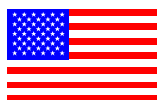




Check for the latest News from Region any time at
<http://itc-northeast.tripod.com>



Serving ITC members in northern New Jersey, New York, New Hampshire, Pennsylvania, Connecticut, Massachusetts, Michigan, Ohio, Maine, and the Canadian provinces of New Brunswick, Nova Scotia, Newfoundland & Ontario.



President's Message

Carol A. Preiss, Fellow of ITC

Members of Northeast Region:

Less than 60 days remain to the NER/HAR Joint Region Conference. I hope you are as excited as I am that we will soon be in Columbus Ohio sharing our Conference with the members of Heart of America Region. So many new friends to make.

This is the time of the year to shake off the cold days of winter and get going on all of your Spring Projects. I will be attending the Council 1 meeting in Amherst, NS the end of April. I'm bringing a workshop on Organization. Some of you may have seen this workshop as it was the Training Power Pack brought to Region Conferences a few years ago.

One of the excellent thoughts shared in this workshop is by A.A. Milne: "Organizing is what you do before you do something, so that when you do it, it is not all mixed up." So take this advice when you tackle your spring projects, organize them first.

REMINDERS

Please be sure to share the information in Northeast News with members who do not have computer capabilities.

- Get your information on your speech contestant to Region Speech Contest Chair Carolyn Champion comforthands@yahoo.com 1212 East 222nd St., Bronx NY 10451.
- Elect your Conference Delegate and get the form to Alyce Lindhal 617 328-1123 51 Ocean Ave., No. Quincy MA 02171-1442

Forms were in the All Member Conference Mailing.

REGION OFFICERS: There are no nominees for the offices of Secretary and Treasurer. Please consider running and come prepared to have your delegate nominate you.

Carol Preiss, Northeast Region President



We gain strength, and courage, and confidence by each experience in which we really stop to look fear in the face... we must do that which we think we cannot.

—Eleanor Roosevelt

Irene Stark and International Training In Communication (ITC) 1948-2016

In 1948 at a time when many women who had been stay-at-home moms began to return to and enter the workforce, a group of women gathered in Needham to talk about a group called International Toastmistress Clubs (and now called International Training in Communication) which trained in oral and written communication and leadership skills. The NEEDHAM CLUB formed, and Irene became a Charter Member.

Irene was not one to join a group and sit "quietly in the back row." She dove right in and participated fully in all phases of the Club training activities, serving as a workshop leader, an officer or committee chairman ---first at club, later at council, region, and international level. She regularly attended and actively participated at quarterly council meetings, annual region conferences each May and the annual international convention in July.

Irene had 3 special gifts/interests she fully shared with the organization and the members. She loved "rules and regulations" and became a member of the National Association of Parliamentarians and became somewhat of an expert in ROBERT'S RULES OF PARLIAMENTARY PROCEDURE. She aptly applied this skill to ITC and was sought after regularly to serve as Parliamentarian for business meetings at club, council and region.

"What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead."

~ Nelson Mandela



Her special love and expertise was to organize and charter new ITC Clubs. With her 2 special friends Eleanor Fulton and Patricia Olstead, Irene chartered many ITC Clubs throughout New England. Their ITC friends enjoyed calling them "THE PIE" (Pat, Irene & Ellie).

Those new members who were especially lucky were taken under Irene's "wing" and nurtured in their ITC training.

Planning meetings for upcoming special ITC events were known to be held at a week-end Brunch deliciously prepared by Irene and husband Charlie; and Bar-B-Q's in the Stark backyard each summer brought local members together.

Irene was a very special member of ITC. At the 2010 Northeast Region Conference held in Moncton, New Brunswick, Irene was awarded A LIFETIME ACHIEVEMENT AWARD by the Region. To date Irene is the only member to have received this award. Unfortunately, Irene's health that year prohibited her being at the Conference. However arrangements were made and a Citation and a dozen Red Roses were delivered to her door at the time the award was being made in Moncton.

Irene made a real difference to ITC during her more than 50 active years of leadership to the organization and especially to its members.

