



# Mediterranean Spirit

Toastmasters District 59 - Area H1 bi-monthly newsletter

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Issue edited by Anne Delgado — Prestigious Speakers  
Sebastián Lora — Mallorca Wordsmiths

## Editorial

By Sebastián Lora, Vice President Public Relations, Mallorca Wordsmiths



To achieve or not to achieve... That is the question.

The Leadership Excellence

Series project on motivation rightfully says that one of the ways to motivate people is to publicly recognize their achievements. I completely agree, as this boosts people's energy and teaches us that good work is worthy of praise. But, up to what point does this key to motivation leaves us wanting to deliver just for the sake of getting another juicy carrot and not because of the satisfaction that entails an excellent performance and the learning process involved?

As a guest at my first club meetings, the things that in-

trigued me the most about Toastmasters were the eternal applause and the badges hanging from people's chest. Leaving the former aside, I soon understood that the latter served, not only to identify the members behind them, but also to recognize their achievements. And I wondered, "How well will I speak whenever I get my first badge?" I wanted to get there fast.

In no time, I started giving speeches so I could check-mark all the projects in my manual as soon as possible. "My precious!" used to say Gollum in The Lord of The Rings referring to the ring he longed to have and which became his one and only obsession. I felt more or less the same about getting my CC and, the closer I got to the 10<sup>th</sup> project, the more I

wanted that badge. The moment I got it, I kissed it, stared at it in amazement and, at my next meeting, proudly wore it to show everyone that I was finally part of that "select club". But, was it really so or was this all an illusion?

It took me awhile to realize that, the badge meant nothing if I stopped practicing and putting myself out there; it was just a piece of plastic with my name on it. This is when I stopped and thought to myself, "Is this what I came here for?"

Fellow Toastmasters, public recognition is great to motivate, but what really counts is the learning process along the way. Keep up the good work and badges will follow.

## Of Toastmasters relevance:

- AREA H1 ACHIEVEMENTS
- TOASTMASTERS LESSONS FROM A NON-TOASTMASTER
- IS TOASTMASTERS HELPING YOUR CAREER DEVELOPMENT?
- COPING WITH A LOT OF MEMBERS
- UPCOMING DIVISION CONFERENCE

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## Public recognition - Area H1 Educational Awards

By Angela Dunbar, Area Governor

Barcelona is on a roll! During the current term and up to the publication date of this issue, 22 awards have been granted to our Area H1 Toastmasters members in mainland Spain. Congratulations to all, especially to Cormac Walsh and Peter Brenchley for having received the Triple Crown, meaning three or more education awards within a single term.

### Barcelona Toastmasters

Joan Fabregat – CL  
Javier Macias – CL  
David Gonzalez – CL, ACB  
Peter Brenchley – CC, CL  
Marina Lusich – CL  
Marisol Cifuentes – CL  
Cristine Twarog – CL

### Prestigious Speakers Barcelona

Angela Dunbar – CL  
Alvaro Saumell – CC  
Peter McKenzie – CC

Dimitri Uralov – ALB

### BCN Pride Toastmasters

Cormac Walsh – ACB, ALB, ACS  
Celine Quissac – CL  
Tamara Valenzuela – CC  
Oscar Ruiz – CC  
Robert Ferrer – CC  
Peter Brenchley – ALB

### EADA Toastmasters

Mathe Ray – CC

# Mediterranean Spirit



**Conor Neill** is an entrepreneur, teacher, blogger and proud father. He has founded 4 companies. He is professor of Persuasive Communication at IESE Business School.

“AS A BANKER, IT IS CRUCIAL TO BE ABLE TO CONVEY CRITICAL MESSAGES”  
ROSE CHONG,  
ACS



**Kai Steinbach, ACS/ALB**  
Founder and President of Agora Alameda Club at CA Technologies, Cornellà de Llobregat



**Rose Chong, ACS**  
Member of Prestigious Speakers Barcelona

## The most important lesson of Toastmasters

By **Conor Neill**

In 1910 two adventurers, Scott and Amundsen, were on a race to the last unexplored point on the planet, the South Pole. Scott was the hero of the British Empire: older, more experienced and with lots of resources at his disposal. Amundsen was the hero of Norway.

