

The TOASTMASTER®

NOVEMBER 1999

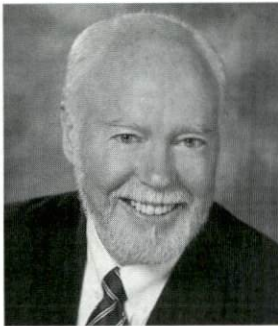
Leaving Behind a Trail of Light

Through our words and
actions, we can bring light
to life's dark places.



ALSO INSIDE:

Tap-Dancing in a Minefield: A Speechwriter's Guide to Humor
An Introduction to Great Introductions



VIEWPOINT

To Lead Is to Serve

In his 1961 Inaugural Address, President John F. Kennedy challenged Americans to "ask not what your country can do for you... ask what you can do for your country." Nearly 40 years later, this appeal to service still stirs the hearts of people around the globe. It also can speak to us as Toastmasters, both in terms of the values we hold and in our approach to leadership development.

Fostering leadership development in the Toastmasters learning laboratory will become an increasingly important dimension of our educational programs in the coming years. Among the keys to our success, I believe, will be the cultivation of a service attitude toward leadership.

Robert Greenleaf profoundly articulated this concept in his path-breaking book, *Servant Leadership*. Greenleaf developed the concept of a leader who is a servant first and above all. In our Toastmasters High Performance Leadership program, Karl Albrecht wrote that "service leadership requires the capacity to lead both with a focus on service to those benefiting from the end result, and to those who do the work in achieving the objective." Following are the hallmarks of the servant leader:

- **Vision and values based on service.** Servant leaders feel that service is their first responsibility. As leaders they do not seek to control and direct, but rather to encourage, nurture and support the creativity of others.
- **Teamwork.** Servant leaders see teamwork and harmony as crucial to the achievement of common goals.
- **Listening.** Servant leaders listen, understand and establish empathetic relationships with those they have chosen to serve.
- **Deep suspicion of rigidly hierarchical and authoritarian organizations.** Servant leadership is incompatible with a top-down and power-based approach to organization and leadership. The servant leader does not avoid ultimate decision-making responsibility; rather he or she regards the leadership role as a "first among equals" arrangement and fully utilizes that relationship to draw strength and wisdom from the leadership team.
- **Integrity and trust.** Trust is crucial and must be built on a lived commitment to integrity, above all on the part of the servant leader.
- **Mentoring.** Servant leaders foster personal development through teaching, nurturing, encouraging and supporting. In Toastmasters, their role is to make greater use of this relationship to develop leaders for our organization and to foster the development of leadership skills our members can apply in their personal and professional lives.

As Toastmasters, let's not forget that those who would lead must first become servants.

Tim Keck, DTM
International President

The TOASTMASTER

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P.O. BOX 9052 • MISSION VIEJO, CA 92690 USA
(949) 858-8255 • FAX: (949) 858-1207
email: sfrey@toastmasters.org

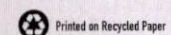
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THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$18 semi annual dues.

The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles.

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The Toastmasters Vision:

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

The Toastmasters Mission:

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

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LETTERS

SPEECHES IMPRESS CEO

Being a Toastmaster has helped me in my job, as well as in my social life. After I was chosen to conduct all the safety programs at Dow Chemical, U.S.A., I joined Toastmasters, since I knew everyone in the office would attend the meetings. At the third monthly Toastmasters meeting, I heard the CEO discussing how well I did with my speeches. Subsequently my job position with the company improved and every executive sought me to work with him on detailed information.

I've also gained many new friends in Toastmasters. Everyone seems to want to help the other person. I've been a member since 1983 (years fly by!), and still enjoy every meeting.

Marie Key, ATM
Acorn Club 1068-28
Royal Oak, Michigan

NEWS ON TWAIN

I have been a Toastmaster for a year and look forward to receiving *The Toastmaster* magazine every month. I scour it cover to cover, looking for golden words of advice and instruction. I especially enjoyed the article on Mark Twain (August) and was amazed to learn that the first five minutes of Twain's first speech were the most terrifying for him. Doesn't that sound familiar?

Even more surprising to me was how Mark Twain got his name. I had thought that "twain" meant 20, not "all clear," as the article mentioned.

Paul J. Biondi
Club 961-57
Castro Valley, California

TM RE-OPENS DOORS TO 'WORLD'

In 1987 I caught a severe flu virus. After months of pain I was left with chronic fatigue syndrome. I was retired from my job and spent the next six years in bed. Alone in the

house for most of the day, unable to meet people and see friends, I totally lost confidence. Then five years ago, when I was able to walk again, my wife took me along to a Toastmasters meeting. Going there terrified me at first, but after attending a few meetings, I was actually able to stand up and say a few words.

That was the start of my recovery and return to the world outside my bedroom. Two years ago I became club president and then area governor. I now help spread the word about Toastmasters at charity and volunteer organizations. I owe Toastmasters a huge debt because it has helped me get back into a world I had left behind.

N. Riley, CTM
Mole Valley Speakers Club 5391-71
Ashted, Surrey, England

READY FOR NEXT STEP

Joining Toastmasters has given me a new career. Speaking as a volunteer in various programs led me to my club, where I found the art of oral communication in front of an audience exciting, frightening, challenging and difficult – but rewarding. Toastmasters gave me the training and polish I needed. And I plan to apply for the Accredited Speakers Program this year. Wish me luck!

Martha Murray
Capitol Hill Club 5997-14
Atlanta, Georgia

GOOD FOR GRANDPA, TOO

My eight-year-old granddaughter, Kelly, sat on my lap, reading her chapter book in a typical second-grade monotone. Remembering the Division Dramatic Reading contest I had attended two days earlier, I talked with Kelly about some things I had learned – like using pauses effectively. I explained how authors

end a chapter in a way that stimulates readers to go to the next chapter. Then I read Kelly a chapter in my best Toastmasters fashion and returned the book to her.

Wow! What a difference. Kelly read the next chapter with clarity and pauses that would receive evaluator raves. She finished the chapter with such drama that Grandpa glowed and we eagerly turned the page and went on...and on into the quiet afternoon.

Lee Longchamp, CTM
Park Toastmasters Club 3041
Ramsey, New Jersey

UNCONDITIONAL SUPPORT

I have stuttered all my life. My Toastmasters club has been incredibly supportive and encouraging when I gave my speeches. Not once have I felt intimidated or embarrassed because of my stuttering. This environment is very conducive to my growth.

Tom Scharstein
World Champion 8119-40
Cincinnati, Ohio

GETS HER WISH – AND MORE

I joined Toastmasters because I hoped to be president of the Women's Council of Realtors for the Northern Nevada Chapter in Reno, Nevada. I knew I would be speaking to groups of people and had no experience. My year as president (1999) has offered many occasions to speak in public, but the icing on the cake was when I was asked to be the inspirational speaker at our organization's national convention in Washington, D.C. Without Toastmasters I never would have felt confident to say, "I would be delighted to!" There I was...all those eyes on me (paying attention no less!). I had butterflies, but they fluttered in formation and all went perfectly!

Sherrie Cartinella
Sierra Sunrise Toastmasters 2318-39
Reno, Nevada



By Cliff Brackett, ATM

Time – an Enemy, a Thief, a Friend

I HAD LONG CONSIDERED TIME TO BE AN ENEMY. WHENEVER I needed more time, it would flash by; if I wanted it to pass quickly, it would linger. As Toastmasters, we have a love/hate relationship with time. In Table Topics our hearts often leap with joy at the sight of the green light, but many times

when delivering a prepared speech, we grimace with pain at the glare of the red light.

I discovered one Halloween that time could be a thief. Our club, in keeping with the season's theme, had decided to conduct a series of speeches on "scary tales." Eight speakers signed up to give four- to six-minute speeches. I was one and had spent a great deal of time and effort preparing for my speech. I liked my story and felt the audience would enjoy it. However, I was concerned about staying within the time constraints. Of course, "concerned" meant it was too long. When the day of our meeting arrived, I was excited and felt my speech was so good that it would be a shame to cut it short, so I reasoned I would tell it "faster" and keep it "close" to the time limit.

My turn came in the middle of the program. As I began my story, I became enthralled with it and ended up talking more slowly, allowing my audience to experience the full impact of the words. As the green light came on, I knew I wasn't going to make it. At the red light, I had to make a decision: Cut it short and deprive my audience of the pleasure of the strong ending I had worked so hard to develop, or go ahead and abruptly finish the story. I regret to say I chose the latter. More than three minutes after the red light had come on, I sat down.

The meeting continued, and we came to the last speaker. I was dismayed to hear that there would not be enough time for him to speak. The last speaker was one of our newest members, and this was his first attempt at telling a story. I felt ashamed of my decision. We had a quick discussion and decided to eliminate some items from the end of our meeting to allow the last speaker adequate time. I breathed a sigh of relief, but that incident dramatically changed my concept of time. Unconsciously, but willfully, I had made time a thief. I was not just some accomplice; I was the instigator. For no reason other than my vain sense of importance, I had nearly stolen time from another member. As it was, I ended up stealing time from the whole club.

As members of a Toastmasters club, we are expected and capable of performing our duties within an allotment of time. From that day on I made a commitment to live within my allotment, and I resolved never to consciously take someone else's time.

A few weeks after this incident, I was scheduled to give a 10- to 12-minute speech from an advanced manual. I had been developing the topic for many months and felt strongly about it. Again I estimated my speech would go overtime. I considered changing my speech topic but instead chose to stick with it and edit it until it fit the allotted time. With that commitment, something amazing occurred.

To deliver the speech within the required time, I had to take it apart. I looked at each thought I wanted to get across, decided what the most important points were and how I could present them in the most effective, powerful way. The result was probably the best presentation I had ever given. I discovered that although time may seem like a harsh taskmaster, if we accept its demand for self-discipline and self-control, it can become our best friend.