Irene was a "one of a kind" woman and an ITC friend.



Membership Is Everybody's Business - Yours and Mine!

Geraldine Lightfoot, D.C., Fellow of ITC
POWERtalk International (North Bay) Club

Membership continues to be a major problem for our organization. We cannot survive with the steady decline in membership we have been experiencing over the last several years. But – take heart there is a light at the end of the tunnel.

We must find the answers to two very important questions.

1. How can we gain members?
2. How can we retain the members we already have?

There are three main essentials involved in retaining continuing members.

1. There must be harmony among the members (**People**)
2. There must be lively, absorbing programs with good evaluation (**Programming**)
3. There must be sound planning in all areas of club functioning (**Planning**)

Do you feel you have really missed something exciting if you are absent from one of your club meetings? The root of a low membership problem could be a club's programs. We have to create an eagerness to fulfill assignments with topics/themes chosen to challenge the imagination and encourage research. We must aim at provocative and diversified programming through creative planning. We must set an objective for term programs and then spice up the programs with variety. Good programming is the backbone of a club. There must be equal opportunity for program participation for each member in the club.

Efficient club management plays an integral part of our overall credibility as a training organization. Club officers must be aware of their duties and should carry out those responsibilities. A prepared, enthusiastic president stimulates a club and provides the momentum that makes the club run in high gear. A prepared, enthusiastic executive can ensure a successful, exciting club.

Do continuing members guide rather than rule your club? Is your membership so closely knit that a guest would not dare enter the group? These types of situations are not conducive to promoting a strong club. Does your club have competent evaluation at every meeting? Is evaluation carried out according to our evaluation guidelines? A club that does not have a proper evaluation program and does not train its members in the correct techniques of evaluation will end up being a Mutual Admiration Society. Evaluation is the key to measuring a member's progress and through effective evaluation, we are able to improve our performances and ourselves.

How can we gain new members? You have read many different answers to this question. You may have heard several ideas while attending membership workshops, but let's take another look at some of those familiar suggestions.

- Stress the fact that POWERtalk is an adult, educational organization with an ongoing training program.
- Arrange to speak to local clubs, government offices, and other business groups such as hospitals, and insurance companies.
- Take 5 – talk POWERtalk at every opportunity.
- Plan a special meeting and invite former members. They might rejoin if they see a good reason to.
- Have you ever thought of giving a POWERtalk membership as a Christmas or birthday gift?
- Wear your membership pin – at all times. The design is so unique it begs further discussion with those you meet.
- Contact speech class students in high schools, colleges or universities.
- Inform the community through careful, prepared public notices of the advantages and opportunities which can be gained through our training program.

(continued pg 5)

10 Tips on Becoming a Better Presenter

Improve Your Presentation Skills and Be a Better Presenter

by [Wendy Russell](#)

Make this year the one that defines you as a wonderful presenter. These ten tips will help you to make a lasting impression as a skilled presenter using PowerPoint or other presentation software.

1. Know Your Stuff

Your comfort level with presenting will be high if you know everything about your topic. After all, the [audience](#) is looking to you to be the expert. However, don't overload the audience with your complete toolkit of knowledge about your topic. Three key points is just about right to keep them interested, allowing them to ask questions if they want more.

2. Make it Clear What You are There to Share With Them

Use the tried and true method that skilled presenters have used for eons.

1. ***Tell them what you are going to tell them.***
Outline briefly the key points you will talk about.
2. ***Tell them.***
Cover the topic in depth.
3. ***Tell them what you told them.***
Summarize your presentation in a few short sentences.

3. A Picture Tells the Story

Keep the audience's attention with pictures rather than endless bulleted slides. Often one effective picture says it all. There is a reason for that old cliché - *"a picture is worth a thousand words"*.

4. You Can't Have Too Many Rehearsals

If you were an actor, you would not be performing without first rehearsing your part. Your presentation should be no different. It is a show too, so take time to rehearse -- and preferably in front of people -- so that you can see what works and what doesn't. An added bonus of rehearsing is that you will become more

comfortable with your material and the live show will not come off as a recitation of facts.