They both arrived at the shores of the Antarctic about the same time and both began their journeys of 1600 miles on foot, carrying everything they would need. Scott would wake each morning and open his tent door. If the sun was shining and there was no wind, he would set his team a goal of 50 miles. If it was a terrible day, windy, cold: he would stay in the tents and wait for a better moment. Scott's journey continued this way, day after day. Each day he checked the conditions and then decided how far to travel.

Amundsen woke up each

morning and pushed his team for 20 miles. Every day, 20 miles. Some days were sunny and they would achieve 20 miles by lunchtime. Some days were harsh and it would take until the last hour of light to achieve the 20 miles. Every day, 20 miles.

Amundsen won the race to the pole, and his team could have continued their journey for months more. Scott lost the race to the pole, and his whole team died on the return journey.

### Set your Focus on the Process Goals

Stress is a result of believing I can control more than I can realistically control. Outcome goals are a driver of stress. I cannot control the weather. I can only control my own actions. If I set €1M in sales as a goal, I set an outcome goal. If I decide I want to be as good a speaker as Florian Mueck or John Zimmer, I set an outcome goal. These are

great dreams, but they are not helpful goals.

This is a big challenge in Europe today. There is little education in setting healthy process goals. If I know that €1M in sales requires 3 meetings a week, and this requires 20 phone calls per day – a healthy process goal is 20 phone calls today. This is under my control. If you want to be a great speaker, the process goal is to practice speaking 3 minutes every day.

Toastmasters shows me that every member who sets a healthy process goal of regular practice gains control of their progress towards mastery. This is a message that people in Europe today need. In addition, the support of people who are there in the water with you makes the journey more enjoyable.

Read more from Conor Neill at [www.conorneill.com](http://www.conorneill.com).

## How has Toastmaster helped you at work?

### Kai Steinbach, ACS/ALB

"Next to the speaking, the presenting, the sales pitching and the classroom teaching, my biggest work-related TM activity was being in the leadership committee for all 5 years of TM membership, and among this time also heading the committee as its President. When the opportunity arose to lead a team and take on manager responsibility for the first time at the office, I knew I could count on my experience from the TM clubs. Toastmasters, where Leaders are made! - yes, indeed. I could have not done it without the learning, without the practice, without the confidence. Exactly the same as speeches, really."

### Gary Traylor

"Being a Captain in the Super Yachting Industry is not an easy task. It takes years of training, good leadership and communication skills. Whilst gaining these valuable years of experience, I soon realized that there were too many Captains who were lacking in both, good communication and leadership skills. Having a leadership position and being a leader are after all not one of the same. I have worked as an officer and Captain for the past 20 years in this business serving Royalty, Famous Media Stars, Corporate Giants and private individuals. The skills I have learnt through Toastmasters have certainly assisted me along the way."

### Rose Chong, ACS

"As a banker, due to the formal and complex nature of the job, it is crucial to be able to convey critical messages, simplify complicated subjects and tailor them to diverse audiences across hierarchies, colleagues and clients. Through practice and continuous learning at TM I learnt to be creative in structuring topics and achieve maximum clarity by getting to the point. Speaking techniques such as pausing and pacing, vocal variety, or involving the audience are essential to capture attention, move people to action and stand out from the rest."

*How has Toastmasters helped YOU at work?*

## Dealing with an overcrowded club

By Dimitri Uralov, Vice President Education, Prestigious Speakers Barcelona

Some Toastmasters clubs have difficulties with attracting new members. But what if your Club is already very large? We currently have 49 members in Prestigious Speakers. 40 of them attend meetings regularly. We now meet three times a month instead of two, but taking care of all these members' educational process can be a big challenge.

