Toastmasters International Fact Sheet

Toastmasters International is a worldwide nonprofit educational organization that empowers individuals to become more effective communicators and leaders. Headquartered in Rancho Santa Margarita, California, the organization's membership exceeds 345,000 in more than 15,900 clubs in 142 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators and leaders.

Founded
October 22, 1924

Updated Brand
August 17, 2011

Leadership
Mike Storkey, International President
Balraj Arunasalam, International President-Elect
Lark Doley, First Vice President
Deepak Menon, Second Vice President
Daniel Rex, Chief Executive Officer

Benefits
- Clearer communication
- Improved leadership skills
- Enhanced teamwork
- Effective meetings
- Increased productivity
- Positive mentoring
- Complements existing training programs
- Cost effective

Number of Toastmaster Clubs
Worldwide clubs: 15,900+
U.S. clubs: 8,800+
International clubs (not including U.S.): 7,100+

Types of Clubs
- Community
- Corporate
- College
- Government agency
- Religious
- Online

Notable Corporate Clubs
- American Express
- Apple
- AT&T
- Bank of America
- Blue Cross Blue Shield Association
- The Coca-Cola Company
- General Electric Company
- Google
- IBM
- Johnson & Johnson
- JPMorgan Chase
- Microsoft Corporation
- Sony Corporation
- The Walt Disney Company
- Toyota
- United Parcel Service (UPS)

Toastmasters Member Demographics
Gender distribution
- 52% female
- 48% male

Income level
- Average member annual household income is $50,000-$74,999
- 27% of members earn $100,000+ annually

Level of education
- 77% of members have a bachelor's degree or higher
- 39% of members have a master's degree or higher

For more information: www.toastmasters.org
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The Worldwide Pioneer in Communication and Leadership Development

Toastmasters then… and now

Toastmasters International is a nonprofit educational organization that empowers individuals to become more effective communicators and leaders. Founded in October 1924, the organization's membership exceeds 345,000 in more than 15,900 clubs in 142 countries. Each week, Toastmasters helps more than a quarter million people of every ethnicity, education and profession build their competence in communication so they can gain the confidence to lead others.

Toastmasters International Mission
We empower individuals to become more effective communicators and leaders.

Toastmasters International Envisioned Future
To be the first-choice provider of dynamic, high-value, experiential communication and leadership skills development.

Toastmasters International Values:

- Integrity
- Respect
- Service
- Excellence

Toastmasters Then
In 1924, Dr. Ralph C. Smedley held the first official Toastmasters meeting in a basement of the YMCA, in Santa Ana, California. Smedley began working for the YMCA after he graduated college. Observing that many of its patrons needed public speaking training, he decided to help them with a training format that was similar to a social club. At this first meeting, members practiced speaking skills in a supportive, informal atmosphere. The seedling club blossomed and by the 1930s the organization charted its first international club in Vancouver, Canada. In 1973, Toastmasters met an important milestone by opening membership to women.

Why name it "Toastmasters"? - During the early 1900s, the word "toastmaster" referred to a person who proposed the toasts and introduced speakers at banquets. Ralph C. Smedley coined the first group "The Toastmasters Club" because he thought it suggested a pleasant, social atmosphere.

And Now
Since 1924, Toastmasters International has evolved into a worldwide leader in communication and leadership development for men and women. Toastmasters membership has played a critical role in transforming the world of communication – by helping millions of people improve their personal and professional speaking and leadership skills.

Speaking and Leadership Tips from Toastmasters International

Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental. Here are 10 proven tips from Toastmasters International on how to control your butterflies and give better presentations:

1. **Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language—that way you won't easily forget what to say.
2. **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
3. **Know that audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
4. **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
5. **Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. (One one-thousand, two one-thousand, three one-thousand. Pause. Begin.) Transform nervous energy into enthusiasm.
6. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
7. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
8. **Don't apologize** for any nervousness or problem—the audience probably never noticed it.
9. **Concentrate on the message– not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
10. **Gain experience.** Mainly, your speech should represent *you*—as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

One of the most important elements of leadership is the ability to motivate people. Without motivation, even the most skilled team of seasoned professionals is unlikely to achieve great things. A highly motivated group of talented people, on the other hand, can move mountains.

While it's true that motivating people involves more than just changing the way you speak, here are some guidelines you can follow to help build team motivation with only your words and your voice:

1. **Be enthusiastic.** Enthusiasm is contagious! Before you present your ideas, think about the aspects of the subject that you find the most interesting, and don't be afraid to let that interest come through in your voice.
2. **Use quotes, stories and anecdotes.** Along with their obvious entertainment value, quotes and stories can lend authority to your topic and provide concrete examples that people can relate to.
3. **Speak with confidence.** Deliver your message loud and clear. Maintain eye contact with your listeners. Don't mumble or slouch.
4. **Say *you* and *we*, not *I* and *me*.** Instead of telling people what you want them to do, present ways for them to work together to achieve their goals. Involve listeners in the success of the group.
5. **Keep it simple.** People aren't motivated by what you say; they're motivated by what they understand. The best way to ensure audience understanding is to break down complex ideas into simple components.