I also discovered that everything I had learned about time and myself also applied to my club. When people join Toastmasters, they agree to commit a certain amount of time to that club. If participants take more – or less – than their allotments, they are stealing time from each member and his or her family or employer. As club president, I found that when we as a group forced ourselves to perform within the defined time constraints, we ultimately found the most efficient way to perform our roles, and without question, the quality of our meetings improved.

My change in attitude toward time has dramatically improved every aspect of my life. I am more aware of the need to use my allotted time wisely and not to infringe on someone else's time. And if someone gives me his or her time, I make a point to respect it.

The overall result has been so exciting and impressive, it inspired me to write this article. So now everyone can make time a friend. **T**

Cliff Brackett, ATM, is a member of three clubs. He and his wife, Barbara, who also is a Toastmaster, live in Elk Grove, California.



MANNER OF SPEAKING

By Tom McGrath

**Gerry Spence —
a noted attorney
who has never lost
a criminal case —
shares his persuasive
speaking techniques.**

'Spencify' What You Want

You may have heard of Gerry Spence. He's the plain-spoken country lawyer from Jackson Hole, Wyoming, who enjoys an international reputation for winning jury trials for the "little guy." He speaks so skillfully that some have accused him of "hypnotizing" juries, a charge he denies.

One thing is certain: People who listen to Spence's courtroom presentations nearly always follow his advice when they vote in the jury room. His audiences are ordinary people who serve on juries, people like you and me. With hundreds of trials under his belt, Spence is undefeated in 40 years of criminal trials. He's also won each of his civil jury trials for the past 25 years.

His record proves that Spence knows how to talk to a jury. This article is based primarily on an interview with him, in which he shares lessons he's learned in a lifetime of persuasive speaking.

Some may wonder why a lawyer who has worked hard to learn these golden bits of wisdom about speaking to juries would want to share them. For Spence, the answer is im-

mediate: He doesn't want his skills wasted. "No gift is complete until it is passed on," says Spence, his words filled with passion. "The great Indian chiefs have said so and I have no use for anyone who thinks they have a secret and won't share it."

Share it? Why share it? Even with potential adversaries? Spence fires back: "Why not!"

TELL A STORY

Spence believes that ideas are best conveyed to others in the form of stories. That way, you aren't just saying it, you are allowing your listeners to live your ideas in their own imaginations. Storytelling probably started soon after the creation of language itself. People must have told stories to each other at the fireplace. By using story, your ideas are

sent and received in what Spence believes is a magical place, a place that touches listeners in their place of deepest concern, attention and emotion — their own minds.

LET YOUR FEAR WORK FOR YOU

The most difficult part of making a speech for most people is the simple act of standing up. That is when our fear attacks us in our role as speaker. But instead of regarding that fear as something to overcome, which is what conventional wisdom tells us, Spence recommends: "Jump into it!" He believes you can turn fear into a positive element in your communication by "being real." He says in his best-selling book and tape *How to Argue and Win Every Time* (St. Martin's Press) that "fear is real," and by being real, you gain credibility with your audience.

The most important lesson in Spence's approach to public speaking is that fear is your speaking companion. And, while Spence's spell-binding stories typically enrapture juries around the country, he has learned how to welcome fear.

At some point in your presentation, Spence says, the fear will subside and passion will take its place. Your passion and excitement in giving the speech and sharing your ideas will create an electricity that snaps your ideas across the room to your listeners.

BE HONEST

"Honesty is important," Spence says. "It's about the only thing that shocks anybody anymore. People are not shocked by sex or criminality or fraud." Honesty is "one of the most powerful weapons in argument or speaking."

Only by being completely honest with your audience, and conceding things that are against you, can you gain credibility. "You can't fool people very long," Spence says. "Lose credibility and nobody will believe you."

He puts it this way: "Human beings have an uncanny ability to know when they are being lied to. The jury and the audience do know the truth. The liar, the cheat, the fraud is always given away by a wrong word, the rhythm, sounds of the voice, the body, a turn in phrase or a look in the eye. No one has the capacity to lie continually, and definitely not for a protracted length of time." He explains, "Being who you are and being real" is the way for us to gain the credibility we need to succeed at our speeches and in life.

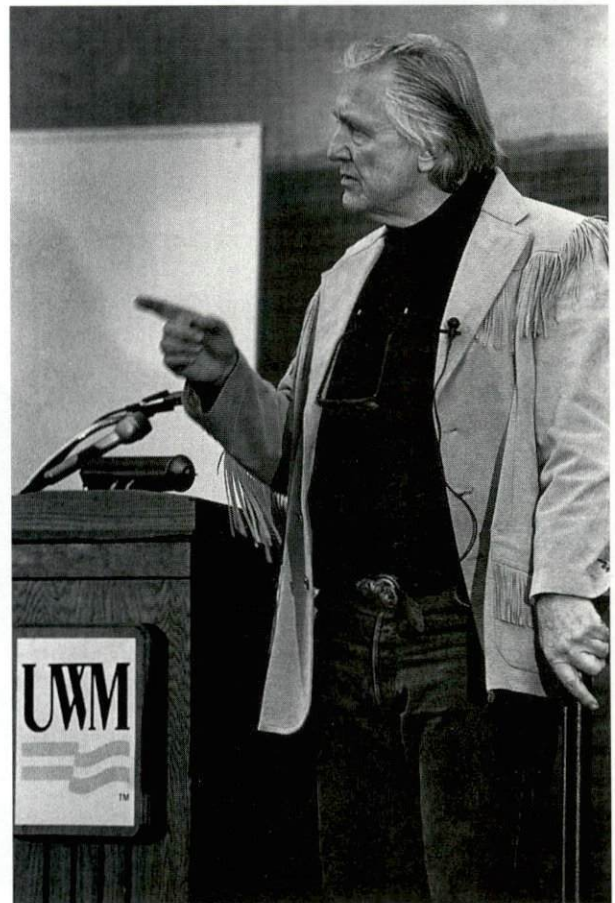
LISTEN TO YOUR AUDIENCE

Spence has an amazing ability to get on the same wavelength as his listener. I have never known anyone who makes a listener feel as thoroughly understood as Spence does. This gift is a big part of his success with juries; it is perhaps the key to his persuasive powers.

Spence tells it this way: "The listener is the other part of you, your extension. Think about the person to whom you speak. You become that person."

"Honesty is about the only thing that shocks anybody anymore. It's one of the most powerful weapons in argument or speaking."

— GERRY SPENCE



It's one thing to advocate empathy with your listeners and another thing to successfully project it. Spence is an expert at tailoring his comments to his audiences. Just from our interview, I can tell that this is a powerful, disarming experience. I can see why Spence wins virtually every argument in court.

Why not try the same? Try to turn a one-size-fits-all speech into one targeted at the particular Toastmasters in the room. You know them. You've heard their Ice Breaker speeches. Talk *to* them, and see if that doesn't stir some magic into your next performance.

SPEAK OUT OF LOVE

Acrimony and hostility are not winning weapons in the battle of arguments. Rather, the greatest power of all is the power of love, Spence says. "It creates an environment where people communicate

and your argument is heard and received."

A speaker demonstrates this by "empowering, respecting and caring about the audience. In the process, the listeners can accept from me the gifts I want to give them. If not, then they can't accept the argument."

"You have to have feeling," says Spence. "You cannot just be a puppet. Charisma starts with you. If you have no passion, you have nothing to transfer."

ONE FINAL NOTE: JUMP!

Spence's final advice is this: "Trust yourself. Be open to the experience. Dive into it. Jump into the fear!" **T**

.....
Tom McGrath is an attorney, writer and former Toastmaster. He works in Pasadena, California.

Was the speaker at your last meeting somewhat less than dynamic? Perhaps even a major disappointment? If so, consider: Maybe it wasn't really the speaker's fault. The real culprit may have been the person who introduced the speaker.

Introductions can make or break a speaker's performance. Francine Berger, who heads Speechworks, a communications training firm in Stony Brook, New York, confesses she learned that the hard way some years ago. She had gone to considerable trouble to create a bang-up introduction for a luncheon speaker – a doctor with a string of honorary degrees. Berger did considerable research, tracking down several newspaper features and copying the doctor's biography from *Who's Who*. Her introduction, with a number of rhetorical flourishes, went on for about five minutes.

When the speaker finally got her chance to speak, she threw Berger a frosty smile and said: "Thank you so much. You know, that's the first time I've heard my obituary before I died!" Although a few people in the audience snickered, the speaker's annoyance was palpable – and the doctor's presentation was off to a rocky start.

"Looking back, I realized I had built up a mood of impossible expectation," says Berger. "An introducer's main job is to give the audience basic information about the speaker, set the tone for the talk, and then sit down."

The task of introducing a speaker sounds easy enough. Yet the universe of speechmaking is littered with inept introductions. Clumsy introducers may lift the audience's expectations to impossible levels, steal the speaker's major point, or recite long, dull biographies.

How can introducers smoothly bring speaker and audience together? And how can speakers make certain they receive an appropriate introduction? Here are some tips you may find helpful:

- **Brevity counts** – and counts a lot. A long, rambling introduction – the "few words" that threaten to blossom into a full-blown speech – is the bane of every speaker.

"Long introductions are really bothersome," says one veteran of the after-dinner circuit. "Sometimes, the most pertinent and interesting information about me is buried because the introducer insists on reciting every accomplishment and every job position, regardless of its

An Introduction



Great Introductions

BY WILLIAM L. HENNEFRUND ■ I L

duction to



roductions

ILLUSTRATION BY JON FEINGERSH

importance. That gets the audience restless, even before you start."

The introducer's challenge is to select a few of the most appropriate items from a long list of accomplishments. He or she should avoid the temptation to offer a long list of academic degrees, job titles or awards. "Just hit the highlights," suggests the speaker. "Remember, you aren't reciting a job application."

How long should a "short" introduction be? One minute or less is the preference of many speakers.

■ **Be cautious about making promises.** A long, flowery introduction – along with guarantees about the wonderful speech the audience is about to hear – is sure to get the speaker's talk off to a bad beginning.

