

Communication Power

**A Leadership &
Communication Conference**



PROGRAM SNEAK PREVIEW

**Check Back for More Updates as
Speakers Are Announced**

More Details at <http://rogers.freetoasthost.org>

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Pre-Conference Newsletter**

October 10-11, 2008

**Clarion Hotel and Convention Center
Bentonville, Arkansas**

**Hosted by
Northwest Arkansas
Toastmasters Area B-2**

Schedule

Friday

Noon to 7:00 p.m.	Registration Table Open	
Noon to 6:30	Book Store Open	
1:00 to 2:15	Educational Breakout Session 1a Educational Breakout Session 1b	
2:30 to 3:45	Educational Breakout Session 2a Educational Breakout Session 2b	
4:00 to 5:15	Educational Breakout Session 3a Educational Breakout Session 3b	
5:30	Social with cash bar	
6:00	Evening General Session and Dinner Honor Guard Presentation of Colors Welcome from District Governor Keynote: It Could Happen to You Table Topics District Competition Awards Presentation of Winners from Table Topics District Competition	David Brooks, 1990 Toastmasters World Champion of Public Speaking
8:30	TM After Dark	Open Mic Coffee Lounge

Dress Code

Dress code for all sessions except Saturday night is business casual. Conference rooms are generally a little cool so bringing a jacket or sweater is recommended.

Saturday Night is special. Although it's not required, we invite you to dress in your favorite 1960s vintage apparel or tie dye or just throw on a peace sign.

Schedule

Saturday

7:30 a.m. to 7:00 p.m.	Registration Table Open	
8:30 to 9:45	Educational Breakout Session 1a	The Best of Magic Moments 1&2 David Brooks, 1990 Toastmasters World Champion of Public Speaking
	Educational Breakout Session 1b	
10:00 to 11:15	Educational Breakout Session 2a Educational Breakout Session 2b	
11:30 to 1:00	Midday General Session and Lunch Presentation of Banners Special Program Commemorating the Deihl Toastmasters Club 20th Anniversary Keynote by Special Guest DTM Ceremony Awards Presentation	
1:15 to 2:30	Educational Breakout Session 1a Toastmasters Business Meeting	
2:45 to 4:00	Educational Breakout Session 2a Educational Breakout Session 2b	
4:15 to 5:30	Educational Breakout Session 3a Educational Breakout Session 3b Speakers' Marathon	
5:45	Social with cash bar	
6:15	Evening General Session and Dinner Keynote from Special Guest Humorous Speech Contest Awards Presentation	
8:30	TM After Dark	Party Like It's 1968

Featured Presenters

This is just a few of the presenters. Check back here soon as we'll be updating it as the speakers send their information in.

We are striving to put together a great line-up of educational programs. Featured presenters will include business experts and speakers.

**Interested in Speaking?
Download the speaker proposal at
www.soarhigher.com/cpspeakers.htm**

Keynote Descriptions and Presenters

Friday Evening General Session



It Could Happen to You

How David went from rank beginner to World Champion

David Brooks, 1990 Toastmasters World Champion of Public Speaking

David joined Toastmasters in 1986 as a rank beginner. Four years later he was the World Champion of Public Speaking. How did that happen? That's what this program is about. David tells his inspiring story, from his first Toastmasters meeting to the World Championship.

He explains the blunders he made along the way, and shows how each one of them turned out to be the best thing that could have happened to him at the time. It is proof that speakers are not born, but made. His story is entertaining, inspiring, and motivating. As David says, "If I went from a rank beginner to World Champion in four years, in the next four years what can you do?"

David Brooks is an award-winning professional speaker and trainer who has taught more than 10,000 business professionals to speak and write clearly, concisely, and confidently.

For three consecutive years David was the top-rated trainer with an international seminar company, and he has spoken extensively around the world. He has been published in national magazines, and has appeared on television and radio broadcasts.

In addition to his teaching, writing, and training skills, his skill as a public speaker has been even more prominently recognized. In 1990 he emerged from a field of more than 25,000 competitors to become the Toastmasters World Champion of Public Speaking. Since then, he has taught, coached, and mentored six subsequent World Champions and dozens of finalists. To find out more about David, please visit www.DavidBrooksTexas.com.