Visit a local Toastmasters meeting
Each club has a different personality—you may wish to visit more than one. Use the 'Find a Club' tool on the Toastmasters Web site to find meetings near you: http://reports.toastmasters.org/findaclub/. Call or e-mail in advance (if possible) to confirm meeting time and location.

Become the Speaker and Leader You Want to Be

How Toastmasters Works
At Toastmasters, members learn by speaking to groups and working with others in a supportive environment. A typical Toastmasters club is made up of 20 to 30 people who meet once a week for approximately an hour. Each meeting gives everyone an opportunity to practice:

- **Conducting meetings.** Members learn how to plan and conduct meetings.
- **Giving impromptu speeches.** Members present one-to-two minute, impromptu speechs on assigned topics.
- **Presenting prepared speeches.** Members present speeches based on projects from manuals in Toastmasters' proven communication and/or leadership programs. Projects cover topics such as speaking, organization, vocal variety, language, gestures and persuasion.
- **Offering constructive evaluation.** Every prepared speaker is assigned an evaluator who identifies speech strengths and offers suggestions for improvement.

The Tools Toastmasters Use
Upon joining Toastmasters, each new member receives a variety of manuals and resources on how to become a better speaker and a more confident leader. Members also have access to other books and educational resources. In addition, they receive the award-winning *Toastmaster*, a monthly magazine that offers the latest insights on speaking and leadership techniques.

Toastmasters and Leadership
Leadership cannot be learned in a day. It takes practice. In Toastmasters, members learn leadership skills by organizing and conducting meetings and by completing projects in the leadership manuals. Projects address skills such as listening, planning, motivation and team building and give members the opportunity to practice them. Just as Toastmasters members earn to speak by speaking, they learn leadership by leading.

Company Benefits
A company's success depends on communication. Employees face an endless exchange of ideas, messages and information as they deal with one another and with customers day after day. How well they connect and share their ideas with customers, clients and co-workers can determine whether a company grows into an industry leader or joins thousands of other businesses mired in mediocrity. Toastmasters provide the tools that enable employees to become effective presenters and leaders – all at a very low cost averaging $50 every six months. Toastmasters training helps employees:

- Give better sales presentations
- Hone their management skills
- Work better with fellow employees
- Effectively develop and present ideas
- Offer constructive criticism
- Accept feedback more objectively

Visit a local Toastmasters Club
Each group has a different personality – you may wish to visit more than one. Use the 'Find a Club' tool on the Toastmasters Web site to find meetings near you. Call or e-mail in advance (if possible) to confirm meeting time and location.

How to Join a Toastmasters Club

- After you attend a meeting, you can apply for membership (minimum age 18) At the meeting ask for a membership application. Membership is affordable, costing less than $100 a year.

The club officer will send your application and fees to Toastmasters' World Headquarters. Your New Member Kit should arrive in the mail in about 10 days.

FEATURES, BENEFITS AND VALUE

Features	Benefits	Value to the Individual	Value to the Organization
A self-paced program	Flexibility	Unlimited personal growth	Employee goal achievement
Speech writing and presenting	Critical thinking Effective presentation delivery	Clear communication Confidence	Effective employee communication Better leaders
Weekly interactive meetings	Ongoing experience Overcoming fears	Skill reinforcement	Improved morale Enhanced performance
Table Topics™	Thinking quickly	Self-confidence	Better customer communication
Evaluations	Keen listening skills Constructive feedback	Increased self-awareness Positive mentoring	More productive teams
Participation in meeting roles	Ease in front of a group	Improved leadership skills	Effective meetings
Opportunity to conduct meetings	Time management skills Self-confidence and poise	Effectively lead meetings	Increased productivity
Small groups	A supportive environment A positive atmosphere	Relationship-building	Better teamwork Improved retention
Opportunity to fulfill officer roles	Leadership development opportunities	Leadership growth Career advancement	Better leaders
Affordable dues	Cost effectiveness	Positive return on investment	Positive return on investment

TOASTMASTERS
BOARD OF DIRECTORS

Mike Storkey
2016–2017 International President

Mike Storkey, of Townsville, Queensland, Australia, is a business trainer and coach at Storkeys' Team, a business he co-founded in 2005. He assists small businesses in the development of strategic business plans and trains members of local government bodies throughout the Queensland area. He also hosts seminars in change management, time management, team building and leadership, particularly for regional councils and other organizations. Storkey also works in real estate, being a licensed real estate agent. He holds a Certificate IV in Training and Assessment.