Thanks to excellent teamwork within the VPE team and the Officers Committee, we have introduced some creative solutions in PS that might work for your club as well. Here they go:

### Distribute speech slots according to level of speakers

Forty people competing for four speaking slots on every meeting was definitely too much. It created tension and had a demoralizing effect on

people.

So we decided to change the way the slots on every meeting were distributed, introducing different levels according to specific projects within the CC manual: 1<sup>st</sup> slot: Projects 1 to 3; 2<sup>nd</sup> slot: Projects 4 to 6; 3<sup>rd</sup> slot: Projects 7 to 10; 4<sup>th</sup> slot: Advanced speeches and Educational sessions. This has reduced the number of people competing for each slot and allowed everyone to have an opportunity to speak once in a while. Now all our 40 active members are gradually moving towards their Communication goals, and the Club is very well positioned for the DCP award.

Additionally, this distribution makes meetings very diverse, making it more interesting, educational and enjoyable for both members and guests.

### Reserve speaker roles for last-minute drop-outs

Drop-outs are inevitable and form part of any Club's experience, but there's a way to be better prepared for them – use Reserve Speakers!

In PS we have introduced two reserve-speaker slots into each meeting's agenda and we're working hard to encourage our members to take these roles. It works best with people who already have their speech prepared, but don't mind delivering them earlier if they have the chance. Another "target audience" are the experienced members who are willing to take a short-notice challenge and deliver an advanced speech or an educational.

For more useful practices applied at PS: [education@prestigiousspeakers.com](mailto:education@prestigiousspeakers.com).



Gary Traylor is a Super Yacht Captain and member of Mallorca Wordsmiths



Dimitri Uralov, CC/ALB Financial Coach, Entrepreneur and Vice President Education of Prestigious Speakers Barcelona

## BCN Pride Educational Speak Out

By Cormac Walsh, President, BCN Pride Toastmasters

Every club, and especially every Vice President Education, faces the challenge of trying to fulfill all their obligations to their members. How can we help the members speak more, participate more, learn more? How can we balance the agenda of each session so that the members progress through their communication and leadership tracks and the club attains those all important goals for the DCP?

As we got busier in BCN Pride and the member numbers increased, Dale Blagrove and I were faced with the normal dilemma of a busy club. There were simply not enough slots to cope with the demand so we began to

have extra sessions, Speak Outs, where we changed the format, did eight speeches a session and helped some of our members complete their CC in only ten months!

We then had a second dilemma. How to programme ten to fifteen minute Educational sessions when there was already so much pressure on the agenda for speeches? We tried having the educational after the session but that defeated the purpose of trying to finish the session in an hour. We then decided to try using the Speak Out formula to solve our problem.

On Monday Jan 30<sup>th</sup> we had

the first ever BCN Pride Educational Speak Out where five BCN Pride members gave educational speeches to an audience that included members from all the other clubs in the city. The feedback was extremely positive, the atmosphere was electric, our Vicepresident Education, Pilar de Obeso, was an outstanding Toastmaster of the session and a certain Irish President supplied fresh, homemade Brownies. We hope to repeat the session before summer. See you all there!

"FORTY PEOPLE

COMPETING FOR FOUR SPEAKING SLOTS ON EVERY MEETING WAS DEFINITELY TOO MUCH."

DIMITRI URALOV, CC/ALB



Cormac Walsh, ACS/ALB President of BCN Pride Toastmasters

# Mediterranean Spirit

## My conversation with Olivia Schofield

By Sebastián Lora, Vicepresident Public Relations, Mallorca Wordsmiths



**Olivia Schofield**, European Champion of Public Speaking and World Championship of Public Speaking Finalist 2011

WITH  
TOASTMASTERS  
"IT WAS LOVE  
AT FIRST SIGHT"  
- OLIVIA  
SCHOFIELD

In August 2011, Olivia Schofield from First Berlin Toastmasters did what no member of District 59 had done in 85 years: to compete in the World Championship of Public Speaking Finals. Her message about not letting our limitations make us believe we are a failure, left people in tears and cheering, according to John Zimmer, public speaking blogger and a member of International Geneva Toastmasters. But who's Olivia Schofield and how has she come all this way?

