



Power Lines

Transmitting your membership power ideas.

December 2008

From the Editor

Hi Everyone,

Let me open by wishing everyone a happy holiday season and good wishes for the year ahead. It is a time for us to look back on our achievements during the year gone by and to perhaps set new targets for the year ahead.

I hope that all of you will join me and the rest of the PREM team in setting one of your targets for the 2009 year to be the growth of membership within your POWERtalk club.

For myself, as for many others in the southern hemisphere this is a time to slow down, and enjoy sunshine and holidays. For those joining me in these delightful activities take care and travel safe.

This does not mean however that it is a time to lessen our enthusiasm in celebrating all those great initiatives you have taken to let the world know about POWERtalk.

So please share your ideas and experiences with us all. I know you will agree that we all learn from the successes and experiences of others. So keep those good news stories coming!

Also, as I have said before, if you have any ideas to help improve the newsletter do give me feedback. I am definitely in the business of 'continuous improvement' and appreciate your input.

Let us continue to 'Maintain the Rage' and make the explosion in our membership numbers a reality!

Please send your contribution to Sue Ballard at:

sueballard@aussieisp.net.au all your articles will be included.

Regards

Sue Ballard, Editor, Power Lines

Fellow of ITC, Corporate Trainer, Chairman, Recruitment POWERtalk International

Publicity

PUBLICITY/PUBLIC RELATIONS

*POWERtalk International kiosk
Wellness Expo - Marysville Place, Fredericton*

The Wellness Committee in my office building organized a Wellness Expo. They asked me if I would be willing to have a POWERtalk kiosk. Of course I said yes!

Former member Corinne Taylor worked with me at the kiosk. I had to leave to teach my Effective Speaking course from 12:00-2:00 pm.



Giveaways:

- Business cards
- Brochures
- Next club program
- Prize draw - 3 books

Items on display:



- PowerPoint slide show combining international's "About POWERtalk" slides, and slides from my workshop on "Speaking Without Fear"
- POWERtalk advertisements
- Poster on the Effective Speaking course currently offered
- Master Manual
- Recent club programs

- Ten Tips sheets
- POWER*talk* magazines
- Index of Educational features



The blue ITC tablecloth was made several years ago by one of our members. Since we are still officially ITC and because one of the slides explains our transition from Toastmistress to ITC to POWER*talk* International, I felt it was an appropriate backdrop for our items. It really made the white papers pop!

Early on, we realized that the ads on the back wall were too far away to be useful, so we borrowed a flipchart to better display these materials. We added a large logo to offset the ITC tablecloth.



The booths on the 2nd and 3rd floors (including ours) did not get as much traffic as those in the 1st floor lobby, but turnout was steady.

We marked the back of the prize ballots to denote those who expressed an interest in the club or the course.

The next day I sent a follow-up e-mail to everyone who had filled out a ballot, listing the three prize winners and inviting everyone to attend our next course and/or our club meeting. I will continue to follow up with those whose ballots we marked.

All in all, this kiosk was a PREM success!

Shelley Petley

Certified POWER*talk* Trainer

Fredericton POWER*talkers*, Council 1, Northeast Region.

Well done Shelly, what a great initiative. I am sure there are lots of clubs out there who will want to copy your great ideas!

Sue

POWERtalkers...POWERwalkers

Sunday 19th October 2008 was the annual Maroubra Fun Run/Walk to raise money for the local charities. You could choose the 8km run or the 4km walk. The members of Maroubra Communicators, POWERtalk INTERNATIONAL, decided it would be a novel way of publicising the club by entering as a team. So with POWERtalk INTERNATIONAL emblazoned on our chests we entered the 4 km walk.

It was a not too early start, and already a few hundred walkers were ready at the start of the walk. The registration was a credit to the organisers (maybe some POWERtalk training there somewhere!) and on the dot of 9.30am we were off.