Storkey is the former founding president of the Whitsunday Chamber of Commerce. He garnered recognition as a Paul Harris Fellow for his service to the Rotary Club of Airlie Beach.

A dedicated Toastmaster for more than 25 years, Storkey has remained an active member of several clubs since 1990. He served as the inaugural mentor officer for his district, and continues to be committed to mentoring. He served on the Toastmasters International Board of Directors from 2010 to 2012 and has held a number of high-profile leadership positions within Toastmasters. Storkey has also attained the Distinguished Toastmaster designation—the highest level of educational achievement in the organization.

He says, "The skills I developed in Toastmasters—from helping others, working as a team and developing a vision in order to reach a common goal—have made me better equipped to tackle leadership opportunities both in my private and professional life."

As International President, Storkey is a "working ambassador" for the organization. Serving on the Board, he develops and supports the policies and procedures that guide Toastmasters International in fulfilling its mission.

About Toastmasters International

Toastmasters International is a worldwide nonprofit educational organization that empowers individuals to become more effective communicators and leaders. Headquartered in Rancho Santa Margarita, California, the organization's membership exceeds 345,000 in more than 15,900 clubs in 142 countries. Since 1924, Toastmasters International has helped people from diverse backgrounds become more confident speakers, communicators and leaders. For information about local Toastmasters clubs, please visit **www.toastmasters.org**. Follow **@Toastmasters** on Twitter.

Jim Kokocki
Immediate Past International President

Jim Kokocki is an entrepreneur and business consultant residing in Saint John, New Brunswick, Canada. As a volunteer, he is a member of the board at L'Arche Saint John, which is part of a worldwide network of communities for people with intellectual disabilities. Kokocki previously worked for 30 years at telecommunications provider Bell Aliant and its related companies. He recently completed a master's degree in business administration at the University of New Brunswick, Saint John.

Kokocki has also worked with other volunteer organizations, including the Saint John Board of Trade where he served as co-chair of its Business Education Committee. For other organizations, he delivers presentations on leadership, protecting self-esteem, managing conflict, business modeling, and public relations and marketing.

A dedicated Toastmaster for 28 years, Kokocki's home club is Saint John Toastmasters in Saint John. He served on the Board of Directors from 2002 to 2004. In addition to having held a number of high-profile leadership positions within Toastmasters, Kokocki also attained the Distinguished Toastmaster designation—the highest level of achievement in the organization.

"Toastmasters provides our members opportunities to practice and develop transferable communication and leadership skills that enable them to be more effective in their jobs, their families and their communities," he says.

As an officer on the Toastmasters International Board of Directors, Kokocki is a "working ambassador" for the organization. He works with the Board to develop, support and modify the policies and procedures that guide the organization in fulfilling its mission.

Daniel Rex
Chief Executive Officer

As Chief Executive Officer, Daniel Rex leads the Toastmasters World Headquarters team in providing service, resources and support to 345,000 members in 15,900 clubs in 142 countries. He works closely with the International President and the Board of Directors to develop the future of Toastmasters and create and execute plans and strategies to reach those goals.

