

Mediterranean Spirit

Toastmasters District 59 - Areas H1/H2 bi-monthly newsletter

Year 2, n° 2

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Issue edited by Anne Delgado - Prestigious Speakers
Arthur Waters - Prestigious Speakers
Marion Chevalier - Barcelona Toastmasters
Jesús Salillas - Barcelona Toastmasters
Sebastián Lora - Mallorca Wordsmiths

Barcelona Toastmasters Horror Team Debate

By Marion Chevalier, President, Barcelona Toastmasters



What do you remember of the last 31st of October? That it was scary, overwhelming, and fraught? For most Barcelona citizens, it was because of this huge strike paralyzing the city. For the members of Barcelona Toastmasters club, it was definitely the memory of an excellent session dedicated to Halloween. We had our first team debate on this night. A scary, overwhelming and fraught night.

Two teams: The affirmative team composed of Ruben Martínez, Lucie Arnaudies, and Judit Permanyar. The negative team composed of Hans Pubanz, Cristina Hernández and Luis Alberto. They had to debate

whether or not Halloween has become too commercial.

Three evaluators: Pilar de Obeso, Agnieszka Gut and Marisol Cifuentes, evaluated, respectively, the content of the arguments, the delivery, and the overall debating session.

The room was full of pumpkins, ghosts and spiders. The people looked undoubtedly weird. A dead priest, a baby vampire and a scuba diver... Everyone was there to support or shout at the two teams. The exercise was difficult for the debaters, since they had to manage the interjections made by the public and the opposite side. It's not something we're used to doing in

Toastmasters. And it's excellent practice for impromptu speeches to refute to answer opposing arguments. It showed amazing team work that the two groups had to develop a case together, and support each other.

The feedback on this session was very positive. It was entertaining, original and full of learning experiences. Even the two guests, who were there for the first time, had a good time; although they were a bit surprised. They promised to come again to make sure we're normally not this scary.

Or are we?

Of Toastmasters relevance:

- MED SPIRIT WANTS YOU!
- IS THE ELEVATOR PITCH DEAD?
- MORE RHETORICAL DEVICES
- SPEAKING FROM YOUR HEART
- MALLORCA WORDSMITHS' 10TH YEAR ANNIVERSARY
- AREAS H1/H2 ROCK THE DIVISION CONTEST!

Content:

| | |
|---------------------------------------|---|
| EDITORIAL | 2 |
| YIN YANG & THE ELEVATOR PITCH | 2 |
| THE ROADSIDE RHETORICIAN | 3 |
| TOASTMASTERS MOUNTAIN HIKES | 3 |
| INTERVIEW WITH ÁLEX ROVIRA | 4 |
| DO YOU EASY SPEAK? | 4 |
| FOUNDING THE FIRST CLUB IN AREA H1 | 5 |
| WHICH HAS BEEN YOUR FAVORITE PROJECT? | 5 |
| AREA & DIVISION CONTEST WINNERS | 6 |
| ABOUT EADA TOASTMASTERS CLUB | 6 |

Mediterranean Spirit



Sebastián Lora, ACB/ALB and his wife, Eva Vigil at their wedding celebrated this summer.

“WHEN IN DOUBT, LEAVE IT OUT!” ONE STRONG SUPPORT POINT IS BETTER THAN ONE BEING FOLLOWED BY TWO WEAK ONES.” JACK VINCENT



Jack Vincent is a sales consultant, speaker and author of "Sales Pitches that Snap, Crackle 'n Pop." He's a frequent contributor to "The Toastmaster" magazine.

Editorial

By Sebastián Lora, President, Mallorca Wordsmiths

Change is good, change is necessary, change is mandatory. Without it, everything stalls; with it, the world evolves. Mediterranean Spirit is no exception to this rule. Without change, this newsletter, your newsletter, would not improve, and thus, would get boring and lose your interest.

In September's issue we announced an online poll to ask you, our readers, to help us improve. We believe it is only through direct communication that we can find out what makes you tick and therefore be able to give it to you time and time again. We are starting to get a good idea of what to change (the first

change being to reduce the number of pages to six). But we want to hear from "You" too. So tell us what you want, and we will provide (<http://tinyurl.com/d544my8>).