Born and raised in the UK, as a young girl her dream was to be a performer, but she suffered from a speech impediment which made acting impossible, so she went to the London School of Contemporary Dance. However, after a while, she understood dancing was just not her thing. She obtained a degree in Communication and TV Production and worked for several years at the BBC. When her children were very young, she and her family moved to Berlin where she kept on working in the television industry. In January 2010 she discovered Toast-

masters and "it was love at first sight".

She was immediately touched about the fact that, at Toastmasters, people are welcomed for who they are and thought it was "a haven". She felt everyone accepted her as herself; they were encouraging, friendly and forgiving. She had been looking for deeper connections with people which she did not find through Buddhism, and at Toastmasters she did. And a lot has happened ever since.

When she won District in 2011, it was clear that there was no other path for her. She went back home and immediately gave her notice at work. She knew that whatever happened in Las Vegas, there was no going back and "my life was changed". In public speaking she found her true calling, in Toastmasters the means to take it to a level she would have never dreamed of. Her participation in the World Championship Finals has made her become a very sought after speaker travelling around World to take her message to all corners of it. Only in May she has ten speaking

engagements in the USA; in just 21 days she will be giving workshops and keynote speeches at District Conferences in New York and Sarasota, at corporations and at the American Stutterers Association. And even though juggling between her new professional career and her motherly duties can sometimes be a bit difficult, she admits "this is what I want to do; I want to do it more than anything in the World" so "I will make compromises and my family has to make compromises too".

Olivia is the true example that following your passion can be really rewarding and encourages those of us who want to go "pro" to use the Toastmasters network to hone our skills by giving talks and workshops whenever and wherever we can.

Getting to the Finals must have been definitely a fantastic experience but the true prize was to finally have found her true passion. And how is Toastmasters helping you to follow yours?

More about Olivia Schofield at [www.oliviaschofield.com](http://www.oliviaschofield.com).



**Anne Delgado**, Co-editor of Mediterranean Spirit, Treasurer & 2nd Vice President Membership, Prestigious Speakers Barcelona

## Club Contest Winners of Area H1

By Anne Delgado, Treasurer & 2nd Vice President Membership, PSB

These are the Winners of the Club Contests held between February and March. No contest was celebrated in four of the clubs. Information provided by the VPE's.

### Mallorca Wordsmiths:

Speech Contest:  
1) Sebastián Lora  
2) Ulrike Stuemke

Evaluation Contest:  
1) Ania Bazyluk  
2) Rosemary Grainge

### Barcelona Toastmasters:

Speech Contest:  
1) Marion Chevalier  
2) Jesús Salillas

Evaluation Contest:  
1) Marina Lussich  
2) Djanira Cortesao

### Prestigious Speakers:

Speech Contest:  
1) Josefin Berg  
2) Rose Chong

Evaluator Contest:

1) Philip Strange  
2) Brenda Franks

### Barcelona Pride Toastmasters:

Speech Contest:  
1) Lluís Cona  
2) Robert Ferrer

Evaluation Contest:  
1) Céline Quissac  
2) Lluís Cona

## Corporate Toastmasters mark the difference in business

By Filip Dabovic, Vice President Public Relations, HP Toastmasters Barcelona

Being in business, whether it is in R&D or in a marketing department means that you will have to present or talk to other people at some point. Bringing your message across more effectively and with more power will not only increase your credibility in front of your manager, but also in front of your customers or peers. Besides the obvious learning curve of becoming a better speaker, you will learn how to organize yourself. By completing your competent leader manual, you will be guided through your professional development and learn how to organize yourself. Many times the competent leader manual will facilitate your day to day work on the job. Managers and businesses in general usually try to make their company more attractive for new employees, but struggle with that hopelessly. Therefore,

qualified people on a job hunt always search for "on the job" training in addition to the actual job.