Entertainer Art Linkletter, who has survived hundreds of introductions along the speaking trail, says an introduction that overpromises puts a speaker in deep trouble. In his book *Public Speaking for Private People*, Linkletter recalls a speaker who said: "Here, ladies and gentlemen, is one of the most interesting people in the whole world. She's going to give you one of the funniest talks you've heard in your life!"

Linkletter believes such an introduction invites the audience to think: "Oh, yeah? Well, let's just see how good this speaker really is!"

Be particularly careful of superlatives. Is the speaker really the "most articulate"? "Most creative"? Is she or he really a "trailblazer" or a "pioneer"?

A speaker who has been ambushed by an introduction full of questionable superlatives may feel it necessary to reestablish some sense of modesty. One corporate executive handles the problem by responding: "After that fine introduction, I can hardly wait to see what I'm going to say!" Another says: "After hearing that introduction, I almost checked to see if I've shown up on the wrong night!"

■ **Don't steal the speaker's ammunition.** It's tempting for an introducer to relate some funny or dramatic event in the speaker's life – but use caution. It may sabotage the speaker's talk. What if the speaker had planned to use that anecdote, perhaps as the major point of the speech?

"Pulling the string" is a pitfall that can be avoided if the speaker and introducer review in advance what the speaker will say. For example, in introducing Ed Clark, a famous photographer, the group's program chairman had planned to tell the audience a dramatic tale about Clark: how he had lost his sight 15 years before, abandoned

photography, then recovered his vision through a "miracle" operation, and had become a photographer again.

Fortunately, the introducer mentioned his plan to Clark before the program started. It turned out that Clark had built an important part of his presentation around this saga, so the introduction would have killed the suspense in the talk.

■ **Memorize only key points.** The problem with memorizing an introduction is that fear of forgetting may generate tension and self-consciousness – both of which interfere with the message. However, it's just as bad to read an introduction because it sounds awkward and rehearsed, even if read skillfully.

The best approach is to memorize only the few key points you want to make, and talk extemporaneously. That way, the introduction will seem spontaneous.

What points should you memorize? The essential items are: information about the speaker, the topic of the talk, the reasons why it is important to the audience, and the speaker's qualifications to address the subject.

Experienced Toastmaster introducers often start by picking out a friendly face in the audience. They begin by speaking to that person – but not for more than a sentence or two or that face will rapidly become unfriendly. While speaking, they keep eye contact with the audience and let their enthusiasm show.

Once you've finished, leave the platform quickly. After you're seated, be careful not to draw attention from the speaker by rearranging notes, studying the biography of the next speaker, or attending to other personal business.

■ **Make it relevant.** The easiest part of preparing an introduction is gathering information about the speaker and the topic. You may find it harder to come up with reasons the audience should be interested in the subject or the speaker.

Indeed, this is the most creative part of your task as introducer. If you can show why the subject is compelling, why people in the audience should sit still for 25 minutes rather than going for a walk, you will put them in a receptive mood.

Give these reasons a prominent place in your introduction. For example, you could begin by asking a question: "Why do some organizations grow steadily, year after year, while others just fade away? This is a question we need to consider now, at the start of our annual membership drive . . ."

■ **Try humor, if it comes naturally.** Injecting humor will help you "sell" the speaker and the subject. Humor can portray the speaker as warm and easy going – as clever and witty. Finally, humor can encourage an audience to accept the speaker as "one of us" – a kindred soul who "shares our opinions."

One nearly sure-fire way to create a humorous introduction is to make a brief series of statements about the speaker, with the last statement in the series "pulling the rug." For example: "Our speaker tonight has the well-deserved reputation of being one of our town's most creative executives, one of our most daring innovators – and one of our worst golfers."

Using humor to sell the audience on the subject of the speech may be a bit more difficult, but one speaker handled it this way – a comment that you could adapt for your own use:

The problems of heading up a manufacturing business may seem small compared with managing a multinational corporation or a government agency – but don't be too sure. I know one manager who became deeply depressed when a book was published a few years ago, called "The Zoo Story." The manager was depressed, he told me, because that would have been the perfect title for his memoirs."

Speakers, too, can take steps to make sure they are properly introduced. Experienced speakers leave nothing to chance: they find out in advance who is to deliver the introduction and offer their help. They routinely send out a detailed resumé that lists the highlights of their careers, honors and memberships. Some even go so far as to furnish "suggested" introductory remarks that the introducer can adapt to his own style.

And what should a speaker do if the introducer makes mistakes about her background or subject? The temptation to zap the introducer will be strong. And you'll be equally tempted to correct the misstatements. It's best, however, to ignore the errors and proceed as if nothing happened.

"I would not correct an introducer unless it was a very serious error," says one veteran speaker. "That just isn't a good way to begin a speech."

Many books on public speaking include samples of put-downs you can use on inept introducers, but you're better off to abstain. After all, the speaker is viewed by the audience as a "powerful" person. If you use your power to put down the introducer, who is probably a member of the group you're addressing, the audience may view you as unfair.

In sum, a good introduction is like the blurb on the paper cover of a book: It helps sell the contents. Publishers and editors spend considerable money and time devising exactly the right excerpt that will convert a casual browser into a buyer. The next time you're giving a speech or preparing an introduction, try these tips to get your audience to buy what you have to sell. **1**

William L. Hennefrund counsels corporate executives on speech presentations. He lives in Woodbury, Connecticut.

you grasp this fundamental fact, you can clearly see the need for a discriminating plan. The writer of Ecclesiastes said, "Of making many books there is no end," and that was a long time before public libraries, bookstores and Amazon.com.

2 You must understand that not all books are worth your time. Whether they are poorly written, or just don't interest you now, it is OK to close a book that bores you and never pick it up again. You have only so much time. Choose wisely, but choose what interests you in each genre. If you want to read a biography, choose one about someone who fascinates you, whether it's Hitler or Princess Diana. If you realize your ignorance about art, but you can't imagine being fascinated by it, then choose a book that highlights the great masters or gives you an overview of art and culture. If you don't want to read the whole book, then just look at the pictures and read the captions or choose only the chapters that piques your curiosity. Don't feel obligated to read the huge book everyone is reading, because even if it is on someone's best-seller list, the only review it may deserve is the one Ambrose Bierce wrote: "The covers of this book are too far apart."

3 It is never too late to learn. You may regret your lack of higher education, but as Sir Walter Scott said, "All men who have turned out worth anything have had the chief hand in their own education." And, G.M. Trevelyan said, "Education... has produced a vast population able to read but unable to distinguish what is worth reading."

You may think you are too old to learn or that it is not worth the effort to expand your comfort zone of knowledge, but I challenge you to decide today that you will be a lifetime learner. Reading will keep your mind strong. "Reading is to the mind what exercise is to the body," as Sir Richard Steele put it.

Remember that size is not a good indicator of greatness. We've already discussed books that take too many pages to say too little. You will discover that while some books are too big, others are just too small. Little books with big messages fascinate me. Anne Morrow Lindbergh's *Gift of the Sea*, and Elie Wiesel's painful, yet profound book, *Night*, are two that come to mind.

If you feel squeezed for time, take advantage of the wonderful condensed works. *Reader's Digest* magazine will expose you to many subjects you otherwise may not read about. *The Book of Virtues* and *The Moral Compass* by William Bennett are two wonderful bookfuls of stories that are considered classics. *The Great American Bathroom Book* series, edited by Compact Classics, is a great way to familiarize yourself with

Test Your Library Literacy

You've been invited to a dinner party composed of 11 literate librarians. Can you hold your own during the evening's conversation? Can you identify the source of the following phrases, either the work of literature they are from or the source of the derivative word? Let's see how long they'll let you stay:

1. Open Sesame
2. I think, therefore I am
3. Yellow Brick Road
4. Platonic
5. Slough of Despond
6. Water, water everywhere, and not a drop to drink
7. It was the best of times, it was the worst of times
8. Big Bad Wolf
9. The Grinch
10. Never Never Land
11. Lilliputian
12. Quoth the Raven, Nevermore
13. Four Score and Twenty
14. Listen my children and you shall hear
15. Lady doth protest too much
16. There is no joy in Mudville
17. Some are more equal than others
18. Doubting Thomas
19. I have a dream
20. Never, never, never give up

1-5 correct – You must leave after the appetizer

6-10 correct – You may stay through the main course

11-15 correct – You may have dessert

16-20 correct – You are the evening's speaker!

Answers: 1. *Ali Baba and the 40 Thieves*, 2. *Descartes*, 3. *Wizard of Oz*, 4. *Plato*, 5. *Pilgrim's Progress*, 6. *Rhyme of the Ancient Mariner*, 7. *A Tale of Two Cities*, 8. *Little Red Riding Hood*, 9. *The Grinch Who Stole Christmas*, 10. *Peter Pan*, 11. *Gulliver's Travels*, 12. *The Raven*, 13. *Lincoln's Gettysburg Address*, 14. *Paul Revere's Ride*, 15. *Hamlet*, 16. *Casey at the Bat*, 17. *Animal Farm*, 18. *The Bible*, 19. *Dr. Martin Luther King's speech*, 20. *Winston Churchill's speech*.

everything from Greek mythology to the basics of baseball. These are, in their own words, "single-sitting summaries of all-time great books."

HOW TO BEGIN

■ **Make lists.** Make one list of the books you have read in the past year or two. This will help point out both where your interests lie (List 2) and where the gaps in your knowledge might be (List 3).

■ **Make tracks (to the library).** With no money out of your pocket, you will be surrounded with thousands of great books and helpful people and tools to help you locate what you want.