I would like to take this opportunity to say goodbye to someone that has been fundamental to the growth of Med Spirit. Anne Delgado joined the team in March and was the person in charge of putting order to the project, making it possible for us to publish great content on time. Anne, I cannot be thankful enough for all your hard work and dedication. I wish you the best in your future endeavors.

The last change I want to

announce is that I will be resigning as chief editor of this publication before the end of 2012. Working on this project since its birth has been a wonderful experience, and I believe it is now time to give the opportunity to someone else to lead it and bring new and fresh ideas for improvement. I will still be around, but in a support role.

Regardless, we are constantly looking for volunteers to contribute with news, articles and interviews. Want to be part of Med Spirit? Please contact your VPPR.

How's that for a change?

Yin Yang & The Elevator Pitch (excerpt from original)

By Jack Vincent

Beware of "Trendy"

Earlier this year, a high-profile business writer posted an article, "The [Elevator Pitch](#) is Dead." Within minutes, the blogosphere lit up with gushing commentary.

Personally, I find it comical to see how quickly people jump on popular bandwagons. One trendsetter's bold statement is no death warrant to the elevator pitch. And therein lies a paradox. Maybe the elevator pitch is actually timeless!

As a [Taoist](#) who believes that the world is constantly pulled by the forces of [Yin Yang](#), I see dualism everywhere. [Paradox](#) rules the [human condition](#). And pitching -persuading- is a deeply human, endeavor.

The First Paradox

If you believe the elevator pitch is dead, you're dead. In the brave new world of crowded schedules and message bombardment, where the [emotional](#) delete button is one click away, decision-makers often don't give you a second chance; and the first chance can last only seconds.

You can call it anything you want, but you need to pitch quick. If you're proposing a new initiative, you have to grab the [stakeholder's](#) attention, be compelling and quickly engage in a true dialog. It's not about the venue ("Top floor, executive suite, please.") It's about making your point compellingly, and gaining approval effectively. Which brings us to...

The Second Paradox

The best pitches don't feel pitchy. The slick ad promo is long dead, I agree. Use it at your peril. But the best pitches feel like conversations. In fact, they are conversations. And you are the moderator. You have to *hook and engage*. This is the heart of the Yin Yang Elevator Pitch.

Think Yang First

Yang is the human force associated with aggression, with being pro-active, as opposed to passive. In the elevator pitch, Yang focuses on *hooking*, on grabbing the stakeholder's attention from the very first sentence. Hooks are best when they are simple. They may be

wrapped in [management speak](#), but they appeal to the emotions as much as the intellect. "We are losing customers to the competition, and we will continue to do so until we improve our recovery time." That does not speak beneath the mental side of any business person. It has rationale to it. But it will also strike an emotional cord, and emotions drive action.

Emotions can only be triggered with simplicity. Complexity is for the [mind](#), the head. Simplicity is for the heart, the gut. Of course, once the hook is set, you must quickly support it rationally, lest the mind will wriggle the hook free. Dualism at work!

Use no more than three support points. Even in rational territory, anything more than three at this stage is too complex. "When in doubt, leave it out!" One strong support point is better than one being followed by two weak ones.

(Read the full article on Jack's blog [Brave New Sales](#) at <http://lnkd.in/MhG9pb>).

The Roadside Rhetorician - "Devices to make your own"

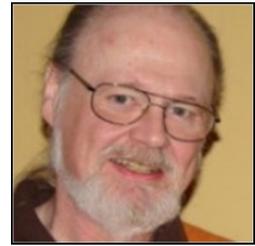
By Arthur Waters, Secretary, Prestigious Speakers

Two deceptively simple rhetorical devices, **simile** and **metaphor**, are very similar - both compare two things that are otherwise unlike. Most similes introduce themselves with 'like' or 'as,' while metaphors do not. Similes can be much more complex than the simple classic, "her teeth were like pearls": "Like one that on a lonesome road / Doth walk in fear and dread, / And having once turned round walks on, / And turns no more his head; / Because he knows a

frightful fiend / Doth close behind him tread." Similes make explicit comparisons, and are essentially closed; they make their comparison, then finish, exhausted, complete. Metaphors, however, make implicit comparisons; the best of them expand. Even the simplest, such as "life is a beach," is inherently suggestive.

