



# The Verbal Express

NEWSLETTER FOR VERBAL EXPRESSIONS TOASTMASTERS CLUB #5736  
A CONSISTENTLY PRESIDENTS DISTINGUISHED CLUB  
AREA 44 – PLAINS DIVISION – DISTRICT 50  
VOLUME 18 - NUMBER 4 - JUNE 2011

**Meeting Every Thursday from 11:45am to 1:00pm in Room D2S-R25**

*Ericsson Richardson - 2201 Lakeside Blvd, Richardson TX 75082 – the 3-Story Building w/Barrel top*

## Executives Share Valuable Insights On Communication and Leadership Skills

*By Dana Parkoff*

*By sharing the importance of leadership and communication skills in Ericsson business units, this session built awareness of the on-campus opportunities for all employees through active participation in Toastmasters.*

On June 16<sup>th</sup>, over 50 Ericsson employees joined our club meeting for an opportunity to be up close and personal with six of Ericsson's BCAM executives:

Kudos go to Verbal Expressions club members for facilitating an event which both reinforced Toastmaster's values of Communication and Leadership and heightened awareness of the many opportunities available to Ericsson employees through this Toastmasters club.

The program was opened and closed deftly by club president, Carolyn Cartwright – including providing the objectives for leading a panel discussion. The panel was facilitated by long-time club member, Nancy Bateman.

Thought-provoking questions allowed for a focused, candid and humorous discussion where each executive openly shared the values of knowing your audience, being an effective listener,

*... continued on page 3*



### **BCAM Communication and Leadership Executive Panel**

*L-R –**Richie Brock** - Director of Media Gateway Development, **Mark Slater** - Director Packet MSC R&D, **David Hilbig** - Director Global Customer Support, Toastmasters Club President Carolyn Cartwright, and **Ron Centis** - VP Service Ops, **Kevin Marcellus** - HR & O, **Noy Kucuk** - VP BCAM R&D, with Nancy Bateman – panel facilitator.*



*Over 50 employees attended the session.*

# The President's Page

## Fellow Toastmasters!



**Leadership** is a big part of our club experience, and we do it in style! In addition to qualifying as a President's Distinguished Club, hosting the Ericsson

Executive Panel Discussion on what communication and leadership skills Ericsson Executives want to see in their employees was a wonderful way to end the current Toastmasters year.

**Fabulous job!** David, Gerald, Julio, Nancy and Simon worked with me to lay the groundwork over six weeks. Many others pitched in for the membership drive and to help during the meeting. *Be sure to read all of the feedback on page 4.*

It is my pleasure to work with each of you to promote our club on campus,

and I thank all of you for continuing to generate the wonderful positive energy that makes our club such fun.

In July, we start a brand new Toastmasters term which gives each of us a new opportunity for setting objectives. Who will join me in setting sight on their next Toastmasters education or leadership award? Who will invite the most guests? Who will help with the next big event? Who dares to succeed?

**Set your S.M.A.R.T. goals now,** visualize yourself there and success will happen!

I look forward to seeing you every Thursday.

**BRING A FRIEND or COWORKER !**

*Carolyn Cartwright ACB, ALB  
Verbal Expressions Club President*

## Distinguished Club Plan for Verbal Expressions Toastmasters

*for the DCP plan year July 2010 through June 2011*

**Data as of June 22, 2011**

1. Two CC: **DONE** Uttara Sawant & Nancy Bateman
2. Two more CC ??? Venkat? Mukund? you?
3. One AC-B, AC-S or AC-G: **DONE** Harry Manley ACS ALB
4. One more AC-B, AC-S or AC-G: **DONE** Carolyn Cartwright ACB ALB
5. One CL, AL-B, AL-S, or DTM: **DONE** Calvin King ACS CL
6. One more CL, AL-B, AL-S or DTM: **DONE** Carolyn Cartwright, CC ALB
7. Four new members **DONE** -Sushma Shankar, Reggie Miggins, Dave Jancan, Vilma Rusto
8. Four more new members: **DONE** George Makaye, Vidya Basavaraju, Mukund Onkar, Richard Shaw, Jeff Satz, Dipti Ganoo, Julio Zhang, Virendar Tanwar, Lynne Patterson, Latoya Wright, Rob Nyberg, Dana Parkoff
9. Minimum 4 officers trained each training period **DONE** - all 7 officers attended training both terms
10. One semi-annual statement and one officer list submitted on time: **DONE** Officer list submitted on time.