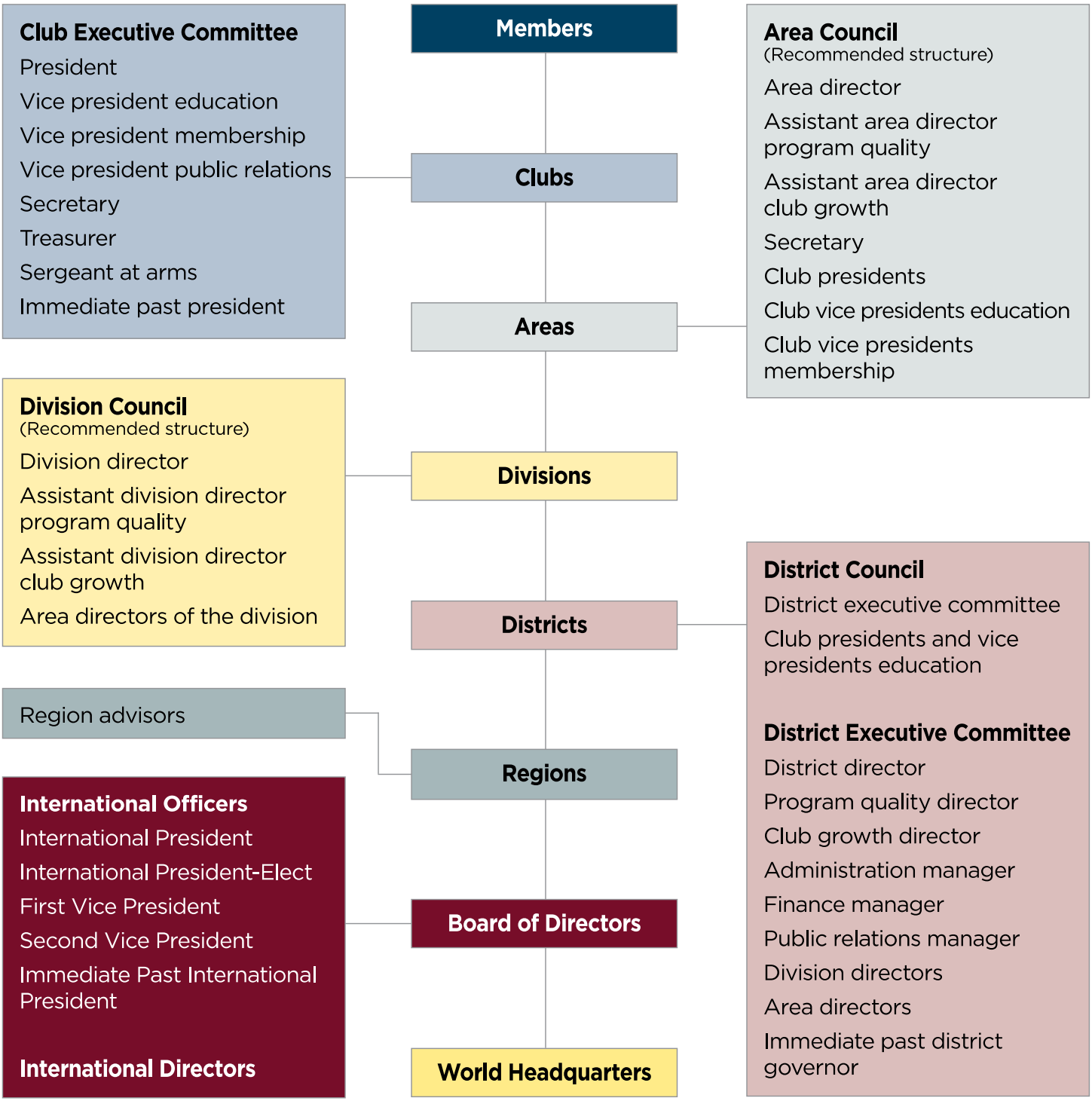
Rex has worked for Toastmasters for 26 years, and during that time he has led several departments at World Headquarters, giving him a unique perspective and an impressive depth of knowledge of the organization. In 2008, he assumed the role of Executive Director, a title that was changed to Chief Executive Officer in 2013. Rex's previous positions include Deputy Executive Director, Director of Communications and Marketing, Marketing Division Manager, and Membership Manager

Rex holds a BA degree in Modern Languages from Southern Utah University in Cedar City, Utah, and an MBA in International Management from the Thunderbird School of Global Management in Glendale, Arizona. He holds certificates from the Leadership for Senior Executives course through Harvard Business School, and the Executive Leadership Program through the University of California, Berkeley. He completed the Strategic Leadership Programme through the University of Oxford.