Both devices have limitations; they require interpretation because they work through contrast as well as

comparison. They should be used thoughtfully: the concept that "countries are like families" has been pushed too far and used to justify austerity budgets. Mixed metaphors can be confusing, and normally should be avoided, but sometimes they'll get you a good laugh; W.C. Fields mixed "to take the bull by the horns" and "to have a tiger by the tail": "It's time to take the bull by the tail and face the situation."



Arthur Waters is Secretary of Prestigious Speakers and member of Med Spirit's editing team.



Marion Chevalier, is President of Barcelona Toastmasters and member of Med Spirit's editing team.

Toastmasters Mountain Hikes

By Jesús Salillas, Second Treasurer, Barcelona Toastmasters

Toastmasters! It's all about Public Speaking, isn't it? Communication and Leadership, right? True, but when you put together a wonderful group of people, willing to improve, in a friendly atmosphere and working as a team, it turns out that Communication and Leadership skills can be practiced out of your regular Club meetings too. Why not outdoors while enjoying our beautiful landscape? That's what Carmen Pazos, Ana Villar and I thought when we organized three hikes of increasing difficulty as inter-Club activities.

1st Stage: May 19th, a one day hike between Querolbs and Núria. 21 Toastmasters from 4 Clubs enjoyed a spectacular sunny day and the rugged peaks and waterfalls along the way. Picnic in the Núria prairie, at the foot of the lake, with generous supplies of Mexican burritos, Irish chocolate cookies and Russian apple pie. Who said hiking was tough?

2nd Stage: July 6-8th, a 2 day hike in the Aigües Tortes and Sant Maurici Natural

Park. 24 Toastmasters and friends established their base camp at Erill la Vall, in the Boí Valley and set off amongst the lakes, waterfalls and slow flowing meanders and rivulets of Aigües Tortes. Clara Bertrán, from Barcelona TM, demonstrated her public speaking skills and impressive knowledge of art and led us through a guided tour of the roman churches in Erill, Barruera and Taüll.

3rd Stage: August 18-26th, a week long hike between Chamonix and Zermatt amongst the Alps. 8 Toastmasters and friends starred

in a fabulous adventure that will no doubt motivate a few speeches to come. All the ingredients are there: breathtaking scenery and peaks (Montblanc & Matterhorn), leadership and courage to overcome all adversities, and a few cliffhangers along the way. Sneak preview: a handsome Italian got suspended by his rope in an ice crevasse... Can't wait to hear more? Don't miss the speeches!!

More hikes are coming soon, so stay tuned for updates!



"TWO DECEPTIVELY SIMPLE RHETORICAL DEVICES, **SIMILE** AND **METAPHOR**, ARE VERY SIMILAR - BOTH COMPARE TWO THINGS THAT ARE OTHERWISE UNLIKE." - ARTHUR WATERS



Jesús Salillas, member of Barcelona Toastmasters and Prestigious Speakers as well as of Med Spirit's editing team.

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Alex Rovira is an expert in Leadership Psychology and author of several books, including *Good Luck: Creating the Conditions for Success in Life and Business*.

“WITHOUT
VALUES, ONE
CANNOT
CREATE VALUE” -
ÁLEX ROVIRA



Anne Delgado, member of Prestigious Speakers Barcelona and member of MedSpirit's editing committee.



Benjamin Vogensen, Immediate Past President and Vice President Education HP Toastmasters.

“Speak from your heart!” - Interview with Álex Rovira

By Anne Delgado, Prestigious Speakers

Álex Rovira Celma is an entrepreneur, writer, economist, lecturer and consultant. The success of the book he wrote with Fernando Trias de Bes, *Good Luck: Creating the Conditions for Success in Life and Business*, a little fable illustrating the difference between **Luck** and **Good Luck**, changed his life. In just 2 years, 3 million copies were sold, and it has now been translated into 42 different languages. From then on, Álex was asked to deliver conferences and training to professionals around the world, and he is now considered a major expert in Leadership Psychology.