A corporate Toastmaster club is the perfect opportunity to fill that gap efficiently, rather than paying expensive courses or trainers. The feedback that is received from peers on a weekly or bi weekly basis is far more powerful and influential than any other kind of professional development. Development and growth do not have any magic ingredient, but only require constant practice and the desire to become a better speaker, a better leader, and a better employee.

If you participate in a corporate club, you will become a better speaker, without sacrificing anything, except a long lunch every other week.

If you participate in a corporate club as a committee member, you will learn how to become the leader you want to be in the club, learn a lot about business, and boost your confidence to another level. If you decide to found your own club, you will be able to become the person you want to be in business, in your personal life, and in your own corporate Toastmaster club. Forming a corporate Toastmaster club or participating in one is the key to ensure personal success within your organization and constant development on a personal and professional level.



**Filip Dabovic CC/CL**, Immediate Past President and current Vice President Public Relations at HP Toastmasters Barcelona

"DEVELOPMENT AND GROWTH DO NOT HAVE ANY MAGIC INGREDIENT, BUT ONLY REQUIRE CONSTANT PRACTICE" - FILIP DABOVIC, CC/CL

## How is Toastmasters helping my career?

By Ulrike Stümke, Mallorca Wordsmiths

As a personal trainer at the Mallorca Marriott Resort and Managing Director of two JOYA shoe shops in Palma de Mallorca I have to frequently make business presentations either as a trainer or as a shoe saleswoman. I enjoy to speaking about my products in front of either small or large groups but, I must say, I have often felt insecure when doing so finding spontaneous presentations to be particularly difficult for me.

As an example, a few days back, I had to attend three events to promote the products I sell at JOYA shoes. These shoes are a very spe-

cial product; not only are they the softest in the World, but they also put a spring in your step just like a trampoline which will enable you to experience a floating sensation that will make you not want to wear any other type of shoes again. I can confidently say that JOYA "gives you wings" as they are the next best thing to actually flying. Even though such a great product can virtually sell by itself, without any sales effort, I must admit that in the past, I felt insecure and uneasy whenever I had to present my products to a group of clients. A bad presentation would keep me from closing the sale.

Thanks to Toastmasters, I can say that my presentation skills have improved very much, helping me get the confidence I needed to address a group of clients, either for the shoe business and as a personal trainer.

*Ulrike Stümke is a member of Mallorca Wordsmiths Toastmasters Club. She is a personal trainer and owns her own business of functional shoes in Palma de Mallorca. You can view her products at [www.joyashoes.com](http://www.joyashoes.com).*



**Ulrike Stümke, CC** is a business owner and a member of Mallorca Wordsmiths



# Mediterranean Spirit

Toastmasters - Where leaders are made

## Upcoming events:

- March 17th, 2012: Area H1 Speech and Evaluation Contest (Barcelona)
- April 28th, 2012: Division H Conference (Marbella). Mor info at <https://sites.google.com/site/toastmastersmarbella2012/home>
- May 25-27, 2012: District 59 Spring Conference (Poznan, Poland). More info at <http://www.tmpoznan2012.org/>.

Find out about other Toastmasters District 59 events, as well as reviews of past District conferences at <http://www.district59.org/events/calendar/>



**Percy Roland ACB/CL**, Chief Organizer of this year's Division H Spring Conference and President of The Achievers Toastmasters Club



**Tamara Valenzuela**, President of newly-chartered COTY Toastmasters Club

## Invitation to Division H Spring Conference in Marbella

By Percy Roland, Conference Organizer and President, The Achievers Toastmasters Club

We have the honour of hosting the Spring Division Conference on the 28<sup>th</sup> of April 2012 and, for the occasion, we are preparing a fun-packed weekend!

Start with a fun Tapa Crawl on Friday night and explore the beautiful old town of Marbella.