**Our Goal is to continue to be Presidents Distinguished.**

**5-6 Distinguished**

**7-8 Select Distinguished**

**9-10 Presidents Distinguished <<<< HOORAY! We met our GOAL on 3/31! >>>>**

*To receive recognition, at year end (June 30th) a club must either be at 20 or more members, or end the year with a net membership increase of 5 over their starting (July 1st) membership total.*

...continued from page 1

knowing how to communicate clearly with every customer, giving ongoing constructive feedback and knowing how to be part of a team and that leadership is a privilege.. (See the sidebar for more on their key messages as gathered from our membership.)

**All of the skills they deemed valuable are the very skills we practice weekly in Verbal Expressions Toastmasters!**

It was fascinating to learn from these seasoned business leaders that the very skills they deemed valuable are the same skills we practice weekly by participating in Toastmasters.

A special thanks goes to the Ericsson BCAM panel members:

- **Richie Brock**, Director Media Gateway
- **Ron Centis**, VP Services Ops,
- **David Hilbig**, Director of Global Customer Support,
- **Noy Kucuk**, VP R&D,
- **Kevin Marcellus**, VP HR
- **Mark Slater**, Director of Packet MSC R&D,

And appreciation to all the club members who helped with advance planning, week of activities and on-time efforts in making this event such a success!

*Dana Parkoff joined Verbal Expressions in May and has already given her icebreaker speech.*



President Carolyn Cartwright appreciates the panel members at the close of the June 16<sup>th</sup> meeting.

## Key Messages from Ericsson Executives

- Communicate clearly.
- Know your audience.
- Respect cultural differences.
- Listen.
- Manage time.
- Learn to give and receive feedback.
- Mentor others.
- Build trust.
- Build teams.
- Set and achieve goals.
- Be a team player.
- Learn from your mistakes.
- Ask the right questions.
- Be adaptable.
- Don't fear failure.
- Use constructive critique & praise.
- Learn to make changes.
- Take risks.
- Appreciate.
- Ask for help.
- Get into the \*UN\*comfort-zone.
- Be comfortable speaking.
- .Challenge yourself.
- It's a privilege to lead.

# Feedback on the BCAM Executive Panel

<i>Over 25% of our audience provided feedback for this session</i>	mean	median	mode
I enjoyed hearing leaders talk about communication.	9.5	10	10
I enjoyed hearing leaders talk about leadership.	9.6	10	10
I enjoyed hearing their personal stories.	9.5	10	10
I appreciated learning more about our Ericsson Leaders.	9.4	10	10
I learned more about what Communication & Leadership skills are valued in Ericsson.	9.0	9	10
I now have a goal for developing my own communication and leadership skills.	8.3	9	10
I learned more about the on-campus Toastmasters club.	6.8	7	9
The event was well advertised such that I knew where to be when, and who would be presenting.	9.1	10	10

## What part of the session did you REALLY LIKE today?

Candor & insights. I appreciated the personal sharing of experiences by the panelists. Leadership present their views. I liked the fact that the execs were candid and they offered things that Toastmasters does that overlaps their strengths. The open format. All of it. Respect cultural differences. Feedback was stressed. Ask the difficult questions. How relaxed and open and candid responses were from the leaders! Very well prepared questions, all very relevant to us. Great job in follow up questions. Considering cultures and adapting style. Big take - away, don't be afraid to ask the tough questions. It was very interesting to hear that leaders should always be out of their comfort zone. Personal stories from executives.

## Suggest ONE change to the format...

I think the panel format encourages spontaneous discussion works well. Allow more questions from the audience. I thought advert said 11:30, started at 12. More time for panel. More time for Q&A from audience. Get submitted questions before the meeting starts. Reduce the number of panelists and make it more diverse. Format was good.