When asked about his beginnings as a speaker, Álex explains that he started giving private lessons when he was a teenager. But definitely, an important milestone in his path happened when he was studying at ESADE, and was given the opportunity to teach MBA students: he was only 21 years old, his students were older, and he was really frightened! How-

ever, Álex's love of education was bigger than his fright, and he had good mentors.

Nowadays, Álex leads seminars about talent management, creative thinking, change management... and also gives presentations related to psychology, philosophy & sociology. His talks may be addressed to companies' upper management or to small NGOs. By the way, Álex admits that he usually spends more time preparing a free talk for prisoners or drug addicts than a well-paid talk for high managers. However, he explains that whatever his audience is, he applies the same excellence criterion, gives his all on stage, and thus always ends his exhibitions completely exhausted. Moreover, Álex emphasizes that the marvellous feedback he receives, either as a speaker or as a writer, always reinforces his conviction that “It is worth it”.

As an economist & philosopher, Álex explains that

through the years he has observed how business lacks social & psychological education; it lacks humanism. He strongly believes the system has to be changed from the inside. He is thus teaching what he has called “psychonomy”, spreading the idea that “**Without values, one cannot create value**”.

Finally, when asked about advice around communication & leadership, Álex details 5 points: “(1) *Read a lot (starting with classics: Socrates, Plato), think about it and learn from it (data, styles).* (2) *Know yourself, because the better you know yourself, the more you'll be able to give others.* (3) *Give your all, always.* (4) *Learn continuously from what you're doing, following the trial and error method.* (5) *Don't worry about success or failure: Respect your audience & Talk from your heart!*”

More about Álex Rovira at www.alexrovira.com.

Do you Easy-Speak?

By Anne Delgado, Prestigious Speakers

It is my pleasure to launch a new feature within our newsletter, which will rely on the contribution of a different member in every issue.

Have you ever visited another Toastmaster club? If you plan to do so, the first thing I recommend is to **inform them of your attendance**. Remember that you have access to any club within Continental Europe (District 59) through Easy-Speak. If you look at the left part of any Easy-Speak page, you will see a section titled “Site Navigation”. If you click on “Division H”, as an example, you will then be

able to select any of the clubs within areas H1 & H2, look at the agenda of the next meeting and **SIGN UP**.

On the other hand, if you often visit other Toastmaster clubs, you've probably noticed that sometimes one cannot read the members' name in the agenda, but their “username”. What a shame, especially if you're a speaker that day! So, here is how to **MAKE YOUR NAME VISIBLE** to Toastmaster members from any club. At the top left of any Easy-Speak page, below your picture (by the way, did you upload your picture?), click on

“Welcome Your username”. In the section titled “Profile Information”, below your First & Family Name, click on **Name visible to: The Public**, and that's it!

If you haven't visited another Toastmaster club yet, I highly recommend you to do so, because it is a great opportunity to meet other members, to get out of your comfort zone (especially if you agree to fulfill a role), and even to observe how meetings can be run differently. So what are you waiting for? **And remember to make your name visible and to sign up!**

Founding the first Toastmasters Club in Area H1

By Debbie Cameron, founder of Mallorca Toastmasters, now Mallorca Wordsmiths

In April 2002 my then computer teacher, Anthony de Souza, whom I had been coaching in my network marketing business, asked why I did not do any group trainings. He was surprised when I told him I had a fear of speaking in public. He shared with me his experience with Toastmasters, and I immediately became very enthusiastic to learn more about it. When we discovered there was not a Toastmasters Club in Mallorca, I decided to set up the first one.

After several phone calls I was introduced to Sean Smith DTM, from the US Rota Navy base in mainland Spain, and together we set a date for our launch meeting at the Santa Ponsa Country Club.

The month prior to our launch, I had the good fortune of being able to visit two TM meetings in Salt Lake City. This gave me a great

opportunity to experience first-hand what TM meetings were like.

