

Expanding Horizons

From the Region Boardroom



ITC Australian Region Inc.

From the Region President

It seems but a few weeks since I was planning the term and trying to decide whom I could ask to fill roles for the 2015-16 term, and here we are about 6 weeks short of the 2016-17 term. How the time has flown!

Clubs and Councils will by now have voted for new Boards and be preparing for handover of roles for the new term. A reminder to please send the new roster to the Region Board, in order that we can compile the roster for the new term as quickly as possible. When we all play our part, the job becomes far easier.

Now that your new Boards are decided, **it's time to plan for the new term.** A pre-term Board meeting is recommended to put together goals and targets for your Club and Club Members for the term. Perhaps a workshop or brainstorming session could be scheduled into one of your meetings in order to allow input of your club members to the planning, thus increasing ownership of the goals and commitment to the outcomes.

I congratulate all Board members on deciding to take on these roles and wish you a successful term. Remember, if you would like specific training or mentoring in your role, assistance is available—all you need to do is ask.

Our Region Conference was a great success, with credit to coordinator, Nadine Beveridge and her team for a job very well done. Nadine tells me she learnt an enormous amount from her role, and is grateful for the growth opportunities afforded to her through coordinating the event. Having completed that role myself, just a couple of years ago, I know what Nadine means. These kinds of opportunities are not readily available to most of us, so if you are interested in learning and

growing, then take the chance to participate **in next year's conference team.** Not only will you learn an enormous amount, your efforts will be greatly appreciated. Please contact the Board if you wish to be involved.

Prior to Conference, a forum to discuss the future of our Organisation was held, with approximately 30 members attending, including members from New Zealand and Japan Regions. Full and frank discussion was held with a view to moving our Organisation into a position of greater sustainability. A steering committee has been proposed. This committee will formulate a proposal for a full review of current operating procedure and management. Your input is requested. If you are dedicated to the longevity of POWERtalk into the future and interested in being involved, please contact me urgently, as time is of the essence.

On an exciting note, our Region membership has now passed 150. This is very exciting, and I congratulate all who have worked to ensure this success.

I could not finish this letter without thanking the members of the Region Board for their dedication this term. It has been a very rewarding term and these hard-working, inspirational women have much to be proud of. I wish Christine Hardy well on her departure from the Board; thank Bernadette Knight and Jan Broe for continuing in their roles; and welcome Margaret Grand as President-Elect for the new term.

Wishing all Clubs and Councils a successful term as we move forward into the future.

Mary Wong
President

ITC Australian
Region Inc
POWERtalk
International



WANTED!

Appointed officers for the 2016-17 term

Forward Direction Committee members

If you are interested, please contact the Region President now.

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August	\$45.00
September	\$41.25
October	\$37.50
November	\$33.75
December	\$30.00
January	\$26.25
February	\$22.50
March	\$18.75
April	\$15.00
May	\$11.25
June	\$7.50
July	\$3.75



“Without goals, and plans to reach them, you are like a ship that has set sail with no destination”

Region Fees and Notes for Treasurers

Annual fees are due prior to August 1st.

The full amount for Region Annual fees is \$45 per member.

Please ensure a copy of your Club’s international paperwork is also copied to the Region Treasurer [as this allows us to keep our records up to date] and to the Council treasurer when paying fees to each level. Please include address, phone number and joining dates for all members.

Some Clubs may have members who are not renewing. If this is the case, please send a list of non-continuing members, as this makes updating membership registers much easier and faster for our VP Finance who works in a volunteer capacity.

When joining a new member, please assist all levels with their record-keeping by sending a copy of the new member form to all levels; and at renewal please include all details on correct forms and send to all levels, so records are kept up-to-date.

Region requires address, phone number, date of joining and membership numbers for all members [this is a legal requirement], so please forward all information, and send membership number once it is received from International.

Please send Australian Region fees to VP Finance, Bernadette Knight, 90 Richmond Street, Gordon Park QLD 4031 and email forms to bernknight@gmail.com

Thank you for your assistance.

Important Dates for the Term

The term is not over yet!

Keep these dates in your diary, and ensure you get maximum benefit from your membership by participating at all levels.

JULY

12 July—Flinders Combined Club meeting

23 July—Council 7 Meeting

AUGUST

1 August—fees for new term due

We don't want to miss your event!

Please notify us of your upcoming special occasion, so we can share throughout the Region and support you.

Goal Setting for the New Term.