## What other communication or leadership topics would you like to learn more about?

How to lead a team. More of the same. Motivation. How to learn to anticipate questions. Learn to gauge the audience level. I'd like to hear more about the process of developing effective public speaking skills. What skills are important in speaking to small groups? Do these same skills apply when speaking to larger groups or are there other necessary skills in those settings? More about feedback.

Congratulations  
on a very  
successful  
event.

I think you have  
taken the club to  
the next level.

*Kevin Marcellus  
VP BCAM HR & O*

It was a lot of  
fun. Thank you  
for the  
opportunity.

*Mark Slater  
Director BCAM R&D  
Voice & Packet Core*



## SETTING S.M.A.R.T. GOALS

- Specific - clearly stated and appropriate to the task at hand
- Measurable - with explicit quantification
- Achievable - designed for both stretch and success
- Recorded - written down and committed to
- Timed - with a specific time frame or date for completion

# Are You A.R.M.ed For Success?

*By serving in different meeting roles you can learn all aspects of leadership.*

The All Roles Mastered award recognizes Verbal Expressions club members who practice key skills



for success in business and life by working through each of our club meeting roles to practice listening, observing, leading, speaking or giving feedback.

**During this term, the following club members**

**have completed all 13 meeting roles and earned an ARM AWARD:**

1. Carolyn Cartwright
2. Venkat, Kara
3. Kamakshi Kata
4. Sai Kumar

Currently, these five members are **Almost There:**

- 12 - Harry Manley - Grammarian
- 12 - Mukund Onkar - Vote
- 11 - Simon Cornelius - Grammarian & Vote
- 11 - David Turner – Posture & General Evaluator
- 11 - Julio Zhang - Grammarian & TTSpeaker

And these are **over half way to an A.R.M. Award:**

- Nancy Bateman - Thought, Grammarian, & Timer
- Yibing Lin - Toastmaster, Thought & Ah
- Uttara Sawant - Ah, Timer & Vote
- Gerald Dunn – Toastmaster, Thought, Ah, Vote
- Priti Mahale - Thought, Grammarian, Vote & Topics Leader
- Lisette Zounon - Timer, Vote, Topics Leader

**WIIFM? What's in it for me, you ask?** For each skills building All Roles Mastered (ARM) award you receive a handsome purple ribbon! And, if that's not enough... when you earn two (2) ARM awards, you receive a gift certificate towards club dues or Toastmasters merchandise.

If you are interested in being **ARMED FOR SUCCESS**, sign up for specific roles with our VP ED, Venkat Kara. Additionally, you can volunteer for open roles as they become available each week.

Additionally, **club meeting roles are 90% of the COMPETENT LEADERSHIP (CL)** manual projects. This mean each meeting role could give you a winning trifecta:  
1<sup>st</sup> - building skills & experience  
2<sup>nd</sup> - earning credit toward your ARM award  
3<sup>rd</sup> - completing projects in your CL manual.

**Strengthen your fundamental skills by earning your next A.R.M. award!**

Your **current ARM status is posted** each week on the club website  
<http://verbalexpress.freetoasthost.org/>

Scroll down to the "MEMBERS ONLY" section and click on ARM!  
*Access requires your member login.*

## A Key to the Toastmaster Acronyms

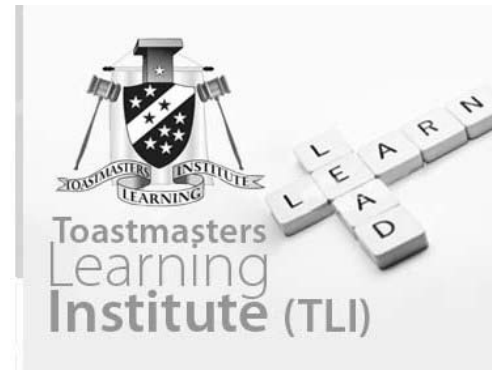
- CC** Competent Communicator, one who has completed the 10 speeches in the Competent Communicator manual
- AC-B** Advanced Communicator - Bronze, a CC who has completed 2 Advanced Manuals (5 speeches each)
- AC-S** AC-Silver – an AC-B who has completed 2 more advanced manuals + 2 modules from Better Speaker or Successful Club series
- AC-G** AC-Gold – an AC-S who has completed 2 more advanced manuals + 1 registered Success/Leadership, Success/Communication, or Youth Leadership program and mentored one new member
- CL** Competent Leader, one who has completed the 10 projects from the Competent Leadership manual
- AL-B** Advanced Leader- Bronze, a CL and CC who has served a full six-months as an elected club officer, attended district training, and presented 2 modules from Successful Club or Leadership Excellence
- AL-S** AL - Silver, an AL-B who has completed the High Performance Leadership manual, served a full year as a District officer, and served as either a sponsor or mentor for a new club
- DTM** Distinguished Toastmaster, an AC-G who has completed the AL-S Award.