■ **Make time.** You must say "no" to some things in order to say "yes" to

reading. The TV may suffer in silence, but great books will take you much farther than TV ever could as

*"The love of books,
the golden key
that opens the
enchanted door."*

— ANDREW LANG

you rediscover your capacity to visualize, imagine and dream. Your family need not suffer, however. Read aloud to your children. Dr. Seuss has dished out some pretty grown-up

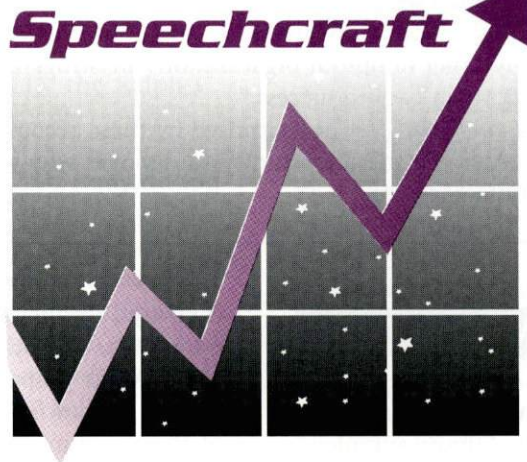
concepts to several generations. From the Grinch to *Green Eggs and Ham*, there is rhyming joy mixed with great illustrations that are truly unforgettable. Infect your children with the contagious love of reading by letting them see how much you enjoy books. "The love of books, the golden key that opens the enchanted door," said Andrew Lang.

Get started today. Ask your friends what their favorite books are. Search for reading lists from high schools and colleges and choose your books from those.

Read book reviews. Join a reading group. Read what you are curious about. You have already begun! **1**

.....
Susan Richmond is a writer living in Yakima, Washington.

One of the best ways to build your Club's membership is through a Speechcraft Program. This program teaches potential members the basics of public speaking and is a great introduction to the Toastmasters Communication and Leadership Program. In fact, many members begin their Toastmasters "career" as a Speechcraft participant. These materials will help you get started:



*Your Club's #1
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Building Tool!*

___ 203-A	Number One Membership Building Tool	.12
___ 203	Speechcraft Promotional Kit	1.50
___ 205	Speechcraft Starter Kit	15.00
___ 204-H	Speechcrafter's Handbook	1.25
___ 207	An Opportunity to Succeed	.08
___ 261	Participant's Certificates	.30

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TI BOARD REPORT

Making Dreams Come True

At the August Board of Directors meeting in Chicago, Illinois, 1998-99 International President Terry Daily, DTM, reported on the organization's progress during the past year. During 1998-99, Toastmasters International recorded its highest membership numbers ever: 175,846 members in 8,801 clubs in 70 countries (as of June 30, 1999). He said TI also "chartered 680 new clubs, which is almost two new clubs per day, making it the third best year ever in terms of club growth. ATM award registrations were 375 percent over the projected goal and the number of Distinguished Districts was 33, the most since the new requirements for the Distinguished District Program were adopted."

"These are all outstanding accomplishments individually, let alone in one year!" Daily said. "They are even more amazing when you consider that many other nonprofit organizations are struggling to maintain membership, and they are searching for a focus that will bring them back to success."

"As your International President, I am proud, yet not surprised by these accomplishments. Traveling throughout the Toastmasters world this year has afforded me the opportunity to discover why we are such a successful organization. Quite simply, it is because of our volunteer leaders."



BOARD ACTION:

The Board of Directors made the following decisions to ensure the continued progress and growth of the organization:

- Recommended that the Smedley Award membership building program be changed to August-September to help clubs bring in new members and to help districts increase per capita during critical times. The change will take place in 2000. A new membership building program for February-March also will be created and will begin in 2001. A program for use by districts at their option will be available for the 2000-2001 year.
- Recommended that World Headquarters create a club-building guide that specifically focuses on district club-building organization and strategies. The guide will be available in 2000.
- Reviewed strategies for preventing and resolving conflicts in districts for use by World Headquarters staff.
- Revised a policy to clarify that correspondence, memorandums, and other communications received by districts are the property of Toastmasters International. The district governor shall determine whether the contents of these communications should be shared with other district officers and the method of distribution, based on the best interests of the district and Toastmasters International.
- Reviewed policy on district and club officer training, executive committee meetings, district council meetings, and district conferences and made revisions to include guidelines regarding meeting purpose, meeting frequency, notice required, business to be conducted, and attendance.
- Reviewed the sample Midyear Regional Meeting agenda and recommended changes.
- Discussed the Toastmasters International Web site, www.toastmasters.org, and complimented the World Headquarters staff on the development and continuing improvement of the site. Reviewed proposed additions to

the Web site, including an online club locator that will make it easier for prospective members to find a club by city name, by zip code, and by listing and linking club Web site addresses/e-mail addresses electronically. Also added will be an online Supply Catalog so members can place orders on a 24-hour basis, and online data submission, all to be funded by the Ralph C. Smedley Memorial Fund.

■ Announced the locations of the 2003 and 2004 international convention sites. The Atlanta Marriott Marquis in Atlanta, Georgia, will house the August 20-23, 2003, convention, and the Reno Hilton in Reno, Nevada, will house the August 18-21, 2004, convention.

■ Granted provisional district status to the Continental Council of European Toastmasters, effective July 1, 2000. It will be assigned district number 59P.

■ Granted territorial status to the Gulf Toastmasters Council, which is comprised of clubs in Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates, effective immediately.

■ Approved the production of a 10-minute video on evaluation techniques to be funded by the Ralph C. Smedley Memorial Fund.

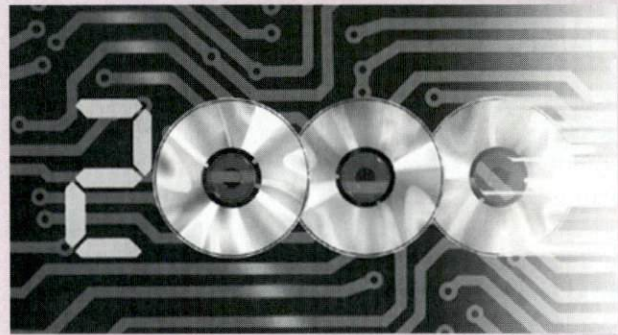
■ Approved revisions to the Gavel Club Constitution and Bylaws.

■ Clarified procedural rules on the district credentials desk operations and district elections, including which Toastmasters are not allowed to give speeches on behalf of candidates who are not present, nomination of floor candidates, and discarding of proxies and ballots.

■ Reviewed the amount of dues clubs are charging their members and recommended no changes to current policy and governing documents. With Toastmasters clubs functioning throughout the world, and taking into consideration their geographic location, their culture, and their facility requirements, it is felt the clubs are and should be responsible for setting and maintaining the limits of club dues as well as transfer and initiation fees. Recommended that clubs keep their dues low to allow more people the opportunity to participate in the Toastmasters program.

■ Changed procedural rules for campaigns by international officer and director candidates by including a section on Web sites. A Candidates Corner will be included on the Toastmasters International Web site. Candidate information provided may include a photograph, bio-

graphical profile, and either a Web site address, an e-mail address, or telephone number for contact purposes. Only nominated candidates (by the Toastmasters International nominating committee, regional business meetings, and, in the case of candidates outside the United States and Canada, nominated by their respective districts) will be featured in the Candidates Corner – floor candidates will not be included. Candidates may not be linked or referenced on any other Web site except the candidate's home district's Web site. Regional Web sites may reference the Toastmasters International Candidates Corner Web site.



TI is Y2K Ready!

The Year 2000 issue, or "Y2K," refers to the challenge facing many computer systems around the world to process dates beyond 1999. Some of these systems were originally programmed to use only the last two digits of a calendar year and to assume the first two digits as "1" and "9."

On January 1, 2000, this practice, if not corrected, could result in a system failure or miscalculations if computers mistakenly interpret "00" as the year 1900 rather than the year 2000.

At Toastmasters International, we recognized this challenge three years ago and have devoted considerable time, effort and financial resources toward ensuring that our own systems will function properly in the year 2000 and beyond. More than 220 application programs and 130 master files have been reviewed, changed and tested. In addition, we have taken steps to ensure that our vendors and suppliers are Y2K ready as well.

While no one can guarantee that the change to the Year 2000 will be flawless, please be assured Toastmasters International has taken reasonable steps to avoid any significant disruption in our service to districts, clubs and members.

Anaked plumber walks into a bar. . .” But what if you already know this joke? You will be convinced that I have nothing original to say. And what if you dislike the joke? You will be ready to hate everything else I have to say. Ah, but what if you do like the joke? Then, you will be disappointed because the rest of my speech is not about funny naked plumbers. You have just heard a coroner’s report on how humor can kill a speech.

Humor is treacherous. It can charm, coax and persuade, but it can also distract, baffle or alienate the audience. All too often, jokes are added to a speech without the least regard to their relevance. No one would wedge a discussion of Byzantine art into a speech on health care. Yet, how many serious speeches begin with a warm-up of meaningless golf jokes?

Some speakers feel insecure, and they wish to ingratiate themselves with the audience. They hope that a few introductory jokes will win over the crowd. Of course, that depends on whether the humor is original and funny. Otherwise, the speaker will have more reason to be insecure. Humor is not a foolproof method of seduction. If it were, I would already be dead of syphilis.

Although we speechwriters are rumored to be ventriloquists, in fact, the dummy tells us what to write. If and when we are told to be funny, we must contend with three distinct challenges: the speaker, the audience and the topic. Our jokes must reflect the speaker’s personality, background and affectations. I have written for a variety of characters and caricatures. One of my clients was born a chairman; his nickname at Yale was Adonis.

Yet, this Episcopalian god liked self-deprecating humor; in one speech, he said, “In the corporate pyramid, I’m the mummy.”

Another client had no sense of humor, but he had excellent taste in hypocrisy. A self-made king of the futures markets, he wanted to be a sophisticated wit: the Noel Coward of the pork bellies’ pit. I accommodated him with droll observations about the notorious frenzy of the markets. “Our method of trading combines elements of primal scream, aerobic dance and the battle of Hastings.”