5. Practice in the Room

What works while rehearsing at home or the office may not come off the same in the actual room where you will present. If at all possible, arrive early enough so that you can become familiar with the room setup. Sit in the seats as if you were an audience member. This will make it easier for you to judge where to walk about and stand during your time in the spotlight. And -- don't forget to test out your equipment in this room long before it's show time. Electrical outlets may be scarce, so you may need to bring extra extension cords. And -- you brought an extra projector light bulb, right?

6. Podiums are Not for Professionals

Podiums are "crutches" for novice presenters. To be engaging with your audience you have to be free to walk among them if you can, or at least vary your position on stage, so that you will appear to be approachable to everyone in the room. Use a remote device so that you can change slides easily on the screen without having to be stuck behind a computer.

7. Speak to the Audience

How many presentations have you witnessed where the presenter either read from his notes or worse -- read the slides to you? The audience doesn't need you to read to them. They came to see and hear you speak to them. Your [slide show](#) is just a visual aid.

8. Pace the Presentation

A good presenter will know how to pace his presentation, so that it flows smoothly, while at the same time he is prepared for questions at any time -- and -- going back to Item 1, of course, he knows all the answers. Make sure to allow for audience participation at the end. If no one asks a questions, have a few quick questions of your own ready to ask them. This is another way to engage the audience. *(continued pg 5)*

10 Tips (continued)

9. Learn to Navigate

If you are using PowerPoint as a visual aid to your presentation, get to know the many keyboard shortcuts that allow you to quickly navigate to different slides in your presentation if the audience asks for clarity. For example, you may wish to revisit slide 6, which contains a wonderful picture illustrating your point.

10. Always Have a Plan B

Unexpected things happen. Be prepared for any disaster. What if your projector blew a light bulb (and you forgot to bring a spare) or your briefcase was lost at the airport? Your Plan B should be that the show must go on, no matter what. Going back to Item 1 once again -- you should know your topic **so well** that you can make your presentation "off the cuff" if need be, and the audience will leave feeling that they got what they came for.

TO DO LIST for CLUB PRESIDENTS

Read:

- Northeast News
- All info from Region CLO

Reservations:

- Conference June 2-5, 2016
Embassy Suites, Columbus, Ohio
Make plans to car pool / share rooms.
- Registration/Meal packet form
Send to Joanne Weber with check

Take Action

- Share information with all members
- Make room reservations
- Send in Registration form for Conference

Encourage

- Attendance at Region Conference and car pooling
- Your member(s) to run for Region Office
- Enter the Region Speech Contest
- Submit bylaw changes

☆☆☆☆

Membership is Everybody's Business (continued)

- Learn to put on demonstration meetings which will sell POWERtalk. Establish good public relations for our organization at all times.

After you have been successful in obtaining a new member or members:

- Appoint a continuing member to help the new member in preparing assignments, at least for the first term.
- Induct the new member with an inspiring ceremony.
- Orientation should be given to new members. (And it wouldn't hurt some continuing members to also get involved in the orientation program.) Does your club have an orientation program?

Membership cannot be isolated as a committee function. It must become everybody's business and to be successful everyone must work at it. No matter what assistance or suggestions may come from higher levels of the organization, membership begins and grows within the clubs.

Membership begins and grows with individual members. Membership must begin and grow with YOU AND ME! If every member recruits a member - watch our membership grow.

MEMBERSHIP IS EVERYBODY'S
BUSINESS – YOURS AND MINE!



If you want happiness for a day...
go fishing.

If you want happiness for a month...
get married.

If you want happiness for a year...
inherit a fortune.

If you want happiness for a lifetime...
help someone else.