What do you hope to achieve this term? Perhaps the next level in your accreditation journey, or maybe an entry in the writing contest...or even bringing in some new members to your club. Whatever it is, to reach the point where you can celebrate having achieved it, you first need to plan for it. Here are some suggestions on how to make it happen.

- ⇒ decide exactly what it is you want to achieve and write it down, with a completion date
- ⇒ Make a timeline of steps which will help you to reach your goal—set them out in a realistically time-framed format
- ⇒ Put it where you can see it and be regularly reminded of it
- ⇒ Surround yourself with a support team and get to work on your steps
- ⇒ **Achieve that goal....then CELEBRATE your success**

Sound simple? It is! As long as you use the process, and keep at it, you can achieve anything you want. Go for it!

Learning for Health

We come along to our club meetings for a variety of reasons—learning new skills, growing confidence, social interaction, and friendship to name a few. But did you know, that this added learning could also be good for your health?

Apart from the production of happy hormones [endorphins] which help us to feel great and also play a role in good physical health, learning can help us maintain our brain function as we age...take a look at the following excerpts from an **article from 'Dementia Today' on Brain Plasticity and Alzheimer's Disease:-**

The discovery that the human brain can produce new cells in adulthood offers just one example of how adaptable the brain is throughout life. With this knowledge, researchers are investigating how we can maintain healthy brain function as our brains age.

Scientists worldwide, working in many different specialties, have found that the human brain is highly plastic, possessing the ability not only to create new neurons, but to modify networks of neurons

to better cope with new circumstances.

These collective discoveries may pave the way for further understanding of how **old age and conditions like Alzheimer's Disease** affect plasticity, and may help researchers find ways to preserve it.

When scientists discovered that the brain could create new brain cells in adulthood, they introduced a new way of thinking that could one day help treat or **delay onset of Alzheimer's disease.**

Researchers have found at least one clear link between brain plasticity and healthy aging: They know that a rich, stimulating environment can enhance and maintain brain plasticity, even in old age **and with Alzheimer's Disease patients.** Research has also revealed that exercise enhances cognitive function and protects against dementia and neurodegenerative diseases like AD — just one line of discovery that shows promise against these debilitating conditions.

<http://www.dementiatoday.com/brain-plasticity-and-Alzheimer's-disease-2/>

“...a rich, stimulating environment can enhance and maintain brain plasticity...”

PREM – The Value of a Testimonial

Have you considered asking guests and members to give you a testimonial about their experience of POWERtalk? Testimonials are a brilliant tool for engaging the interest of potential new members. Testimonials can be used on **your website, at the end of your emails, on brochures or handouts, on your Facebook feed... indeed, anywhere** POWERtalk is mentioned. But why would you use them?

Simply put, testimonials build trust—they tell the story of a positive experience with your organisation.

Being written by an outsider makes the testimonial stand out as a truthful and impartial account of how well your **product works or how great your service is and removes the 'hard sell' which is off-putting** to many.

A good testimonial has the power to convince even the most sceptical prospect that your product or service really made a difference in your customer's life--and you can help them, too.

To make it simple, consider structuring a feedback form, with the following questions:-

1. What was their situation before they experienced POWERtalk?
2. What did their POWERtalk experience entail [the kind of things they did, experiences they got while a member]?
3. What were the ultimate benefits they received from their membership?

You might also consider asking how they felt prior, during and after their experience, so when you use the testimonial, you can connect with the emotional needs of the prospective member.

Here's an example of a testimonial you could use.

'At a conference, I wanted to ask a question of the presenter. I was handed a microphone and was so nervous that my voice was a mere squeak - even with the assistance of the microphone - and I had difficulty in making myself understood. That was before joining POWERtalk. My membership included microphone training, but also taught me confidence in speaking in front of a group. These days, microphones don't scare me - I am the presenter!'



ITC Australian Region Inc. POWER*talk* International

President: Mary Wong
12 Daniel Place,
Newmarket, Qld 4051
maryhannahaus@iprimus.com.au

President-Elect: Christine Hardy
christinemhardy1@hotmail.com

Secretary: Jan Broe
broitc@broe.com.au

Vice President Finance: Bernadette Knight
bernknight@gmail.com



The next ITC Australian Region Conference
Will be held at Sage Hotel, Wollongong, NSW
on 19th — 21st May 2017.

Conference pack will be available on the Region website
closer to the time at

<http://www.powertalkaustralia.org.au/conference>



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