Suggestions for retaining members in your club:

## SmoothTalkers@AMD Toastmasters

I am from SmoothTalkers@AMD Toastmasters, and here are some tips that have worked for us as a corporate club:

1. We are a group of engineers, so our meetings were quiet and a little boring for a long time. To set a better tone we added the humorist role and now start off our meetings with a joke. It's a great way to get new members to take a small speaking role and our meetings are much more fun. Our membership grew directly because of adding this role.
2. Change things up by having theme meetings and parties
3. Change the venue every now to challenge your members. We have met in our big media room that that is used for the CEO and other all hands meetings, allowing us to practice using the mikes, slide screens and teleprompter. Our next goal is to use the video conferencing equipment with our California AMD TM club. Everyone instantly sees the value in these meetings - we would all much rather practice with other than stumble in front of an all hands meeting.
4. Engage everyone in club leadership opportunities rather than falling back on the same small group. For instance, we always have someone new chair our club contests. The last contest chair is their mentor, plus we have an advisory group of past chairs that the new chair can draw on for guidance as well. Use the CL manual to look for opportunities for every club members to get involved.
5. Follow the DCP plan! As an engineering club we find it very easy to plan our year based on the DCP plan. Once you make President's Distinguished status your club will have fantastic momentum.