Chinese Proverb

Top 12 Tips for Joining the World of Social Media

The following was shared by Margaret Sutherland, Australian Region, in the Fellows Newsletter. 12 Tips were published in The Source published by a Tasmanian PR Consultancy, FONT PR



1. **Try listening first** – Have a look and listen to what's being said about your organization online and monitor what others in your sector are doing and saying.
2. **Know why you're doing it** – Are you building your brand, talking to your community, calling for action, raising awareness, fundraising or promoting a specific event?
3. **Have a plan** – Set some boundaries or guidelines for social media activity and nominate staff responsible for generating ideas and content as well as monitoring and responding to online community feedback or questions.
4. **Be prepared** – You already know the potential issues that could be harmful to your business, so write them down and prepare appropriate social media responses.
5. **Choose wisely** – There are bound to be social media platforms that work for your business and others that simply won't. Examples include Facebook events, causes, groups or community pages and Twitter handles and #tags.
6. **Relate to your audience** – Understand that when it comes to social media your language will need to be tailored to suit the conversational nature of the medium.
7. **Add value** – Give your audience a reason to talk to you, whether it be providing insight, asking for feedback or offering deals, you need to give them a reason to stay in touch. For example, don't just post a media release if you can ask a question instead. Those engaged in social media want to hear opinion or be provided with an opportunity to post their own.

8. **Don't isolate it** – Work your social media efforts into all of your other communications. Don't forget about social media when you're communicating through traditional channels. For example, link back to your website, include a Facebook 'like' button and incorporate links in your email signatures.
9. **Don't neglect it** – While it is free, social media is resource intensive and an inactive social media presence can do more harm than good.
10. **Be transparent** – When you're not going to be online, inform your social media community and provide an alternative contact.
11. **Don't panic** – Use common sense and be polite, honest and timely. If someone posts something inappropriate let them know why you've removed it.
12. **Evaluate your performance** – Review your online presence and ask yourself if you're achieving your goals. Look at what has worked and what hasn't and plan your next move.

Some people will try to tell you they're a social media guru, but the fact is, due to its ever-changing nature there's no such thing. Some things will work better than others. So just experiment and most importantly have fun and enjoy it!





WELCOME TO COLUMBUS, OHIO
JUNE 2-5, 2016
NER-HAR CONFERENCE

EMBASSY SUITES, 2700 CORPORATE EXCHANGE DR., COLUMBUS, OH 43231

Overnight Room Reservations: 1-614-890-8600 Book under: POWERtalk NER-HAR

ROOM COST 129 + 11% tax=\$143 per night. Blocked rooms expire 5-12-2016.

Mark your calendars now! This Co-Conference is a first. Let's make this 2016 Conference one to remember. The registration form is in this Newsletter. All we need is YOU!

Embassy Suites was totally remodeled in 2008. Here is what you can expect:

- Discounted overnight room with room for three persons. The suites contain two televisions, two separate sleeping rooms, a kitchenette, dryer, other pluses.
- Free breakfasts daily
- Free parking
- Free manager's happy hour daily w/free snacks and drinks
- Free airport shuttle

Columbus is a vibrant city with much to offer such as MAJOR ATTRACTIONS:

MEMORIAL GOLF TOURNAMENT in Dublin-Muirfield, Jun. 1-5, 2016

COLUMBUS CREW HOCKEY, MAPFRE STADIUM, N. HIGH ST

COLUMBUS ZOO, Jack Hanna, Director Emeritus .

SHORT NORTH, N. HIGH St; shops, art and music

With a major Gold Tournament in the Columbus area, although our hotel is not the primary one for this tournament, it will get overflow bookings. **We advise our members to book your rooms early for the weekend so you get into our conference hotel.**



Northeast/Heart of America 2016 Joint Region Conference-At-A-Glance
DRAFT 6 10/16/15