On one occasion, however, I had to cope with a speaker who had an identity crisis. Having heard a prominent businessman regale an audience with folksy anecdotes of a boyhood in North Carolina, my client wanted a speech “just like that!” Unfortunately, reality was not particularly obliging. My client was a boychik from Bayonne, New Jersey. What exactly is the Yiddish word for possum? Since he wanted the absurd rather than the funny, I confronted him with the truth. I never got another assignment from him. I somehow survived, but he has been reduced to using Dennis Rodman jokes.

Tap-Dancing in a Minerfield!

A Speechwriter’s Guide to Humor



The humor must be tailored to the speaker, but it also should be compatible with the audience. Consider the composition and the character of your audience. Will your listeners find the humor in your remarks? There can be a fine line between humor and idiosyncrasy, and it is easy to stray. I have done it, as you are about to learn.

I was writing for a suave executive, and the humor reflected his preference for drawing room quips. The speech was on business management, and it mocked "the corporate hierarchy with more titles than *Burke's Peerage*." That line might have amused the staff of *The New Yorker* magazine but our audience was comprised of engineers. They did not get the joke, and I suspect that neither did you.

I must learn that not everyone watches Masterpiece Theater. Most people would not know that *Burke's Peerage* is the almanac and Yellow Pages of the British aristocracy. The book is nothing but lofty titles. I was comparing *Burke's Peerage* to the corporate hierarchy, where there seems to be a vice president for every occasion and excuse. The comparison is apt, but it is esoteric.

Unfortunately, the audience did not meet my standards of wit and erudition, and I was in no position to fire it. In fact, I failed the audience. There is a purpose to humor: communication. I had intended to make a droll indictment of corporate management. Perhaps I thought of the cleverest way to express the idea, but it was also the least intelligible. The audience deserved better.

As speakers and writers, we also must consider if the topic is suitable for humor. Would humor emphasize your ideas or sabotage them? Even good jokes can be inappropriate. If the audience expects a serious speech, a humorous tone could belie your message and credibility. A boring accountant is much more reassuring than a funny one. Indeed, the tactless joke or the flippant attitude can turn a speech into a suicide note.

History offers a famous example of that mistake. When on trial for impiety, Socrates ridiculed the ignorance and hypocrisy of his critics. Posterity admires his courage, but his audience did not. His defiance convicted him, and his mockery condemned him. Yes, Socrates was speaking the truth, but he might have chosen a more tactful manner of expressing it. One should never offend the audience, especially when it is a jury.

Having terrified you with the risks of humor, let me entice you with its rewards. Humor is the most irresistible form of communication. It has a contagious appeal that can win friends, arguments and elections. Can you recall a single joke by U.S. presidential candidates Walter Mondale or Michael Dukakis? Humor can be more than just a ploy for the audience's attention; it

can be a sly but incisive expression of your ideas. Martin Luther certainly thought so. The founder of the Reformation was both a doctor of theology and a master of ridicule.

Luther could have expressed his beliefs in a scholarly Latin essay, but how many people would have understood it? The rebellious professor wanted the largest possible audience to know his opposition to the Church, so he wrote jokes in German. The humor was a broad and bawdy attack on the Church, and it delighted the public. His mockery expressed the popular resentment against an ostentatious and arrogant Church. The Ninety-Five

Theses could be called the Ninety-Five Punchlines, a barrage of quips and insults aimed at the Pope. Luther lambasted the Pope as a spoiled rich kid who knew more about art than religion. The ridicule proved a most successful form of heresy. Furthermore, the humor was not lost in translation. Within a few years, the jokes and the Reformation had spread throughout Europe.

Luther used humor to convey and emphasize his ideas. His jokes were not irrelevant warm-ups for the sermon. They were integral to his text. Now, if humor can incite the Reformation and a century of religious wars, think of how it can help you. Humor can illuminate and illustrate; it makes an insidiously good teacher. For example, the conflict between medicine and ethics is not a funny topic; yet I found that humor offered an enlightening perspective. If I may plagiarize myself, this example is from a speech that the Chairman of Baxter International gave at Harvard Business School:

"The professional standards of medicine include a commitment to knowledge and research, intellectual principles that have continually challenged the prevailing ethics of their times. In 13th century Italy, the study of anatomy clashed with Christian values. If man were created in God's image, dissecting a corpse would seem clearly sacrilegious. The church and the universities, however, reached a compromise on that matter. Physicians and medical students could dissect executed criminals, who evidently weren't going to look good on Judgment Day in any case."

Now, let us dissect the humor and the point of that example. Was I just flaunting my knowledge of history? Yes, I always do that, but sometimes there is a purpose. I was illustrating the clash between innovation and convention, and I could not resist the irony. The humor was not forced or obtrusive; it was the natural style of narration. How would you classify the humor? It certainly was

"Humor is treacherous. It can charm, coax and persuade, but it can also distract, baffle or alienate the audience."

not a belly laugh; I did not have an audience of blue-blazered MBAs rolling on the floor. You would not describe the example as a joke; it has to be told in the specific context of the speech. The humor is a matter of tone; the wit is in the phrasing.

Now, we must confront the fundamental question: How to be funny? Humor is quite similar to poetry. They both require the creative and succinct use of words. Meter and timing are the same thing. The wrong word, an extra syllable or misplaced emphasis could ruin a poem or a joke. Consider this classic line: "Take my wife . . . please." Henny Youngman crafted a four-syllable joke that defies improvement. A poet could only aspire to such incisive eloquence. Indeed, humor may be more difficult than poetry. That was the opinion of T.S. Eliot, who admitted that he was not particularly funny. Eliot received the Nobel Prize for his poetry, but he wrote fan letters to Groucho Marx.

Humor demands originality. A stale joke will sabotage the speaker and the speech. You or your speaker will be unnerved by the silence of a failed joke, and the trite humor will squander the attention and patience of the audience. If you hope to get fresh jokes from newsletters and Web sites, so does everyone else. You should write your own humor. Does that seem a daunting challenge? It shouldn't. You have the advantage of living in an absurd world.

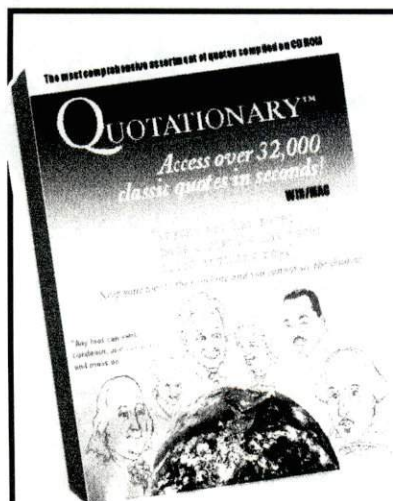
Every day we confront the elements of comedy. Turn on the news and get the daily chronicle of the shameless and the ridiculous. If you need further aggravation and bewilderment, just open your mail. You will find utility bills that defy explanation, offers for credit cards from your local barber college, and a proclamation that you have won millions of dollars from a fictitious sweepstakes. And who among us has been spared the most prevalent form of modern sadism: customer service! When you spend 15 minutes on hold, listening to an endless rendition of "Rhinestone Cowboy," you have to suspect that life was meant to be a satire.

Writing humor is a matter of observation. In an absurd world, the facts will speak for themselves and be self-incriminating. The speechwriter simply has to make the best use of the wry, the ironic and the ridiculous.

So, "a naked plumber walks into a bar . . ." What happened next? It is a test of your talent and judgment on how to end the story and how best to use it. Does it belong in a speech, who should say it and to what audience?

There are challenges and risks in humor, but there are also undeniable rewards. Humor can be your most effective means of communication, and it certainly is the most enjoyable. **T**

Eugene Finerman is a speechwriter, humorist, and lecturer on the topics of rhetoric, humor and history. He lives in Northbrook, Illinois.



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How a club specialist helped a struggling club to recover.

Uphill, On a Bicycle Built for 20



Rebuilding a club is an uphill battle. The pitch is steep and the terrain is often rough, but the view when you reach the top is the most spectacular in Toastmasters.

Having served as a club specialist last year, I can attest to the struggle. Many times I felt the path was too steep, requiring too much effort to continue. But inevitably, each time we signed up a new member, the traveling became a little easier. One more person was now on board to help share the load. Some people got tired of the struggle and dropped off. Yet, we carried on. The odd person insisted on staying at the back with the brakes on, but as the team got stronger, the brakes' effect was lessened.

When we decided to run a Speechcraft program, it was like putting a motor on our bicycle. The momentum quickened, and the hill seemed less threatening. There are still a few bumps in the road, and we expect some tricky passages, but the team

on this bicycle built for 20 is working together. The goal is in sight, and the anticipation is infectious. I know we can, I know we can, I know we can fill the last few seats on this bicycle built for 20!

CLUB SPECIALISTS

A club specialist (usually a team of two club specialists) is assigned by the Area Governor to a club when its membership falls to nine members or fewer. This person or team takes on the task of club rebuilding. I would like to share some of the methods we used in our club's recovery. Not all struggling clubs will fit this pattern, but there will be many similarities.

For several years, the club had nine to 12 members. However, few were longtime members. The "old guard" consisted of three members who could not see that the club had a problem. When I was assigned as club specialist, I felt resistance

rather than a welcome.

However, the club president wouldn't let the club die. She kept believing, and eventually she converted almost everyone to believing with her that more "fresh blood" was necessary.

CHANGE

Our first task was to build rapport. Change was not welcome, but it was obviously necessary. What was the problem, and how could it be solved? The members needed to accept that the club had a problem, since denial was a disease that was eating away at the club. As club specialists, we needed to offer support by acting as role models and helping fill meeting roles.

Before inviting guests, we needed to tidy the house. This is what we do at home, and it is often necessary at

Toastmasters. We did this by starting meetings on time. The first night only three people had arrived by the time the meeting started. Everyone else came in late.

But within three weeks, everyone arrived on time. We made sure members came prepared to perform their roles. The chairperson contacted everyone on the agenda before the meeting to confirm each person's role. We had a spare "word," "education," joke and Table Topic on hand, so that all roles could be filled even if someone failed to show up. Soon the meetings had a bit more polish, but we still had too many empty chairs. Our nadir came when only four people attended and the bicycle became very wobbly. It almost fell over.