On the morning of the launch of the first Club in Mallorca, Sean broke the news to me that I, as founder, would be expected to give an Ice Breaker speech. You cannot begin to imagine how nervous I was. I could not think of anything more difficult to do than to speak about myself. I spent the next few hours worrying about what to write. In the end, Sean wrote most of my speech out from questions he asked me about myself.

My friend Sue Clarke and I had created a lot of curiosity about TM and, from our efforts of inviting people, we had 25 guests show up for the launch party. As I walked up to the lectern to deliver my speech, with my palms clammy, my hands shaking, and my inner voice filling me with fear, I read

every word from the piece of paper in my hands, delivering 27 ers and ums, the most I have ever encountered anyone scoring in my TM career. Regardless, the night was a great success and we had 14 people join by the following week's meeting, along with a wonderful executive team, each of us being responsible for wearing a different hat; myself volunteering to be President.

Over the next few years, after holding several Club, Area and Division positions, I have teamed up with and developed new Clubs and made many friends around the world on this amazing journey of personal growth. I feel truly blessed and very grateful to Toastmasters and even more importantly to the mentors within the organization that helped me develop my speaking and leadership skills.



Debbie Cameron is the founder and first President of Mallorca Wordsmiths as well as past Area and Division Governor. She was awarded District 59 Toastmaster of the Year in 2005. Visit her site www.justagreatlife.com.

“WHEN WE DISCOVERED THERE WAS NO TOASTMASTERS CLUB IN MALLORCA, I DECIDED TO SET UP THE FIRST ONE - DEBBIE CAMERON

Which has been your preferred Toastmasters project?

By Marion Chevalier, President, Barcelona Toastmasters

Judit Permanyer

I especially enjoyed the “Make them laugh” advanced project. Perhaps because I feel laughter is the closest distance between you and the audience. From my point of view it's one of the most difficult and most satisfactory projects. You are required to add humor in the whole speech, changing the tone of your voice, your rate of delivery, and your facial expression, and you get the public's reaction at the same moment! I really had fun delivering it in last year's Division Contest. Laughter is a tranquilizer with no side effects, and I think we need more of this nowadays! As someone said, if every word I

said could make you laugh, I'd talk forever.

Sheila Macmillan

Sometimes you are stuck for ideas for speeches – and at other times they just jump out at you. That's how it was for me when I read the requirements for project 5, “The Persuasive Leader” from the Persuasive Speaking Advanced Manual.

There are “big picture” people and “details” people – and one cannot survive without the other. This project allowed me to combine two of my favourite things, Toastmasters and taking care of the “small stuff”, to show how this could be applied to Toastmasters – anywhere

from club level to District conferences.

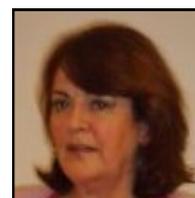
Benjamin Vogensen

I very much enjoyed the last one I did, which was my 10th in the Competent Communicator Manual. It was not because it was the one that made me a CC. But I felt it was the speech during which I had the closest connection with my audience.

For me it is really important that the topic speak to everyone listening, and they get some value out of it. Audience reaction means everything!



Judit Permanyer, CC, Vice President Public Relations Barcelona Toastmasters.



Sheila MacMillan, ACB CL, Treasurer, Mallorca Wordsmiths.



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Toastmasters - Where leaders are made

Upcoming events:

- November 16-18th, 2012: District 59 Fall Conference - Bonn, Germany.
More information: <http://www.tmbonn2012.org/>

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



Mireia Montané, President, EADA Toastmasters Club.



Want your picture here? Got interesting news worthy of being published?

Ask your VPPR how you can contribute with Mediterranean Spirit.