Our team of three, Rose, Stephanie and Judy set off in fine style. Our POWERtalk T-shirts looked great and marked us as a team to be reckoned with. Around the park, up the long hill, up another hill to the water station where we drank with gratitude the cool water, down the hill to the top of the park where the cool winds from the ocean and the beautiful

view of Maroubra beach and beyond kept our energy levels up. The end was in sight, and our team was managing very well. We were not at the front but we were not at the back either.

Then, in less than an hour, we were finished. We did well overall. No records were broken but our aim was to get the name of POWERtalk INTERNATIONAL out there for all to see, and have a good time as well.

A welcome drink and an ice cream was our reward. We did hand out some brochures and put our organisation in the public eye.

Judy, Rose, Stephanie.

Maroubra Communicators,

Council 9, Australia

Well done! What great way to publicise POWERtalk International and get fit at the same time! Anyone else like to take up the challenge?

Sue

Recruitment

Making It Happen Through Recruitment and Mentoring

Our club, Sierra Lindas, is one of three clubs in Council 1 of the Sierra Pacific Region. We are located in Sacramento, California. We currently have fourteen members one being a dual member. Last year we increased our membership from 13 to 16, which qualified us for the 20/20 recognition. Unfortunately we lost 3 members this year due to one moving away, another a caregiver for an elderly sister and a third whom we're hoping will be rejoining us this year as soon as she can.

We use several methods to recruit members: club meeting notices in the local paper, flyers, telephone and word-of-mouth. This year we have already gained one new member and we are actively pursuing 3 others. When I say actively pursuing, I mean we call them and encourage them to attend our meetings.

We have very stimulating programs and here are a few of the things that our members have achieved:

1. Three of the 14 members are Sierra Pacific Region Officers.
2. One member is a Council One Officer.
3. All 14 members are pursuing their accreditation. So far this year 2 members have achieved another level and 2 more have only one assignment left to achieve another level.
4. Five of our members have been in *POWERtalk* less than 4 years.
5. Two of our members are sight impaired. Several of the other members serve as mentors for these two, helping them by reading their assignments from the Master Manual.
6. One of the sight-impaired members is currently the club secretary. Every year she enters the club speech contest, and two years ago she represented our council at the regional speech contest. Also this member has just completed her work for level II.
7. Last year 10 members from our region received the *PowerTalk* short course training and 3 of those 10 members were from Sierra Lindas club.
8. Four of our members have presented *POWERtalk* short course modules at other council and club meetings.

We are a very diverse group comprising of 11 women and 3 men. Our ages range from late 30's to late 70's. Some are retired and some are still working. The goals of the members are also very diverse as well. So

our programs are designed to achieve the goals of each member. We really emphasize evaluation at our meetings. We not only have a General Evaluator but we have assigned evaluators for each speaker. This way each speaker receives at least 2 evaluations.

We feel that a lot of our success can be attributed to treating each member as an individual when it comes to assignments and evaluations. We don't have the "herd" mentality. Also, we encourage all our members to attend council and regional activities. Our group is very enthusiastic about *Power talk* and we're looking forward to another successful year!

Shirley Figenshu

President-Elect Sierra Pacific Region

They say success breeds success and you definitely are one of the successful ones that we all should follow. It is great to hear some really practical tips on how to keep our membership growing.

Sue

Marketing & Mentoring

Help is at Hand - Launch of Great New Resource Documents

The PREM Team is pleased to let everyone know of some great new resource documents that are now available on the International web site.

The new Extension Manual is now on the website as well as a number of the re branded PREM documents.

We are also excited to let you know about the 'Quick Start for Starting a *POWERtalk* International Club' that is now available. This is for use in those first tentative stages of forming a new club. Once there has been commitment with a member or two they will have access on-line to the Extension Manual.

It is anticipated that this Manual is in the process of being mailed to all Region Presidents at this time. So come on everyone, start logging on to the web site and take a look for yourselves at the tools that are available to you.

Prem Team

ATTENTION! ATTENTION!

***Please send articles for Power Lines. to
sueballard@aussieisp.net.au***

Come on 'Share your Experiences'