SUPPORT

We have a sister club in our city, so we appealed to its members for help. Members committed to attending a meeting at least once every two months. And, as more members got involved with the rescue, a strong working bond was formed between the two clubs.

We moved to a smaller room that was cozier for our small group. Soon the chairs began to fill up. We added members slowly, but we kept losing executive members. Two of the new members were willing to assume leadership roles, and we turned a corner.

SPEECHCRAFT

Finally we decided to conduct a Speechcraft program during our standard meeting. We recruited and recruited and recruited. We signed people who had come out as guests but hadn't joined. We made guest appearances at other community groups, and we filled the Speechcraft with 11 people. One night we squeezed 25 people into our little room. It was dynamite!

The Speechcraft served many purposes in our struggling club. It gave the very weary club members an eight-week break from speaking and provided a strong educational base for old and new members alike. Most important, it brought an immeasurable amount of new energy into the club and resulted in six new members – six members who had a jump-start into Toastmasters. On completion of the Speechcraft, we offered a \$10 discount to Speechcraft participants who joined the club during the following month.

SUCCESS

We have not yet reached our 20-member goal, but we are currently at 18 members. Everyone in the club believes that we can reach the

goal very soon. The new members are filled with alacrity. So much so that it is difficult to get a speaking spot. Everyone is having fun. All the executive positions are filled, and six of the seven executive members have attended officers training. We are looking to a bright future!

Along the way, we also have lost a few members. Some have moved away and others became discouraged before we reached the current momentum. As we have struggled up the mountain on our bicycle built for 20 (or more), the climb has become easier as more people have joined the team.

The resulting club is an enthusiastic group of people who are eager to learn and willing to participate. We will keep climbing, building and learning for many years to come. When we reach the top together, we'll enjoy the view and hope that we won't have to face the downside for a long time! **T**

"When we decided to run a Speechcraft program, it was like putting a motor on our bicycle."

E. Jean McAllister, ATM-G, CL is Area 23 Governor and a member of Cambridge Club 2728-60. She lives in Cambridge, Ontario, Canada.



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MEMBERSHIP BUILDING

By Peter Harris, DTM

Recruit members through dynamic demonstration meetings.

A Show Worth Putting On!

Have you ever participated in a Toastmasters demonstration meeting? If so, I hope your impression of it was good.

Apart from failing to capture the interest of potential new members, an ineffective demo meeting drains your energy and depletes your resources. And it defeats your purpose of chartering a new club. Although a demo is intended to inform the public about what happens at a typical Toastmasters meeting, its main purpose is to make a sale!

When people accuse me of hard selling during demo meetings, my response is that I simply want to do my best to make sure the guests join Toastmasters. At a demo, the stakes are higher than at a regular club meeting, so every action must focus on that goal of chartering a new club. District resources are stretched thin when we have to drag new clubs screaming and kicking to the charter banquet. It is much easier when you leave the demonstration meeting with checks from 20 committed charter members!

I believe a successful demo has three critical success factors. Just as a three-legged stool won't work with

just one or two legs, all three factors are needed to succeed. They are:

1 Promotion. The focus should be on maximizing attendance. What promotional methods are appropriate? Never underestimate the power of print. A new community club can be promoted through press releases to newspapers and flyers in businesses and public facilities such as community centers, libraries, colleges and medical offices. A demo meeting for a corporate club can be publicized through human resources and training departments, in company newspapers, on bulletin boards, company Web sites and through flyers delivered directly to employees.

Consider advance registration. The concept works on our natural fear of loss. The fear is that if we don't pre-register, we won't be able to get in, and we might miss out on something valuable. Include a registration form with your promotional material. This also is a great way to ensure you take care of the next critical success factor, which is...

2 Logistics. The organization and planning of the meeting should

be thorough down to the last detail. You first need a big room with enough tables, chairs and equipment for a regular Toastmasters meeting. Don't forget to schedule enough helpers at the registration desk. And be sure to have a printed program that promotes a professional image. Guests need to know at the outset that we take our program seriously. With promotion and logistics properly handled, we can now focus on the show.

3 The Show. The members putting on the demonstration meeting should approach it as if it were a carefully rehearsed show, leaving nothing to chance. Yet it should have the appearance of a spontaneous event. Above all, the participants must have fun! Your Toastmaster must be an experienced ringmaster, directing the show with an eye to building excitement to a closing point where at least 20 guests sign up. This is not an event for rookies – the show participants should be seasoned team players who understand what you are trying to achieve. I recommend no more than two manual speeches, an Ice Breaker and



an advanced speech, two evaluations and three or four Table Topics. The Ice Breaker is to show how simple the first speech is. The purpose of the more advanced speech is to showcase the possibilities.

As Topicsmaster, I try to assign topics that I know will interest the individual members. Starting with a light topic, I then go to something more serious, then back to something lighter. My fourth topic is offered to guest volunteers and is the type of question they should be able to handle with ease. I always make a big fuss over these volunteers; I compliment their courage and praise them for their contribution to the meeting.

Then it's time for the general evaluator to quickly evaluate the meeting. Afterward, the Toastmaster should invite questions and immediately close by identifying the people and amenities provided to help the guests become charter members of the new club. The show should take no longer than 40 minutes, allowing plenty of time for questions and sign ups while interest and excitement remain high.

Let me close with two helpful tips on how to beat the most common roadblocks to completing your new club's charter paperwork on the day of the meeting. First, organizers should decide before the meeting how much money to collect from prospective members for club dues and new member fees. If necessary, the amount can be adjusted by the members later.

Second, since the name of the club has not yet been decided, have guests write their checks to Toastmasters International. Keep a list of the checks and have the district treasurer deposit them in the district bank account. When the club has been named and a bank account opened, have the district treasurer write the new club a check for the funds he or she is holding. The club treasurer can then write the chartering check to Toastmasters International.

Do I know that this approach to demonstration meetings works? I was Topicsmaster in one demonstration meeting where the three critical success factors were so well applied that the new club chartered with 48 members! Promotion and logistics were handled by the club. All the district had to do was put on a show. Two years later that club is still one of the strongest and largest in District 22. **T**

Peter Harris, DTM, is a member and past president of Resourcemeisters Club 7728-22 in Overland Park, Kansas.

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Leaving Behind

Through our words and actions, we can bring light

In 19th century London, writer, artist and social reformer John Ruskin stood with a friend watching a lamplighter. The lamplighter went carefully, torch in hand, from one post to another. As he went down the street, his receding figure became dimmer and dimmer, but he left behind him a line of brightly beaming lights.

Ruskin seized the image, declaring to his friend that every person should feel the responsibility of bringing light to life's dark places. For Ruskin, the lamplighter was a powerful image for the way people should live and act. "You can trace his course by the lights that he leaves burning. It is our job to keep the lights burning," he told his friend.

The reality is that all of us leave footprints behind. Some, such as children and grandchildren, are immediately evident. Others are less visible, like the prints we leave on the lives of people we have helped. "The spirit of a person's life is ever shedding some power, just as a flower is steadily bestowing fragrance upon the air," noted Thomas Starr King, a 19th century writer. Here are some ways we all can leave a trail of light:

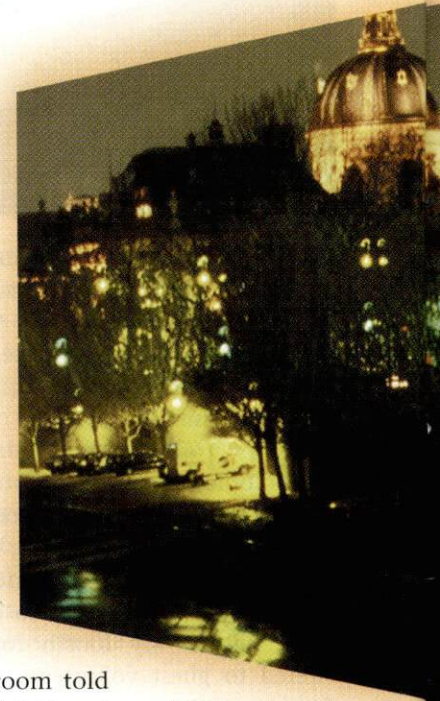
■ **Leave a trail of light through words.** How we speak and what we say can heal or hurt, injure or inspire, help or hinder. Consider the power of healing that a few carefully selected and kindly expressed words had on Susan, who spent her childhood in numerous foster homes. "I never had the feeling of having a warm, loving home that so many of my classmates took for granted," she recalls. "I know that there are many wonderful foster parents, but the people I lived with regarded boarding state children as a business."

A profoundly lonely 12-year-old, Susan responded positively to the invitation of a girl in her Sunday school who asked Susan to join her in visiting the girl's grandmother in a nursing home. "While there, I sensed the loneliness of the elderly, a feeling I could understand," she says. A white-haired woman called Miss Emma was particularly friendly, and when Susan was about to leave she reached out warmly saying, "Come

again, Susie. I enjoyed your company. Children are like sunshine in this dreary place."

Buoyed by the woman's positive words, Susan visited Miss Emma the following week and brought pictures she had drawn in art class. Again Miss Emma offered words of encouragement and affirmation. She declared the pictures were "lovely, wonderful, majestic!" and insisted they be tacked on the wall near her bed. "I spent many a happy hour there as Miss Emma and others in the room told tidbits from their own childhoods and talked about the many changes in the world during their lives," Susan remembers. The bond between the little girl and the elderly woman grew. "She taught me how to knit and crochet and much more. I brought her large-print books I'd bought for nickels in a second-hand shop." When Susan was 18 and on her own, the nursing home called to tell Susan her "grandmother" was dying. Susan rushed to her side. "As her life ebbed away, I thought of how she had given me something precious: the feeling of being needed and loved and wanted."