Educational Session Description and Presenters

Managing Difficult People in the Workplace

Maxie Carpenter, MVC Advisory Resources

A difficult person in the workplace can be anyone at any level in the environment: a co-worker, a supervisor, a subordinate, a support staff member, a service provider, a product provider, an owner, a partner, an administrator, a director, even a consumer. They are generally, for a variety of reasons, constant headaches to communicate and work with. Although their numbers are always small, their impact is extremely significant. This break-out session:

- Identifies the seven difficult personality types in the workplace
- Explains why they are the way they are
 - Presents a platform from which to manage them effectively



Maxie Carpenter is President of MVC Advisory Resources, a business management firm bringing an experiential corporate expertise to small business, non-profit, academic, and religious communities across the country. Mr. Carpenter assists small business clients with business plans, strategic planning, financial analysis, workplace assessments, and human resources; non-profit clients with organizational development, board development, and strategic planning; academic clients with strategic planning, alternative education initiatives, experiential instruction; and denominational and non-denominational clients with organizational development and strategic planning.

*Mr. Carpenter is the author of **I Didn't Ask You to Dance! I Asked You to Talk!** and **Managing Difficult People in the Workplace**. To learn more about Maxie, please visit www.mvcinc.org.*

Bottom Line Business Relationships

Network Your Way to an Indispensable Role in Your Company

Carrie Perrien Smith, Soar with Eagles

The ability to create relationships in today's knowledge-driven economy is critical. WHO you know is as important as WHAT you know. Your company's leaders focus on the bottom line — if they don't think you provide value, your future could be jeopardized. You work hard to protect your company from danger. You invest in your continuing education to stay on the cutting edge of your industry. You have information that your CEO needs to know. Business relationships provide the platform for showing your value to those who hold your destiny in their hands. They can also connect you to next steps in your career, mentors, and valued friends.

This program will teach you to create meaningful dialogue that creates lifelong business relationships; strategically design a plan for your business referral network that benefits you and your company, and show your value to your company's leaders.



Carrie Perrien Smith MBA, ACB is an expert on building business relationships. She can teach you how to transition your prospects into clients, create a customer base of fans who rave about you to their peers, and create strong professional relationships within your organization. She is a publishing, communication, and training industry veteran. Carrie's corporate career spans 15 years, split between Texas Instruments and Wal-Mart Stores, Inc. Her company, Soar with Eagles, offers training, book publishing, event design, and consulting services as well as a professional speaker bureau.

*Her most recent book which was released in September is **Currency: Striking Networking Gold in a Relationship Economy**. To learn more about Carrie, please visit www.soarhigher.com.*

Educational Session Description and Presenters

Making Business Presentations with Confidence and Power

Willie Johnson, DTM, J.B. Hunt Transportation Services

Every time you speak – whether it’s on the phone, face-to-face, or from behind the podium – you’re making a presentation. Your ability to connect with other people and effectively communicate your message is the most important factor in your lifelong success.

During this Learning Session, you will learn eight (8) tips that will help you gain confidence, improve self-esteem, enhance credibility, and maximize respect. Imagine having a greater ability to Inform, Inspire, and Influence anyone, anytime, and anywhere.

Attracting and Retaining New Club Members

Willie Johnson, DTM, J.B. Hunt Transportation Services

The quality of a club meeting determines whether people join and stay in our organizations. For a Toastmasters Club, success lies not only in the quality of meetings. Success also lies in the clubs ability to attract and retain new and seasoned members alike.

During this Learning Session, participants will learn a process for helping prospects discover the power of Toastmasters... showing them what membership in your club can do for them... and turning them into enthusiastic new members. The following steps will be covered in this “selling process”:

- Organizing for growth
- Finding Prospects
- Making every meeting a sales tool
- Helping the prospective member decide to join and or stay
- Starting new members off right.



Willie Johnson is a Magna Cum Laude graduate of Park University. He is also a graduate of the Dale Carnegie course, Steven Covey’s, 7 Habits of Highly Effective People Facilitator Workshop, and Vital Smarts “Crucial Conversation” Facilitator Workshop.