Conference Theme -

Thursday, June 2, 2016		
Afternoon		
04:00 pm - 05:30 pm	Registration/Credentials	(Lobby/Foyer)
	Dinner (on your own)	
07:00 pm - 09:00 pm	Committee/Board Meetings Set up flags by flag committee	Board room/Ballroom C Capital Room
Friday, June 3, 2016		
07:30 am – 08:30 am	Opening ceremonies rehearsal	Capital Room
07:30 am – 08:30 am	Registration/Credentials/Ways & Means	Lobby/Foyer
08:30 am – 9:30 am	Delegates Briefing	Capital Room
10:00 am – 11:30 am	Opening Ceremonies, Speaker, Carol Preiss Conference Business Meeting 1 (ALL ATTEND) Conference Business Meeting 2 (Split)	Capital Room (Split) HAR - Ball Room C (Split) NER – Capital Room
11:30 am – 12:00 pm	Registration/Credentials	Lobby/foyer
12:00 pm – 01:30 pm	Luncheon Honoring Region Committees	Buffet/Capital Room
02:00pm – 03:30 pm	Workshop1 Leadership NER Aaron Brown Workshop 2 Theresia Colbert/Lauraette Starks	Room Capital Room Room Ballroom C
03:45 pm – 05:15 pm	Workshop 3 Social Media Marketing, Judy Schuth Workshop 4 Irene Johnson, F-ITC	Room Capital Room Room Ballroom C
05:15 pm - 6:00 pm	Registration/Credentials/Ways & Means	Lobby/foyer
07:00 pm	Dinner	Capital Room
Saturday, June 4, 2016		
07:30 am – 08:00 am	Registration/Credentials/Ways & Means	Lobby/foyer
08:00 am – 09:30 am	Workshop 5 Training Power Pack by ITC Visitor	Capital Room
09:30 am – 10:00 am	2016-18 NER and HAR Elections	Capital Room
09:30 am – 10:00 am	Speech Contests Briefing	Ballroom C
10:05 am – 12:00 pm	Speech Contests - HAR & NER	Ballroom C
12:15 pm – 02:00 pm	Luncheon Awarding Speech Contest winners / Honoring Conf. Committees/Demo-Youth Speakers	Capital Room
02:15 pm – 04:00 pm	Business Meeting 3	HAR Ballroom C NER Capital Room
04:05 pm – 05:30 pm	Region Management Training (Region officers only)	Ballroom C
04:00 pm – 04:30 pm	Ways & Means	Lobby/foyer
07:00 pm - 10:00 pm 10:00 pm – 11:00 pm	Banquet / Installation / Entertainment (violin) / Honoring Past Region Presidents Officers' Reception - dessert	Capital Room Atrium
Sunday, June 5, 2016		
08:00 am - 08:30 am	Ways & Means	Lobby/foyer
08:30 am – 09:00 am	Memorial Service: Mary Day, violin; Nellie Pallagi	Capital Room
09:05 am – 10:30 am	Club Management Training by Carol Preiss, Fellow	Capital Room
10:35 am – 12:00 pm	Final Business Session/News from International/ Closing Ceremonies	Capital Room
	Post Conference Meeting – current board	Capital Room or Board Room
	Post Conference Meeting –incoming board	Capital Room or Board Room



2016 Northeast & Heart of America Regions
Joint Conference
June 2-5, 2016

REGISTRATION AND MEAL FORM

REGISTRATION PROCEDURES

(Please Read Carefully)

- One registration form is required per member or guest.
- **EARLY BIRD REGISTRATION MUST BE POSTMARKED NO LATER THAN MAY 11, 2016. (Registration \$55.00).**
- Pre-registrations must be postmarked no later than May 23, 2016 (Registration \$65.00).
- On-site registration is required after May 23, 2016, you may register starting Thursday, June 2, 2016, 4:00 p.m. Registration continued Fri. & Sat. 7:30 a.m. (Registration \$75.00).
- Your badge is required for admittance to any conf. event.
- All members and guests must be registered to attend any event, including general sessions, speech contest, entertainment, workshops, meal functions, etc.