■ **Leave a trail of light through kindness.** The story is told about Abba Poemen, an ancient desert monk whose holy life attracted many people who wanted to deepen



BY VICTOR M. PARACHIN ■ PHOTOGRAPHY BY DIMAGGIO/KALISH

A Trail of Light

Light to life's dark places.



their own spiritual lives. One seeker approached the monk, saying: "Tell me, when I see a brother dozing during the sacred office, should I pinch him so he will stay awake?"

"Actually" the old monk replied, "if I saw a brother sleeping, I would put his head on my knees and let him rest."

When it comes to kindness, it is worth recalling this observation from Frederick William Faber: "Kindness has converted more sinners than zeal, eloquence or learning."

■ **Leave a trail of light through compassion.** In 1968, Tim Watts was assigned to an infantry platoon in Vietnam, where he witnessed an extraordinary act of

compassion. He tells about one of the soldiers, Danny, who verbalized a calloused disregard for other troops. Danny's only mission was to get out of Vietnam intact. "I'm going back to the world in one piece no matter what happens to the rest of you. So just don't get in my way," he barked at new recruits arriving in Vietnam.

While on a mission near a small village, his group encountered only worn-looking women and curious children. Suddenly shots sounded. Watts and Danny found

themselves on the ground crawling for protection behind a tree. Watts glanced at Danny and saw him staring at something a few yards away in an open field. There he saw a strikingly small child, five- or six-years old, on the ground. She was terrified and crying, and there was a small red stain on her shirt sleeve.

Suddenly, Watts saw Danny leave the protection of the tree. Danny was crouching and running toward the Vietnamese girl. More enemy fire was directed at Danny, now an open target. "Danny was down. Still he'd managed to push the fragile child close enough for me to reach

*"The spirit of a person's life is ever shedding
some power, just as a flower is steadily
bestowing fragrance upon the air."*

— THOMAS STARR KING

and yank her to safety," Watts recalls. When the fight was over, Watts held the child close to him. Her eyes were red from crying, and tears had made a muddy path down her cheeks. The little girl kept staring at Danny and seemed to realize she had no words he could understand. Gently, she reached out and touched the leg of Danny's fatigue pants, then ran into one of the huts. Danny survived his wounds and was sent home. Later the platoon leader lectured the soldiers about how a soldier's duty to keep himself safe far outweighs any need to help a civilian. "I imagine he was right, but somewhere there's a Vietnamese girl, now in her 20s, who remembers that an American soldier risked everything to save her life," Watts says.

■ **Leave a trail of light through deeds.** Everyday life provides us with ample opportunity to respond to others' hurts and needs. We need only to keep our eyes and hearts open. In a letter to a friend across the country, one woman shared an act of kindness that unexpectedly came her way. Several weeks earlier her husband had open-heart surgery. As a result of an anesthesia overdose, he went home a quadriplegic and had lost his ability to speak.

The woman told her friend that their home had become badly neglected because her husband could no longer do any work there and she was too busy caring for him to either do the work or arrange to have it done. She mentioned that a friend who came to visit soon realized that several items in the house needed repair – the garbage disposal and dishwasher didn't work, and the sliding glass door was off its track, its lock was broken and the screen had fallen off.

The woman wrote to her pen pal that the friend who had observed the problem returned the following week with her own husband and three other couples. The women brought breakfast and lunch for everyone, and the men brought their tools and expertise. For eight

hours they donated their hands and skill. "It is nice to have everything repaired and working properly. And, the yard has never looked better," she joyfully told her long-distance friend.

■ **Leave a trail of light through courage.** "'Tis nothing for a man to hold up his head in a calm; but to maintain his post when all others have quit their ground and there to stand upright when other men are beat down is divine," observed the Roman writer Lucius Annaeus Seneca. By that he meant that in facing our troubles and trials with courage and dignity, we leave behind an important legacy and lesson that will inspire others.

One such moment of inspiration transpired during an afternoon when Jane was visiting an art museum. At the art gallery, she encountered a young couple who talked nonstop to each other, with the woman doing most of the talking. Jane admired the husband's patience for putting up with her constant chattering. Distracted by their noise, Jane moved to another part of the museum. Over the next few hours, Jane encountered the couple as she moved through the various rooms of art. Each time she heard the gush of words and moved away quickly, irritated by the noise. Later, as she was standing at the counter of the museum gift shop making a purchase, the couple approached the exit. Before they left, the husband reached into his pocket and pulled out a white object. He extended it into a long cane and then tapped his way into the coatroom to get his wife's jacket.

"He's a brave man," the clerk at the counter told Jane. "Most of us would give up if we were blinded at such a young age. During his adjustment this man made a vow that his life wouldn't change. So, as before, he and his wife come in whenever there is a new exhibit," the clerk explained.

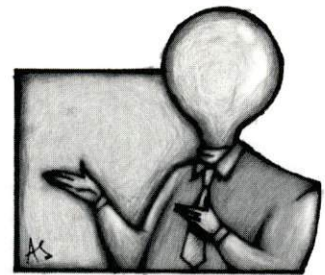
"But what does he get out of the art if he can't see?" Jane asked.

"He sees a lot," the clerk said. "Probably more than you and I. His wife describes each painting so he can see it in his head and mind."

Jane was ashamed of her impatience with the couple. She later told her husband about the encounter saying, "Today I learned something about patience, courage and love. I saw the patience of a young wife describing paintings to a person without sight and the courage of a husband who would not allow blindness to alter his life."

There are, of course, many other ways to leave behind a trail of light – including the light of sacrifice, truth, beauty, power and service. The important thing is to get started. We must be like Ruskin's lamplighter, carefully moving through life's posts with torch in hand. That way, those who follow us can trace our path by the lights we leave behind. **T**

Victor M. Parachin is a minister and writer living in Tulsa, Oklahoma.



By David Oto, ATM-S

When Looking for New Members . . .

Leave No Stone Unturned

BE CREATIVE IN METHODS YOU USE TO ATTRACT NEW MEMBERS to your Toastmasters club. Although tried-and-true methods such as contests and word-of-mouth continue to bring new members, clubs should explore less conventional techniques

too. Here are some ideas that our company club has used successfully to build membership:

1 "Bring Your Boss" Meeting – A meeting at which bosses are special guests might be just what's needed to spark enthusiasm about your club. There's a good chance that bosses who are impressed with what your club is doing will spread the word to other company employees, encouraging them to attend a meeting, which may lead them to join. Ask your boss to bring other supervisors and managers to future meetings. Interest in your club could become contagious.

2 Career Skills Speechcraft – Conduct a Speechcraft program centered around career improvement, something that directly affects those of us in the working world. Speechcraft is a program designed to teach public speaking skills to non-members during four, six or eight sessions, enabling prospective new members to see firsthand what Toastmasters is all about.

An eight-week Speechcraft program on topics such as "Communicating With Difficult People," "Ace the Interview" and "Asserting Yourself" should bring many potential new members, especially in today's difficult business climate of downsizing and reorganizing. At our club's Speechcraft, guest speakers gave a couple of presentations, which was viewed very favorably by non-members.

Speechcraft can be presented as part of your club meeting, preferably by devoting a portion of each meeting to the program, or outside of the club as a seminar-style program, perhaps for a particular group, civic club or company at the group's location.

3 Promote Your Club – With the Internet, it's easy to get word out about your club to others. Even if you have a company club, people who live or work near your business may wish to visit your club. Our local newspaper has a Web site for community clubs, and we have posted

a Web page there, describing our club and listing the contact information. We also provide information about our club, including meeting location and membership roster, on our company Intranet Web page. The Internet and

Intranet can supplement other methods of club exposure.

4 Advertise Your Special Meetings – Be proud of special events that your club sponsors. Design posters and flyers well in advance for special meetings and Speechcraft events. Make the posters "shout" by using humor, animation, unique colors and catchy slogans. List event dates in your company newsletter and other publications to maximize exposure. Then have your club members act as "ambassadors" by telling people about the events and encouraging them to attend.

5 Be Creative – Take advantage of every opportunity to get your club noticed. Our company recently held a fair to promote healthful living for its employees. Our club set up a table at the fair to promote Toastmasters. Our objective was to persuade people to become involved in Toastmasters as a way to relieve the stress, jitters, heart palpitations and sweaty palms that public speaking can cause. We received a lot of good feedback, and 25 people requested additional information! Previous to the event, many people had not even known that our company had a Toastmasters club.

So which methods are best for boosting a club's membership? Traditional techniques – such as membership-building contests, using word-of-mouth, wearing one's membership pin to initiate conversation about one's club and leaving past issues of *The Toastmaster* magazine in doctors' offices? Or more novel concepts?

Both are good. Certainly one should not give up the old for the new. But we have nothing to lose by stretching our imaginations and mining for gold, or even diamonds, in new areas. The main thing to keep in mind – and to act on – is that the higher the profile you achieve for your club, the more interest you will generate. **T**

David Oto, ATM-S, is a member of the Hi-Liners Club 4457-39 in Sacramento, California.

I N T E R N A T I O N A L

Speech Contest Rules



Before entering the International Speech Contest, study the rules, especially those pertaining to eligibility, speech length, originality, timing and protests.

In addition, attend the pre-contest briefing for all contestants, held by the contest chairman, who will tell you the rules and procedures. During the briefing, contestants also draw for speaking positions and become familiar with the speaking area. This is your opportunity to ask any questions about the contest.

Familiarity with contest rules and procedures often makes the difference between winning and losing. Be a winner – know the rules and procedures.

1. PURPOSE

- A. To provide an opportunity for speakers to improve their speaking abilities and to recognize the best as encouragement to all.
- B. To provide an opportunity to learn by observing the more proficient speakers who have benefited from their Toastmasters training.

2. APPLICABILITY

These rules, unless otherwise noted, apply to all Toastmasters speech contests which select contestants for the annual International Speech Contest, which is conducted in English only. These rules may not be supplanted or modified, and no exceptions may be made.