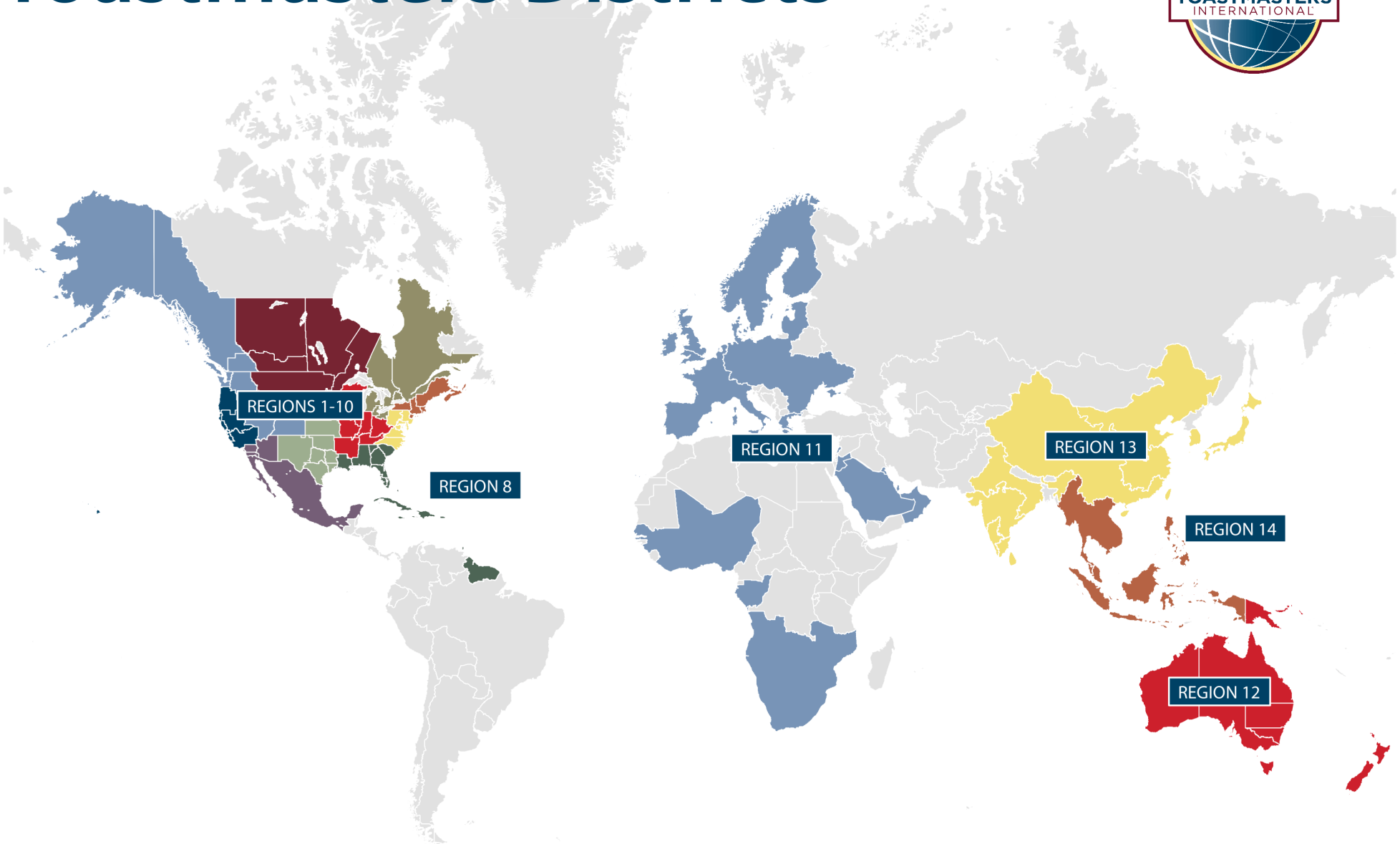
In addition to his Toastmasters duties, Rex serves as a member of the Key Global Associations Committee (KGAC) of the American Society of Association Executives (ASAE).

MAP OF
SERVICE TO MEMBERS

Members are the heart and foundation of Toastmasters International. Below is a representation of each service level in support of the member.



Toastmasters Districts



Regions 1-10
(See detailed map for district numbers)