# District 50's TLI is Powering Up!

Verbal Expressions members may attend as many of the District 50 Educational Sessions as they wish during all of the TLI events during July and August.

## What is TLI?

It's the Toastmasters Leadership Institute, where Toastmasters from across the district come together to learn, share ideas and be inspired. It's where newly-elected club officers receive training on how to best serve their clubs and every Toastmaster can expand their skills and knowledge.



## All TLIs offer:

- **Training for all club officers** (required for every club's DCP)
- **Advanced Officer training for experienced club officers**

<b>KICK-OFF</b> Saturday, 7/9/11 9:00 am-3:30 pm	Texas Health Presbyterian Hospital 8176 Walnut Hill Lane, Dallas TX 75231 ( <a href="#">map</a> )
<b>LITE</b> Thursday, 7/14/11 6:00 pm-9:00 pm	DCCCD El Centro - Bill J. Priest Campus 1402 Corinth Street, Dallas, TX 75215 ( <a href="#">map</a> )
<b>LITE #2</b> Thursday, 7/28/11 6:00 pm -9:00 pm	Collin County Community College Spring Creek Campus ( <a href="#">map</a> ) 2800 E. Spring Creek Pkwy Plano, TX 75074
<b>EASTERN</b> Saturday 7/23/11	Overton Brooks VA Medical Center 510 E. Stoner Avenue, Shreveport, LA ( <a href="#">map</a> )
Saturday 7/30/11 ...	Tyler Junior College West Campus 1530 SSW Loop 323, Tyler, TX

**The Kick-Off and Last Chance TLIs also offer a wide variety of informative and beneficial courses on:**

- **Training for Judges and Chief Judges, Contests, Coach/Sponsor/Mentors, and**
- **educational sessions on speaking and leading** for all Toastmasters club members

## Everyone Should Attend – it's Paid for!

All Toastmasters are welcome to attend, join in the fun, enjoy the learning and meet the leaders of our district. Even if you're not serving as a club officer this term, "electives" are being offered that cover a variety of topics you're sure to find of interest.

**Because we value our club members** - Verbal Expressions will pay \$20 that allows all of our club members to attend as many of the District 50 Educational Sessions as they wish in TLI events during July and August.

**Every Verbal Expressions Toastmaster can benefit from attending the District 50 Toastmasters Leadership Institute.**

***Plan now to be there for a power surge in your communication and leadership skills!***

For more details on specific TLI schedules, instructors and course offerings, check the [www.D50Toastmasters.org](http://www.D50Toastmasters.org) website which is updated regularly.



## Club Membership as of June 22, 2011

1	Nancy Bateman DTM	<i>S@Arms helper, website &amp; newsletter</i>
2	<b>Carolyn Cartwright ACB ALB</b>	<b>President</b>
3	<b>Simon Cornelius CC</b>	<b>VP Membership</b>
4	Gerald Dunn	
5	<b>Dipti Ganoo</b>	<b>Secretary</b>
6	Venkat Karra	<b>VP Education</b>
7	Kamakshi Kata CC	
8	Calvin King ACS CL (H)	
9	<b>Sai Kumar ACS CL</b>	<b>Imm Past Pres</b>
10	Yibing Lin CC CL	
11	Priti Mahale ACB CL	<i>Sergeant at Arms helper</i>
12	Harry Manley ACS ALB	
13	Rob Nyberg	
14	<b>Mukund Onkar</b>	<b>SGT ARMS - lead</b>
15	Dana Parkoff	
16	Lynne Patterson	
17	Josilen Price ACB CL (H)	
18	Linda Rummans DTM	
19	Uttara Sawant CC	<i>Sergeant at Arms helper</i>
20	<b>Virendar Tanwar</b>	<b>** Returning Member **</b>
21	David Turner	<i>Sergeant at Arms helper</i>
22	<b>LaToya Wright</b>	<b>**NEW MEMBER**</b>
23	<b>Julio Zhang</b>	<b>Treasurer</b>
24	<b>Lisette Zounon CC</b>	<b>VP Public Relations</b>
25		
26		
27		
28	<b>**NEW MEMBER** designation</b>	<b>until 1<sup>st</sup> speech!</b>
29		
30		
	<b>Who will be our NEXT</b>	<b>NEW MEMBER?</b>
	<b>One of your friends?!</b>	<b>Invite them!</b>
	<b>One of your colleagues?!</b>	<b>Invite them!</b>