DO NOT INCLUDE HOTEL DEPOSIT OR HOUSING RESERVATION –Make your own overnight room reservations: Embassy Suites, 2700 Corporate Exchange Dr., Columbus, OH 43231 1-614-890-8600 Suite 129 + 11% tax=143 per nite. Blocked rooms expire 5-12-2016

MEMBER OR GUEST INFORMATION

(Please Print or Type)

☐ Member ☐ Guest Region: NER____HAR____
Name _____
☐ EC ☐ PC ☐ SC ☐ AC ☐ DC ☐ FELLOW
Club _____
Address: _____
City _____
State _____ Zip _____
Daytime Phone _____
Fax Number _____
Email: _____
Special Dietary Needs (Specify) None

Handicapped (Specify Needs) N/A

EMERGENCY INFORMATION: / NEED A ROOMMATE:

Name _____ / CHECK HERE: _____
Phone _____

PLEASE SPECIFY ALL THAT APPLY

- ☐ Delegate – club name _____ NER____HAR____
☐ Council President ☐ Club President
☐ **POWERtalk** International Board Member/Official Visitor
☐ **POWERtalk** International Committee Member
☐ **POWERtalk** International Fellow
☐ Region Past President ☐ First Time Attendee
☐ Life Member ☐ Speech Contestant
☐ Council Officer ☐ Region Board Member
☐ Workshop Presenter
☐ Region Committee Chairman Which committee? _____
☐ Guest **POWERtalk** International Member

CONFERENCE REGISTRATION

EARLY BIRD REGISTRATION – MEMBER or GUEST

- ☐ May 11, 2016 \$55.00
☐ One Day Registration (Member) (Fri) 25.00
☐ One Day Registration (Member) (Sat) 25.00
☐ One Day Registration (Member) (Sun) 25.00
☐ One Day Registration (Non-Member) (Fri) 30.00
☐ One Day Registration (Non-Member) (Sat.) 30.00
☐ One Day Registration (Non-Member) (Sun) 30.00
☐ Pre-Registration (May 11- June 1) 65.00
☐ On-Site Full Registration 75.00
☐ Speech Contest Only N/C
☐ Opening Ceremonies (Friday Morning) N/C
Total Registration Cost _____

CONFERENCE MEAL PACKAGE

- ☐ Full Meal Package (includes all meals listed) \$125.00
☐ Friday Lunch 25.00
☐ Friday Dinner 30.00
☐ Saturday Lunch 25.00
☐ Saturday (lunch age 17 and under) 12.00
☐ Saturday Evening Banquet 45.00
Total Meals Cost _____

PAYMENT

Total Registration and Meals _____

Please make all checks or money orders payable to:

NER ITC Conference

**Mail payments to: Joanne Weber
234 Rhea Crescent
Rochester, NY 14615**

Phone: 585 621-1311

email: joanneweber@mycidco.com

**If mailing an attachment, email to :
cpreiss@aol.com**

No refunds will be made after May 23, 2016

- A returned check fee of \$25.00 will be charged for all checks not honored by the bank
- Registration after May 23, 2016 will be on-site – only cash, money order or certified checks will be accepted.**



Northeast Region, POWERtalk International

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Your Northeast Region Officers

President Carol Preiss	cpreiss@aol.com
President-Elect Jay Williams	jayaw2@aol.com
Vice President Karen Sherry	karensberry@sympatico.ca
Secretary Denise Etcheverry	dmeitc@yahoo.com
Treasurer Judith Welsh	welshja@comcast.net
Parliamentarian Joanne Weber	joanneweber@mycidco.com
CLO Gerry Lightfoot	gerryvl@thot.net
Editor / Assistant Treasurer / Webmaster Shelley Petley	shelley.petley@gnb.ca

President's Theme: Make it Happen!

Do you have information or an article to publish? Send it to:

Shelley Petley, DC
Editor, Northeast News
14 Menzies Dr., Hanwell NB, Canada E3C 1M6
shelley.petley@gnb.ca

DEADLINES: Issue 4: Jun 30

Want to receive the Northeast News by snail-mail?

Send your name
and mailing address,
along with \$5 US,
to our Treasurer
Judith Welsh
6 Colbert Ave Apt 9
Maynard, MA
01754-1357



Web Links



Northeast Region

<http://itc-northeast.tripod.com>

Fredericton POWERtalkers

<http://itc-northeast.tripod.com/fredericton/>

New Directions

<http://itc-northeast.tripod.com/newdirections/>

POWERtalk (North Bay)

<http://itc-northeast.tripod.com/northbay/>

International website

<http://www.powertalkinternational.com/>