Region 11
20, 59, 71, 74, 79, 91, 94P, 95

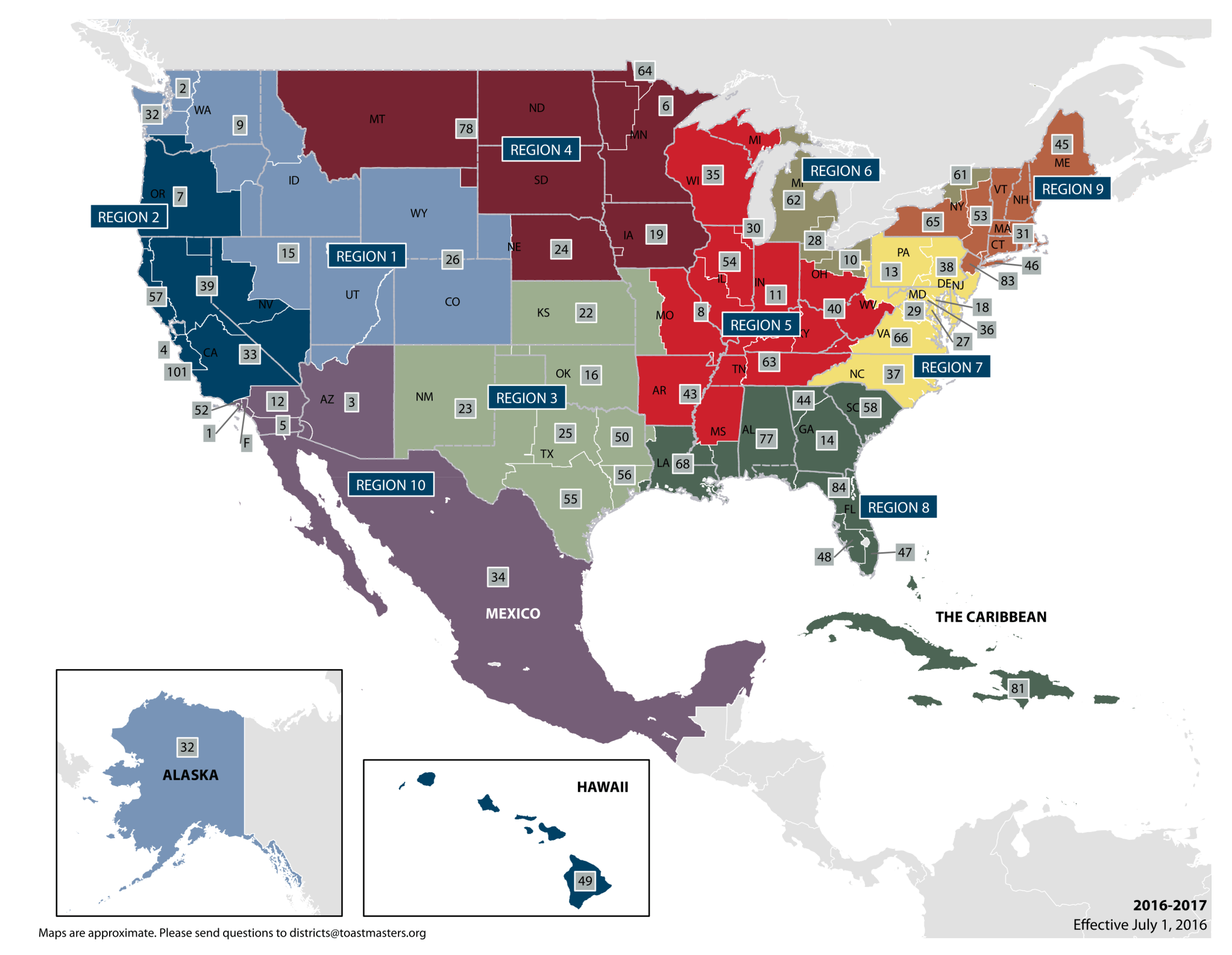
Region 12
17, 69, 70, 72, 73, 90

Region 13
41, 67, 76, 82, 85, 88, 89, 92, 93P, 98

Region 14
51, 75, 80, 87, 97P, 102

Maps are approximate. Please send questions to districts@toastmasters.org

2016-2017
Effective July 1, 2016



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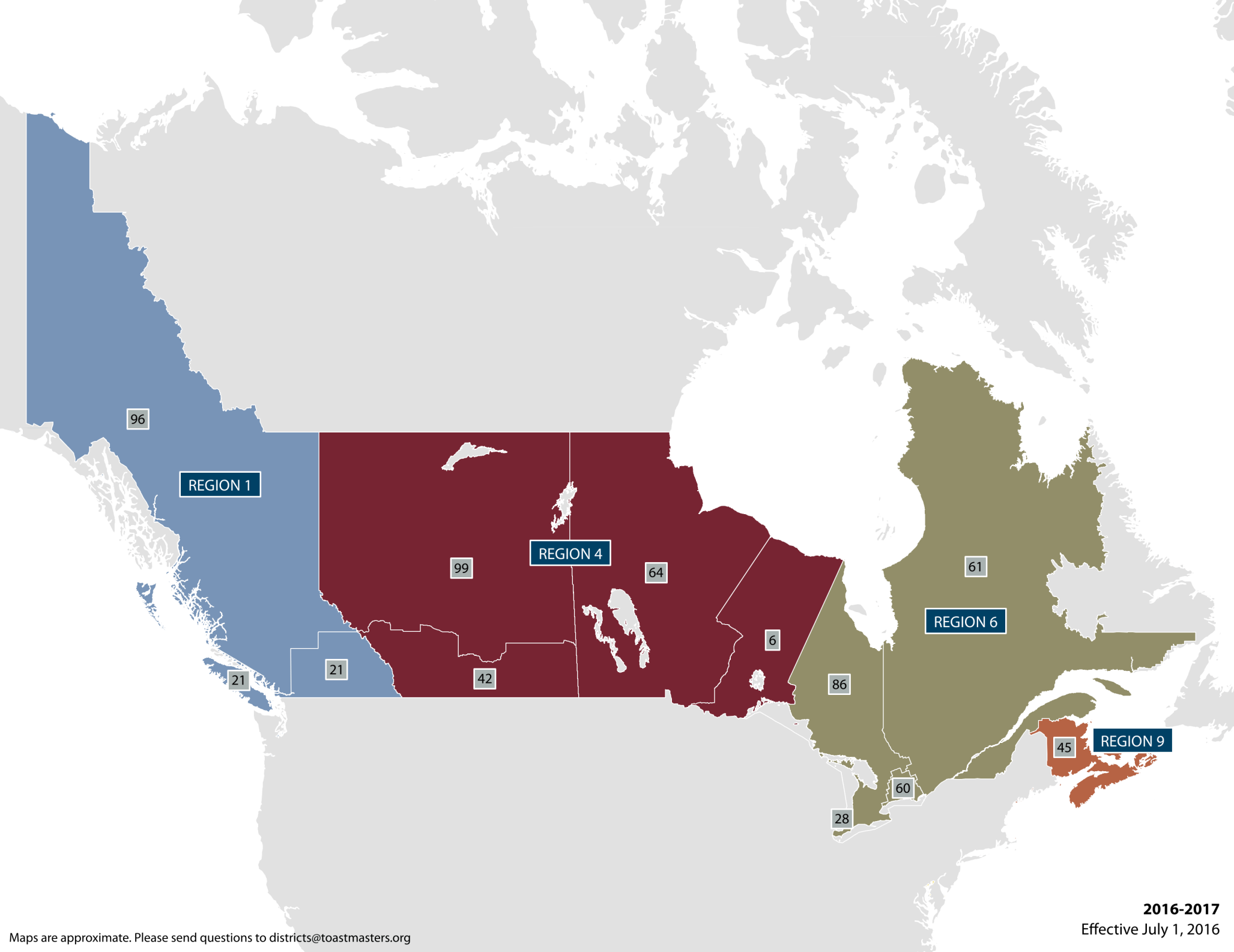