**Share the  
Secret of Success**

**Bring a Friend or  
Coworker to our  
weekly Club Meetings!**

About This Newsletter -



The Verbal Express is published monthly by **President Carolyn Cartwright** for the education and use of the members and guests of the award winning Verbal Expressions Toastmasters Club. The information in this newsletter is for Toastmasters business only and is not to be used for solicitation or distribution of non-Toastmaster materials or information. The Verbal Express is also available on the club website at <http://verbalexpress.freetoasthost.org>. Articles about the club, club members, Toastmasters, District 50 activities and public speaking should be delivered to our club newsletter editor **Nancy\_VETM@sbcglobal.net** by or before the 2nd Monday of each month. Please use MSWord whenever possible.

## Our Club Officers January – June 2011

President	<b>Carolyn Cartwright</b>	<b>972.583.1817</b>
VP Education	<b>Venkat Karra</b>	<b>972.583.1685</b>
VP Membership	<b>Simon Cornelius</b>	<b>972.583.1473</b>
VP Public Relations	<b>Lisette Zounon</b>	
Secretary	<b>Dipti Ganoo</b>	
Treasurer	<b>Julio Zhang</b>	<b>972.583.1950</b>
Sergeant-at-Arms	<b>Mukund Onkar</b>	<b>972.583.1547</b>
Immediate Past President	<b>Sai Kumar ACS, CL</b>	<b>214.244.5311</b>

## CLUB OFFICER ELECTIONS

For the term July 1- Dec 31  
will be held on  
**JUNE 23<sup>rd</sup>**

### PROPOSED SLATE

President	Carolyn
VP Education	LaToya
VP Membership	Julio
VP Public Relations	Uttara
Treasurer	Rob
Secretary	Gerald
Sergeant at Arms	David

Nominations are still open and will be taken from the floor before the vote. Contact Sai or Carolyn for details. Please attend as quorum is required!

**Ericsson's**  
**\*\* Award Winning \*\***  
**Verbal Expressions**

**Toastmasters Club 5736**



meets every  
**Thursday**  
**11:45am to 1:00pm**  
**Richardson Campus**  
**D2S-R25**

*Come See What  
Everyone's Talking About*

**PLEASE COME IN !**

**Visitors Are ALWAYS Welcome!**

**Verbal Expressions Calendar**

*Club meetings are held every Thursday  
From 11:45 to 12:55 in Room D2S-R25.*

June 16 – Ericsson Business Leaders Event  
June 23 – club meeting – *Club Officer Elections*  
June 30 – club meeting – *Pizza Party!*

July 7 – club meeting – *New Officers Take Charge*  
July 9 – *TLI for Club Officer Training (Saturday)*  
July 14 – club meeting  
July 21 – club meeting  
July 28 – club meeting

**Do you know someone  
who would benefit  
from developing their  
communication or leadership skills ?**

**Bring them to our next meeting!**

Membership in this Ericsson Campus Toastmasters Club is open to employees, contractors and the community. **It offers exciting opportunities to develop leadership, management, and public speaking skills.** *And you'll make fun friends, too!*



**How long  
will you wait  
to  
develop  
your  
leadership skills?**

***Don't wait! Join us Thursday!***

**Verbal Expressions  
Toastmasters Club**  
*meets weekly on this campus.*

**THURSDAYS**  
**11:45am – 1:00pm - D2S-R25**