EDUCATIONAL SESSIONS #1

9:25 am – 10:15 am

AUDITORIUM: L-105 – DISCOVER YOUR SOUL PURPOSE: Do you know your Soul Purpose in life? Your Soul Purpose is the reason you are here. It is what you are meant to do. Some people live their entire lives without ever discovering the reason why they are here. However, the happiest and most successful people are those who have discovered and are living their Soul Purpose. Combining your passion with taking action will lead to the greatest level of satisfaction.

During Discovering & Living Your Soul Purpose, you will...
* Discover if you know your Soul Purpose
* Learn techniques for discovering your Soul Purpose
* Identify your top passions
* Transform your passion into satisfaction through taking action
* Learn about tools, techniques, & resources to achieve your goals & live your Soul Purpose in life

PRESENTER:

Distinguished Toastmaster Kathleen Petrone is a highly successful public speaking coach, the president and founder of the Academy for Public Speaking, and the author of Confidence is Key! 12 Amazing Ways Public Speaking Empowers Your Child. With a Master's degree in education and over 18 years of teaching experience, Kathleen creatively inspires and empowers children and adults to become confident, effective communicators. This dynamic, award winning speaker provided coaching for the winner of the Area 4 Lions Club Student Speakers Contest in 2014, the winners of the San Diego District Optimist Club Oratorical Contest in 2014, 2015, and 2016, and the Toastmasters International World Championship of Public Speaking contestants who represented District 5 in 2013, 2015, and 2016. During the past 5 years, Academy for Public Speaking graduates have won over $18,000 from competing in speech contests.

Kathleen has been featured as a special guest speaker for the Toastmasters Leadership and Communication Expo, the Toastmasters District 5 Radio Show, the Optimist Club, Project Concern International, Altrusa International, Teen Volunteers in Action, and the Girl Scouts. Kathleen is also a graduate of Peak Potentials Seminars, Psi Seminars, and The Ultimate Game of Life. Through her commitment to personal growth, Kathleen discovered her Soul Purpose during the summer of 2010.

http://d5tm.org
and she has especially loved her life ever since! Kathleen is excited to share how the techniques she
used can help you discover your Soul Purpose and live happily ever after.

Kathleen is a member of Excelsior Toastmasters.

ROOM: L-301 – Success Leadership/How to Conduct Effective Meetings Completing the
modules in Success Leadership or Communication Series is the final requirement of completing
Advanced Communication Gold.
In this session, a group leader working from a coordinator’s guide reviews the techniques and
dynamics of small group meetings.

Read More on “Expand Your Horizon” on the Toastmasters Website

PRESENTER:
Kimberly Hobscheid is the CEO of Advanced Placement Recruiting. She works with
unique, leading-edge, interesting, and creative businesses of talented individuals who
are interested in crafting the future.

Change is good. Advanced Placement Recruiting is better.

ROOM: L-310 – SOCIAL MEDIA BOOTCAMP FOR TOASTMASTER CLUBS: A professionally
trained website and social media marketer will explain strategies and share tips for making your club
stand out online. Make Facebook, Twitter, Instagram, and other social media platforms be a
launching pad for your club, to attract new members, promote existing ones, and to bring star
attractions to your club. Anything is possible when you embrace the Internet’s power to boost your
club.

PRESENTER:
Joel Sprechman, former award winning Multi-Disciplined and Sales Engineer w/ a Top
Secret Clearance working with the DOD and DOJ. Former marketing and sales
manager for high trafficked eCommerce online store. His team increased gross sales
40%, conversions 300% and 100% increase in orders Former consultant for
Integrative Medicine Doctors. His team was responsible for rebrand, new website and
logo
Vice President of Public Relations La Jolla Toastmasters April 2012 ~ November 2013
Digital Marketing Certs: Google Adwords and Google Analytics certified. Additional trainings in
CopyWriting, Social Media, and Persuasion Psychology, with Integrity.
Joel is a member of Toastmasters of La Jolla.
Club Officer Training Sessions:

ROOM: L-302 - CLUB OFFICER TRAINING: Secretary
TRAINER: Eugene Beronilla

ROOM: L-303 – ADVANCE CLUB OFFICER TRAINING
TRAINER: Charley Patton

ROOM: L-309 - CLUB OFFICER TRAINING: President
TRAINER: Kristin Halvin
EDUCATIONAL SESSIONS #2  10:35 am – 11:25 am

AUDITORIUM: L-105 – CULTURE SHOCK! HOW ORGANIZATIONAL CULTURE CAN MAKE YOU A BETTER LEADER: Great leaders understand the importance of creating strong and healthy cultures in their organizations. This leadership workshop will teach you how to improve your company's performance, achieve more genuine relationships with your co-workers, and even enhance the success of your local Toastmasters club!

This interactive lecture will engage you with practices you can apply immediately to the organizations or groups you lead.

PRESENTER: Greg Gudorf’s skills span retail, distribution, manufacturing and innovation development in leadership positions at Pure Flix, Sony Electronics, Technicolor, MGO.com, General Instrument (VideoCipher) and Digeo-Moxi (a Paul Allen venture). As the current CEO of PureFlix.com Greg leads a team delivering a Faith & Family streaming video service (a “Netflix for Christians”) focused on a mission of influencing culture for Christ through media. As founder of The Gudorf Group, Inc., Greg also works directly with Start-Ups, Innovators, and Re-Starts providing advisory, strategic planning, business development and product management support in consulting and advisory roles. Greg has served as a business mentor with San Diego’s Chairman's Roundtable, a student mentor for the University of Phoenix, and as a general aviation pilot for the Young Eagles Flight program introducing youth to aviation. An inventor with 22 issued patents in networked technology and consumer electronics, a published author and a member of Toastmasters International, Greg resides in San Diego, California.