As a Performance Improvement and Training Consultant, Willie Johnson conduct regular workshops on Delivering Exceptional Customer Service, Making Business Presentations with Power, Handling Crucial Conversations and The 7 Habits Of Highly Effective People, just to name a few.

Willie is an active member of the National Speakers Association, the Oklahoma Speakers Association, and has been an active Toastmaster for fifteen years. During that time, he has earned the designation of Distinguished Toastmaster. Currently, Willie is Toastmasters District 43 - Area B-2 Governor.

Educational Session Description and Presenters

Your Track, My Rules – Crossing the Finish Line Together

Using your speaking skills for conflict resolution
with mediation and negotiation techniques

Lorraine King-Markum, CC, CEO, King Leadership Group

Language and its usage has been an age old dilemma from the beginning of time. One of the greatest skills a speaker can possess is the understanding of how to take the spark of a potential blazing disagreement and make the heat of the moment create a solution where everyone involved wins. Learn the top 12 diffusers that can powerfully impact closed attitudes and turn around the communication in personal, professional, or sales situations.



Lorraine is a keynote speaker, corporate trainer, organizational development specialist, author, mediation facilitator, certified international executive coach and business consultant. She is the recipient of the "I Dare You Award," founded the mastermind group TAG™, is creator of Executive Growth get-a-ways, director of Vigilance Tracker, founder of the original Business Link Referral Partners of Northwest Arkansas; featured video series facilitator for C.G.I. International, founder of The Quintessential Encounter™, the designer of "Loggerhead Lingo," and President of King Leadership Group.

Lorraine is co-author of the Ultimate Guide to Success, and author of two certified coaching programs.

Educational Session Description and Presenters

The Best of Magic Moments 1&2

If you want a better speech, start with better parts

David Brooks, 1990 Toastmasters World Champion of Public Speaking

Take a speech — any speech — and take it apart. By studying its component parts you can learn to build a better presentation. That's the principle behind Magic Moments. Learn by watching video clips of some of Toastmasters very best speakers in their very best moments as they competed in the World Championships of Public Speaking, 1990-2003.

To create Magic Moments 1, David watched all 99 International Speech Contest speeches from 1990-2000. He then selected 19 video clips that best represented specific aspects of speaking. For example, David shows and discusses the best use of body language, rhythm and momentum, language and imagery, and much more. The program quickly became the best-selling and most-watched educational session ever presented at a Toastmasters convention. So, building on its phenomenal success, David produced Magic Moments 2, which followed the same formula as the original but featured different techniques and different speakers. Magic Moments 2 featured finalists in the 2001-2003 International Finals. The original programs, as recorded at the 2001 and 2004 conventions, are available on DVD (see Products page), but are even more effective when presented live.

The Best of Magic Moments 1&2 program I present at Toastmasters conferences is a combination of the two -- essentially the best of the best. It is exciting, entertaining, and guaranteed to enliven your conference.



David Brooks is an award-winning professional speaker and trainer who has taught more than 10,000 business professionals to speak and write clearly, concisely, and confidently. For three consecutive years David was the top-rated trainer with an international seminar company, and he has spoken extensively around the world. He has been published in national magazines, and has appeared on television and radio broadcasts. In addition to his teaching, writing, and training skills, his skill as a public speaker has been even more prominently recognized. In 1990 he emerged from a field of more than 25,000 competitors to become the Toastmasters World Champion of Public Speaking. Since then, he has taught, coached, and mentored six subsequent World Champions and dozens of finalists. To find out more about David, please visit www.DavidBrooksTexas.com.

Your Evening Entertainment

Open to all ticket holders for any session, speakers, and their guests.

TA AFTER DARK

TWO BLOCKBUSTER EVENINGS OF ENTERTAINMENT

FRIDAY NIGHT
open mic
coffee lounge

toastmasters talent showcase

poetry . acoustic guitars
stories . magic . comedy

PARTY LIKE IT'S 1968

Saturday

TOASTMASTERS INTERNATIONAL

FALL 2008
DISTRICT CONFERENCE
NORTHWEST ARKANSAS

tie dye. peace signs. karaoke. speakers. groovy.