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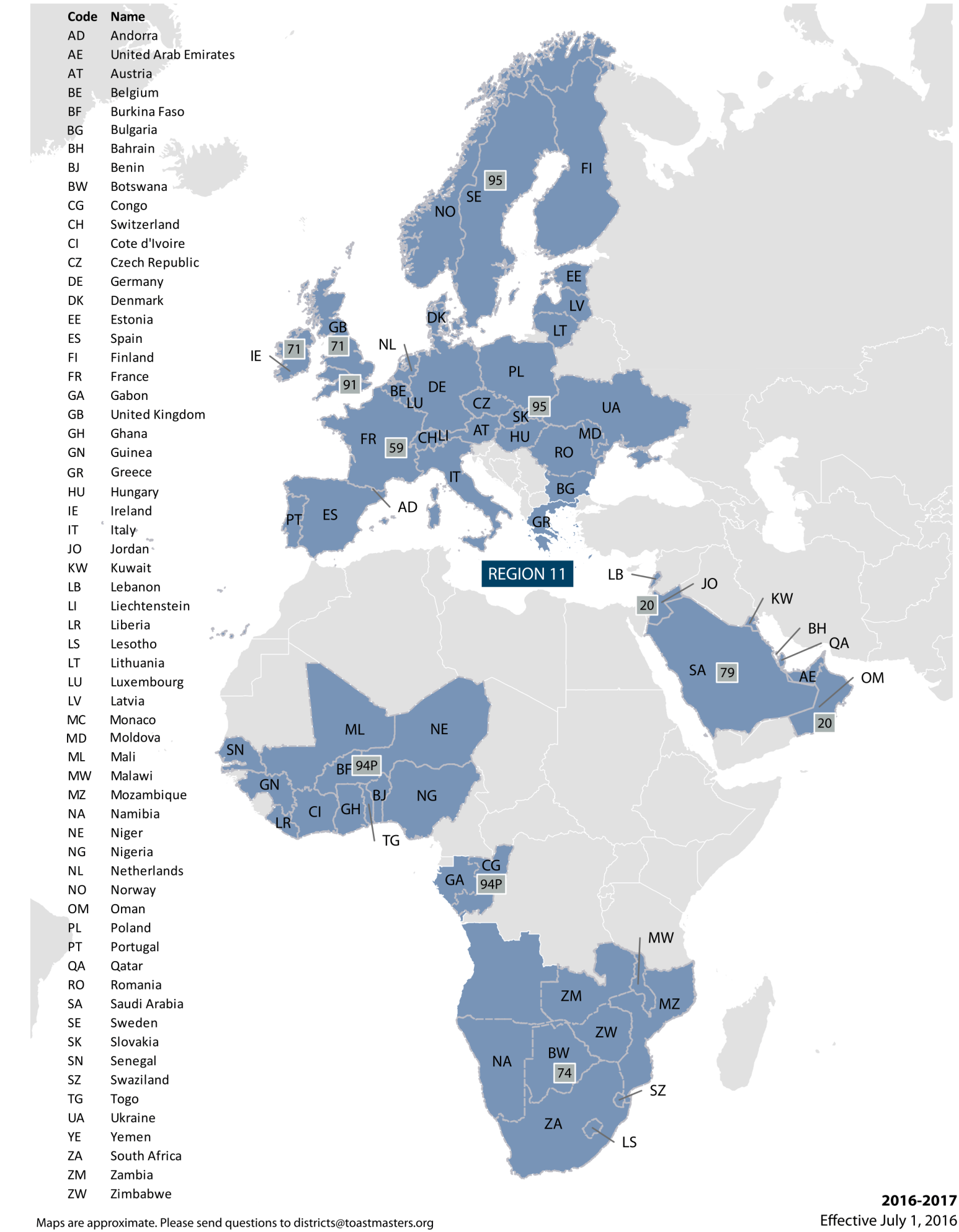