More details at: www.linkedin.com/in/greggudorf

Greg is a member of Rancho Bernardo Toastmasters.

http://d5tm.org
**ROOM: L-301 – PROVIDING VALUE: HOW TO CONVince YOUR AUDIENCE:** Be a powerful speaker that can create win-win proposals for your audience--whether you’re pitching new ideas, products or services--by learn a 4 step value selling process. I use this method every day as a trainer of an international sales force, selling high value capital equipment to factories and Blue Chip companies around the world. I was a design engineer who converted to working in sales 6 years ago and since starting then as a ground level sales engineer I have moved up to being an international sales manager. This 4 step process was key to that success.

**PRESENTER:** Carlos Moya is currently the International Sales Manager at Hardy Process Solutions. He specialize in developing and executing international sales plan according to budget and forecast for Europe, Latin America and Southeast Asia. He travels internationally to train new distributors and sales representatives (5 training sessions per quarter to more than 300 salespeople) and give sales & marketing presentations at international customer sites to secure new product orders (20 customers per quarter).

Carlos Moya is a member of High Achievers Toastmasters.

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**ROOM: L-303 – ANALOGY OF A LEADER:** In this session we will discuss the different styles of leaders. Is there a difference in leadership in Toastmasters vs. leadership on your job? Why Toastmasters is always talking about leadership?

**PRESENTER:**

Robert E. Trice, Sr., ACG,CL has been a Toastmaster for twenty-one years and served in various leadership roles, Area Governor and Club President ten times and other club offices. Bob is a retired U.S. Navy Chief Warrant Officer and has held numerous management positions after military service thirty years ago.

Robert is a member of San Marcos Toastmasters and Hill Talkers Club.

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**ROOM: L-310 – MEMBERSHIP BUILDING WITH OPEN HOUSES & SPEECHRAFT:** The membership strength is critical for your club. What is your club membership plan? The Speechcraft program allows experienced Toastmasters to present the fundamentals of public speaking to non-members. It can be offered as an integral part of your club meeting or as a seminar-style program presented outside the club. It can be conducted in four, six or eight sessions. Conducting Speechcraft inside the club setting makes it easier for participants to become members.

**PRESENTER:**

Thom Holland says that Toastmasters has been invaluable in teaching Thom to be a better communicator, listener, speaker and leader. He wishes he had known about Toastmasters when he was a teenager.

Thom is a member of Vista Sunrise and Professional Women’s Toastmasters.

http://d5tm.org
Club Officer Training Sessions:

ROOM: L-302 - CLUB OFFICER TRAINING:  VP Membership
TRAINER: Ted Parsons

ROOM: L-309 - CLUB OFFICER TRAINING:  VP Education
TRAINER: Floyd Strayer
EDUCATIONAL SESSIONS #3  
11:40 am – 12:30 pm

AUDITORIUM: L-105 – ORGANIZE YOUR AGENDA AUTOMATICALLY WITH EASY-SPEAK: The planning of the educational program and organizing the agenda are critical for your growth in your club. The easy-Speak (http://easy-speak.org/) is a free web-based service for all Toastmasters club. It allows Toastmaster clubs to automate their meeting planning and to track and support members' development. It provides a full data management system, automating the agenda and freeing the VPE's time to do what is important - support and encourage the members. The system also gives a full web-site to each club - much of which is updated automatically as meetings are planned or club officers change. There is a large menu of pre-prepared Toastmaster content available and it is all controlled by the current club officers - who may easily add or change content or re-arrange the pages, using drag-and-drop.

In this session, you will learn how to use Easy Speak and how Easy Speak can benefit you and your club.

PRESENTER:
Sarah Shang is a Sr. Service Segment Marketing Manager at Hewlett-Packard. Hewlett Packard Toastmasters (HPTM) is one of the first clubs adopting easy-Speak for agenda automation since 2011. HPTM has been the advocate for easy-Speak in the past few years in District 5 helping clubs adopting to the system.

Sarah Shang is a member of Hewlett Packard Toastmasters

ROOM: L-301 – YOUR POWERPOINT PRESENTATIONS ARE HORRIBLE – COME LEARN WHY: Power point presentations have a tremendous capacity to complement your speeches--adding value, telling a story, moving your audience. Most people don't take advantage of that capacity. Come learn a methodology, as well as take-home tips and tricks you can start using now, to make your presentations blow away your audience!

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Carlos Moya is currently the International Sales Manager at Hardy Process Solutions. He specialize in developing and executing international sales plan according to budget and forecast for Europe, Latin America and Southeast Asia. He travels internationally to train new distributors and sales representatives (5 training sessions per quarter to more than 300 salespeople) and give sales & marketing presentations at international customer sites to secure new product orders (20 customers per quarter).

Carlos Moya is a member of High Achievers Toastmasters.

http://d5tm.org
ROOM L-310 – HOW TO MARKET YOUR CLUB: In this session you will learn what resources are available to you and some ideas on how to help your club grow its membership.

PRESENTER:
Heidi Martin DTM, District 5 Club Growth Director, has been a member of Toastmasters for over 17 years. Most of that time was in District 5 but she has also been a member in District 56 in Texas. Heidi has enjoyed the many different roles that she's taken on in her clubs and the district during that time. Heidi is currently a member of Legacy Leaders Toastmasters.

Club Officer Training Sessions:
ROOM: L-302 - CLUB OFFICER TRAINING: VP Public Relations  TRAINER: Bob Dietrich
ROOM: L-303 - CLUB OFFICER TRAINING: Treasurer  TRAINER: Paul Freeman
ROOM: L-309 - CLUB OFFICER TRAINING: SAA  TRAINER: CJ Frey

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