big pleasures that count the most; it's the making great of the little ones."

We cannot control, nor are we responsible for the behavior, words or actions of others, but we can control and are responsible for our own. Self discipline in all aspects of our lives is the greatest challenge any of us will ever encounter. It is indeed the most difficult discipline of all.

When we make a choice to spend money we do not have, within our pockets or accounts, we are opening ourselves, and those who may depend on us for financial stability, to the possibility of living with a consequence which, ultimately, could have far too great a price to pay.

When we make choices to say unkind or untruthful words it is absolutely not going to create the conclusions that we want or need for ourselves and others. As Mother Teresa so wisely said, "**Kind words can be short and easy to speak, but their echoes are truly endless.**"

Kind words "pay-off" forever for both the sender and the receiver.

The good news is that when we make poor choices, we have an instant opportunity to change them! We can remove ourselves from the negative or harmful consequences by choosing to immediately take a different course of action. We can, instantly, adjust our thoughts and choose actions which will be more beneficial for all concerned.

Let's exercise our **power of choice** to always choose wisely in 2012. Together, we'll enjoy all the big pleasures and make great memories from all of the little ones we share in this outstanding club.



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2011 - 2012 EXECUTIVE OFFICERS:

Norman Nomura

President

Jan Lewellyn

Vice President, Education

Jean Douglas

Vice President, Membership

Edna Nerona

Vice President,

Public Relations

and Newsletter Editor-In-Chief

Linda Parker

Treasurer

Malcolm Pusey

Secretary

Harry Sundblad

Sergeant-At-Arms

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Edna Nerona

Norman Nomura

Joyce Persichilli

Malcolm Pusey

Rose Waring

PHOTO CONTRIBUTORS:

Eileen Hope

Frank Jonasson

Edna Nerona

CLUB INFORMATION:

MEETING DAY

FIRST TUESDAY
OF EVERY MONTH

TIME:

6:00 PM - 8:30 PM



MEETING LOCATION:

EL FANDANGO
RESTAURANT
(2ND FLOOR)
2734 CALHOUN ST.
SAN DIEGO, CA
(OLD TOWN)

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Club Contest - February 7, 2012 International Speech & Table Topics

Toastmaster: Rose Waring

If you would like to be a contestant in one or both categories,
please contact VPE, Jan Lewellyn, janlewellyn@att.net

A Request from our Area 12 Governor, JOHN MURPHY:



I look forward to being at each of your upcoming club speech contests. The last Area contest (Humorous Speech and Evaluation) was held jointly with Area 9. The wonderful folks from Area 9 were instrumental in supplying us with a Contest Chair, Laila Atkiss, who performed superbly.

The upcoming contest operations (on March 3rd) will be our responsibility. If any of your club members are working toward their Advanced Leader Award, and need to complete the High Performance Leadership (HPL) project, **please have them consider being our Area Contest Chair.** A big issue at contests is always food. Not this time. Once again my dear wife, Susan Murphy, will be the chef for our Area Contest. Please let me know any nominees for the Contest Chair. I will provide all the support that member may need to be an outstanding success. I should have a location for our Area 9/12 contest selected by the end of this coming week.

2012 Calendar*

February 7	Excelsior Club Contest - El Fandango
February 20	Presidents Day
March 3	Area 12 Speech Contest
March 11	Daylight Savings Time - Spring Forward
April 21	Southern Division Contest
May 18-19	Spring District 5 Conference
August 15-18	Toastmasters International Conference Hilton Orlando Bonnet Creek Resort Orlando, FL

***Please consult the D5 Calendar as event dates are subject to change.**
<http://d5toastmasters.org/>