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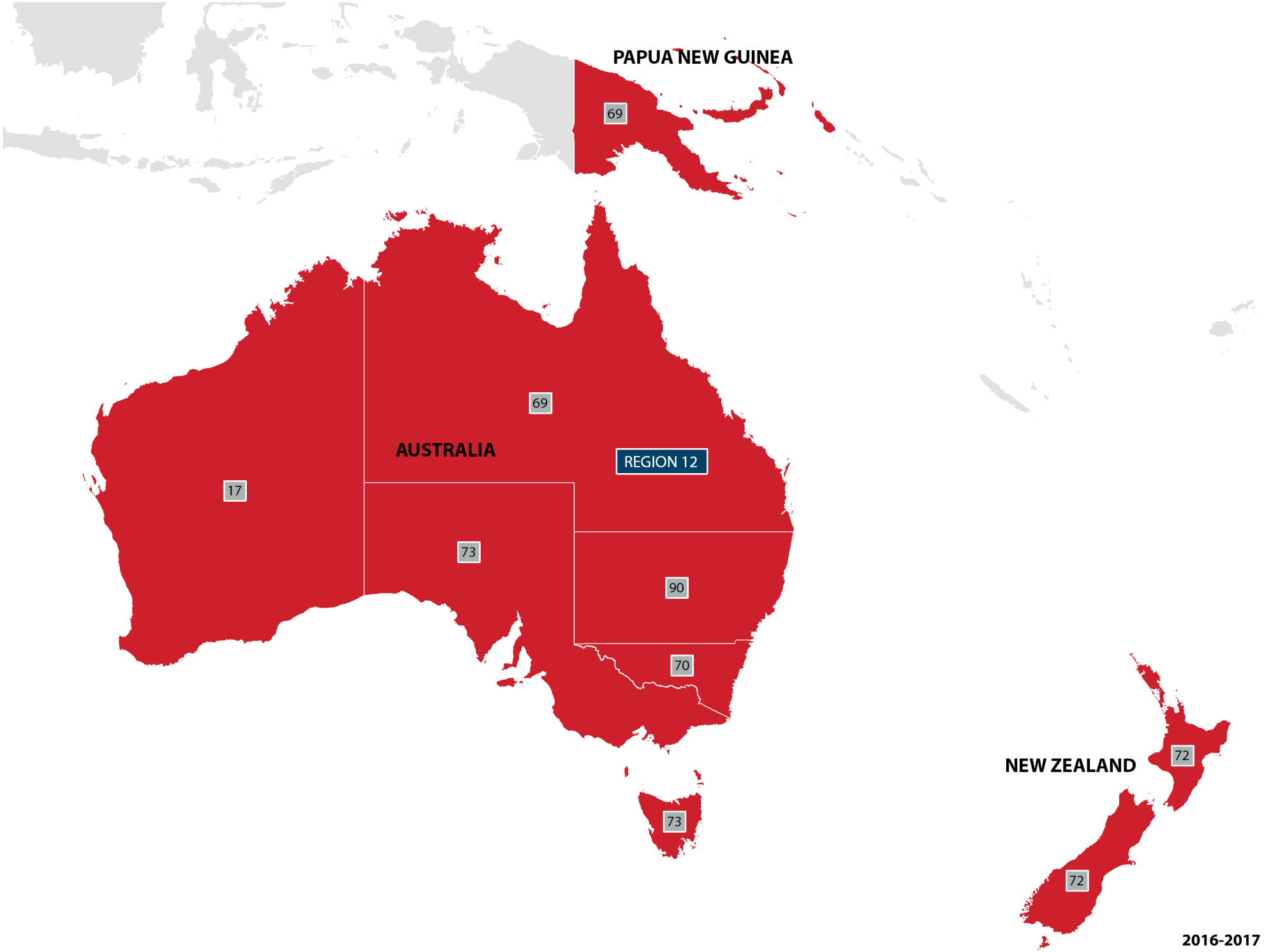

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