For more info visit:
www.toastmasters.org

Fall Speech/Table Topics Contests Results

By Jesús Salillas, Barcelona Toastmasters & Prestigious Speakers

AREA H1 CONTEST RESULTS:

SPANISH SPEECH

Liliana Lucero (PSB)
Emilia Fossati (PSB)
(No scoring, no order)

SPANISH TABLE TOPICS

1: Tobias Rodrigues (PSB)
2: Sebastián Lora (Mallorca)

ENGLISH SPEECH

Girish Pramani (PSB)
Evgueni Talal (PSB)
(No scoring, no order)

ENGLISH TABLE TOPICS

1: Sebastián Lora (Mallorca)
2: Tobias Rodrigues (PSB)

AREA H2 CONTEST RESULTS:

SPANISH SPEECH

1: Cristian Clottu (Barcelona)
2: Robert Ferrer (BCN Pride)

SPANISH TABLE TOPICS

1: Marisol Cifuentes (Barcelona)
2: Iñaki Eguarte (Almeda)

ENGLISH SPEECH

1: Salvador Alemany (Almeda)
2: David Smith (Barcelona)

ENGLISH TABLE TOPICS

1: David Smith (Barcelona)
2: Iñaki Eguarte (Almeda)
3: Cristine Twarog (Sagrada)

DIVISION CONTEST RESULTS:

SPANISH TABLE TOPICS

1: **Liliana Lucero (PSB)**
2: Inaki Eguarte (Almeda)
3: Percy Roland (Marbella)

SPANISH SPEECH

1: **Emilia Fossati (PSB)**
2: Peter Taylor (Valencia)
3: Diego Leal (Nova)

ENGLISH TABLE TOPICS

1: **David Smith (Barcelona)**
2: **Tobias Rodriguez (PSB)**
3: Inaki Eguarte (Almeda)

ENGLISH SPEECH

1: **Girish Pramani (PSB)**
2: **David Smith (Barcelona)**
3: **Evgueni Talal (PSB)**

Toastmasters Clubs in District 59 - Areas H1/H2

Mallorca Wordsmiths (H1)

Every Wednesday, 20:30-22:00
Hotel Amic Horizonte, Palma de Mallorca
www.mallorcawordsmiths.org
mallorcatm@gmail.com

Prestigious Speakers Barcelona (H1)

1st, 3rd & 4th Tuesdays, 19:30-21:30
Casa Orlandai, Barcelona
www.prestigiouspeakers.com
info@prestigiouspeakers.com

EADA Toastmasters (H1)

2nd & 4th Mondays, 19:30-21:00
EADA Business School, Barcelona
<http://www.eada.edu/es/comunidad/alumni/> pbosworth@eada.edu

COTY Toastmasters Club (H1)

2nd & 4th Tuesdays, 15:00
COTY, Granollers
http://district59.eu/portal.php?page=1&c=646_tamara_valenzuela@cotyinc.com

HP Toastmasters Barcelona (H2)

2nd & 4th Thursdays, 13:00-14:00
Hewlett Packard Sant Cugat del Vallès
hp-toastmasters-bcn.blogspot.com
benjamin.vogensen@hp.com

Barcelona Toastmasters (H2)

Every Wednesday, 20:00-21:30
EAE Business School, Barcelona
www.bcn-toastmasters.com
info@bcn-toastmasters.com

BCN Pride Toastmasters (H2)

Every Thursday, 19:30-20:30
Caixa Catalunya Obra Social, Barcelona
www.bcnpridetoastmasters.net
info@bcnpridetoastmasters.net

Agora Almeda Toastmasters (H2)

Every Thursday, 13:00-14:00
WTC Almeda Park 2, Cornellà de Llobregat
<http://almeda.toastmastersclubs.org/>
kai.steinbach@gmail.com

Sagrada Familia Toastmasters (H2)

1st & 3rd Mondays, 19:30
Centro ASET, Barcelona
www.sagradafamilia-toastmasters.com
president@sagradafamilia-toastmasters.com

About EADA TM Club

By Mireia Montané, President, EADA TM

EADA Toastmasters Club started timidly in the beginning of 2011 and chartered officially in June. We meet biweekly on Mondays at 7:30pm in our headquarters classroom in EADA and since June 2011 about 45 different members have joined our club.

Originally, we were only a corporate closed Toastmasters English club and in only 1.5 years have evolved to a bilingual and partially open club. Our membership is comprised of a variety of profiles including EADA Alumni, workers from EADA's corporate business partners and professionals interested in improving their communication and leadership skills. We are very open to welcome guests and members from other clubs, national and international!