Get going on Saturday morning with a jog on the beach promenade of the city. Then on to the main event, the Division Spring Conference! A full day of speeches,

contests and workshops as well as a keynote speech by Brenda Padilla, Public Speaking Coach and founder of Marbella Toastmasters club.

Mingle with Toastmasters from all over Spain and Portugal and listen and learn from some of the best speakers of the Iberian Peninsula. Help us choose the best of the best as a select few of these speakers and evaluators will go on to represent Iberia in the District Conference in Poznan.

In the evening be whisked away in a luxury stretch limousine to join us as we celebrate the winners and dance the night away at the glamorous Gala dinner.

For details on how to get there, where to stay, how to book, who to contact, visit [www.toastmastersmarbella.com](http://www.toastmastersmarbella.com) and follow the Conference link.

Speak up to achieve... Marbella is waiting for you!

## Toastmasters Clubs in District 59 - Area H1

### Mallorca Wordsmiths

Every Wednesday, 20:30-22:00  
Hotel Amic Horizonte, Palma de Mallorca  
[www.mallorcawordsmiths.org](http://www.mallorcawordsmiths.org)  
[mallorcatm@gmail.com](mailto:mallorcatm@gmail.com)

### Barcelona Toastmasters

Every Wednesday, 20:00-21:30  
EAE Business School, Barcelona  
[www.bcn-toastmasters.com](http://www.bcn-toastmasters.com)  
[info@bcn-toastmasters.com](mailto:info@bcn-toastmasters.com)

### Prestigious Speakers Barcelona

1st, 3rd & 4th Tuesdays, 19:30-21:30  
Casa Orlandai, Barcelona  
[www.prestigiousspeakers.com](http://www.prestigiousspeakers.com)  
[info@prestigiousspeakers.com](mailto:info@prestigiousspeakers.com)

### HP Toastmasters Barcelona

Every other Thursday, 13:00-14:00  
Hewlett Packard Sant Cugat del Vallès  
[hp-toastmasters-bcn.blogspot.com](http://hp-toastmasters-bcn.blogspot.com)  
[benjamin.vogensen@hp.com](mailto:benjamin.vogensen@hp.com)

### BCN Pride Toastmasters

Every Thursday, 19:30-21:00  
Caixa Catalunya Obra Social, Barcelona  
[www.bcnpridetoastmasters.com](http://www.bcnpridetoastmasters.com)  
[info@bcnpridetoastmasters.com](mailto:info@bcnpridetoastmasters.com)

### EADA Toastmasters

Every other Monday, 19:00-21:00  
EADA Business School, Barcelona  
<http://www.eada.edu/es/comunidad/alumni/>  
[omilian@eada.edu](mailto:omilian@eada.edu)

### Agora Almeda Toastmasters

Every Friday, 13:00-14:00  
CA Technologies, Cornellà de Llobregat  
<http://district59.eu/portal.php?page=1&c=612>  
[kai.steinbach@gmail.com](mailto:kai.steinbach@gmail.com)

### COTY Toastmasters Club

2nd & 4th Tuesdays, 15:00  
COTY, Granollers  
<http://district59.eu/portal.php?page=1&c=646>  
[tamara\\_valenzuela@cotyinc.com](mailto:tamara_valenzuela@cotyinc.com)

### Sagrada Familia Toastmasters

1st & 3rd Mondays, 19:00  
Centro ASET, Barcelona  
<http://district59.eu/portal.php?page=1&c=648>  
[joan.fabregat.v@gmail.com](mailto:joan.fabregat.v@gmail.com)

## About Coty Toastmasters Club

### By Tamara Valenzuela

Corporate club which started off on Jan 31<sup>st</sup> at Coty Granollers with 20 people already working on their CC program. The executive committee is formed by Lluç Mercade and Tamara Valenzuela who work along a support Training Group of 10.

The club has its origins in BCN Pride Toastmasters of which but Lluç and Tamara are members and from which they have received much support in the start-up process. They want to particularly thank Cormac Walsh, Dale Blagrove and Oscar Pellús for their support.

For more info visit:

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