3. SELECTION SEQUENCE

- A. Club, Area, District. Each Club in good standing may select a contestant to compete in the Area contest. An alternate should also be selected. The Area speech contest winner then proceeds to the Division contest (if applicable). The Division winner then proceeds to the District contest. Should an Area or Division contest winner be unable to participate in the next level contest, the highest placed available contestant will advance to that level. NOTE: The District contest chairman informs World Headquarters of the name and address of the winner and alternate in the District contest. Information concerning the Regional contest is then mailed to the winner and alternate.

- B. In those Areas with four assigned Clubs or less eight weeks prior to the Area contest, Districts have the option to allow the two highest placed available contestants from each Club to compete in the Area contest. Should additional Clubs charter prior to the Area contest, the two highest placed available contestants from each Club may compete. In those Divisions with four assigned Areas or less, Districts have the option to allow the two highest placed available contestants from each Area to compete. In Districts with four assigned Divisions or less, Districts have the option to allow the two highest placed available contestants from each Division to participate in the District contest.

- C. Each Region shall select a winner and an alternate. The contest chairman, usually the first-year Director, informs World Headquarters of the name and address of the winner and alternate in the Regional contest. Information concerning the International Speech Contest is then mailed to the winner and alternate. Eight speakers, one from each Region, compete in the International contest. A ninth speaker, selected in a special speech contest among Districts outside of North America, also competes in the International contest.

4. ELIGIBILITY

- A. To be eligible to compete at any level of the International Speech Contest, an individual must:
 1. Be a Toastmaster in good standing of a Club in good standing.

2. Have completed at least six manual speeches in the Communication and Leadership Program manual.
3. If a new, dual, or reinstated member, have dues current with Toastmasters International.
- B. Only one kind of exception may be made to the requirements listed above. A charter member of a Club chartered since the previous July 1 is eligible to compete. (The Club must be officially chartered prior to the Area contest.)
- C. The following are ineligible for competition in any contest: incumbent International Officers and Directors; District Officers (Governor, any Lieutenant Governor, Division Governor, Area Governor, Secretary, Treasurer, or Public Relations Officer) whose terms expire June 30; International Officer and Director candidates; Immediate Past District Governors; District Officers or announced candidates for the term beginning the upcoming July 1.
- D. The winner of the contest finals held each August during the International Convention is not eligible to compete again at any level.
- E. Toastmasters who are members in more than one Club and who meet all other eligibility requirements may compete in each Club contest in which membership in good standing is held. However, should they win more than one Club International Speech Contest, the contestant may represent only one of the Clubs at the Area level. No contestant can compete in more than one Area International Speech

Contest, even if the two Areas are in different Divisions or different Districts.

- F. A contestant must be a member in good standing of the Club, Area, Division, District, or Region being represented when competing in a speech contest at the next level.
- G. Each contestant must complete the Speaker's Certification of Eligibility and Originality (form 1183) and submit it to the chief judge prior to the contest.

5. SPEECH SUBJECT AND PREPARATION

- A. Subject for the prepared speech shall be selected by the contestant.
- B. Contestants must prepare their own five-to seven-minute speeches, which must be substantially original and certified as such in writing to the chief judge by the contestants prior to the presentation of the speeches (on form 1183, Speaker's Certification of Eligibility and Originality). Any quoted material must be so identified during the speech presentation.
- C. All contestants will speak from the same platform or area designated by the contest chairman with prior knowledge of all the judges and all the contestants. The contestants may speak from any position within the designated area and are not limited to standing at the lectern/podium.
 - 1. A lectern/podium will be available. However, the use of the lectern/podium is optional.
 - 2. If amplification is necessary, a lectern/podium fixed-mounted microphone and a portable microphone should be made available, if possible. It is suggested that the fixed-mounted microphone be nondirectional. The selection and use of a microphone is optional for each contestant.
 - 3. All equipment will be available for contestants to practice prior to the contest. Contestants are responsible for arranging their preferred setup of the lectern/podium microphone and other equipment in a quiet manner before being introduced by the Toastmaster.
- D. Every participant must present an entirely new and different speech for the Regional and for the International contests than given in any contest that same year. Up to and including the District contest, contestants may use the same speech, but are not required to do so.
- E. Winners of each District contest shall present a detailed outline of their winning speech in the District contest to the chief judge of the Regional contest. Winners of the Regional contest will prepare and mail to World Headquarters outlines of their District and Regional winning speeches, which will be given to the chief judge at the International contest.

6. GENERAL PROCEDURE

- A. At the Club or Area level contests, a contest chairman, chief judge, at least five

judges, three counters, and two timers are appointed. These appointments will be as far as practical at the Club level, but required for the Area level.

At the Division or District level contests, there should be at least seven judges or equal representation from the Areas composing the Division or District in addition to a contest chairman, chief judge, three counters, and two timers.

At the Regional or International contest, there should be at least nine judges or equal representation from the Districts or Regions respectively; no judge shall be a member of the Club represented by a contestant. In addition to these judges, five qualifying judges, a contest chairman, chief judge, three counters, and two timers are appointed.

- B. Before the contest, contestants are briefed on the rules by the contest chairman. Judges, counters, and timers are briefed on their duties by the chief judge. Contestants will then draw for their speaking position with the contest chairman.
- C. If a contestant is absent from the briefing, the alternate speaker, if present, may be included in place of the primary contestant. When the contest Toastmaster is introduced, if not present, the primary contestant is disqualified and the alternate officially becomes the contestant. Where the primary contestant arrives and makes this known to the contest chairman and has all required paperwork in good order prior to the introduction, and missed the briefing, disqualification shall not occur and the primary contestant may speak in the drawn order, but waives the opportunity of a briefing.
- D. Introduce each contestant by announcing the contestant's name, speech title, speech title, and contestant's name.
- E. There will be one minute of silence between contestants, during which the judges will mark their ballots.
- F. Contestants may remain in the same room throughout the duration of the contest.
- G. In contests with five or more participants, a third place winner (if wanted), a second place winner, and a first place winner will be announced. In contests with four or fewer participants, a second place and first place winner will be announced.
- H. Announcement of contest winners is final.

7. TIMING OF THE SPEECHES

- A. Speeches will be five to seven minutes. A contestant will be disqualified from the contest if the speech is less than four minutes 30 seconds or more than seven minutes 30 seconds.
- B. Upon being introduced, the contestant shall proceed immediately to the speak-

ing position. Timing will begin with the contestant's first definite verbal or non-verbal communication with the audience. This usually will be the first word uttered by the contestant, but would include any other communication such as sound effects, a staged act by another person, etc.

- C. Timers shall provide warning signal lights to the contestants, which shall be clearly visible to the speakers but not obvious to the audience.
 - 1. A green light will be turned on at five minutes and remain on for one minute.
 - 2. An amber light will be turned on at six minutes and remain on for one minute.
 - 3. A red light will be turned on at seven minutes and remain on until the conclusion of the speech.
 - 4. No signal shall be given for the overtime period.
 - 5. Any sightless contestant may request and must be granted a form of warning signal of his or her own choosing, which may be an audible device. The contestant must provide any special device required for such signal.
 - 6. In the event of technical failure of the signal, a speaker is allowed 30 seconds extra overtime before being disqualified.
- D. Prior to announcing results, the chairman should announce if time disqualification(s) occurred, but not name the contestant(s) involved.

8. PROTESTS

- A. Protests will be limited to judges and contestants. Any protest will be lodged with the chief judge and/or contest chairman prior to the announcement of the winner and alternate(s). The contest chairman shall notify the contestant of a disqualification regarding originality or eligibility prior to that announcement before the meeting at which the contest took place is adjourned.
- B. Before a contestant can be disqualified on the basis of originality, a majority of the judges must concur in the decision. The contest chairman can disqualify a contestant on the basis of eligibility.
- C. All decisions of the judges are final.





TOPICAL TIPS

By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

Make Time – Not Excuses

It is all too easy to allow ourselves to get out of the Toastmasters habit. There are too many excuses: I deserve to take the summer off. There is just too much going on this autumn. We need a rest after those busy December holidays. This springtime weather is just too good to miss! No matter what the season (or reason), don't let this self-perpetuating cycle happen to you. Make every season a time to try a different technique or a new challenge in Toastmasters.

■ *I am often on the road talking with audiences I have never met. I finish all my room preparations at least one-half hour in advance so I can greet and meet as many members of the audience as possible before giving my speech. This simple act makes it much easier to "connect" with the audience. Moreover, they appreciate the personal attention, which is reflected in their evaluations.*
TERENCE F. MOORE • MIDLAND, MICHIGAN

■ *Toastmasters making speeches outside their home clubs should always bring a written introduction to give to the Toastmaster of the meeting. I work with an organization that regularly hires speakers, and few of those speakers show up with prepared introductions. This means someone must scramble to compose one at the last moment, which may or may not be performed effectively. A good introduction sets the mood for a speech and leads to greater audience interest from the start. Don't overlook this opportunity to polish your performance from beginning to end. Go prepared!*
MARY MURPHEY, ATM-B • GUTHRIE, OKLAHOMA

■ *After every speech I deliver, I gather all the comment slips from fellow Toastmasters and glue them onto a sheet that I insert directly behind the speech in my manual. This is an excellent way to keep track of valuable comments and suggestions about my presentations.*
BILL MAGEE, CTM • IRVING, TEXAS

■ *Putting together a Web page for your club can help improve your communication skills. A Web page can be a great tool to encourage others to participate and to recognize members' progress. Publishing planned speeches online would enable others to*

critique the members' grammar and writing skills through e-mail, thus helping them polish their speeches before the speeches are presented. I believe communication in any form helps to expand our methods and effectiveness.

JOE BONIFACE, ATM-B • MELBOURNE, FLORIDA

■ *I begin rehearsing my speeches by talking while facing one of the walls of my apartment. After a minute or so, I face another direction (another wall). I continue to rotate until I have faced all four walls. I'll occasionally change direction and go around the other way. Perhaps there are some unknown natural laws involved here, but this method has worked for me. My speaking has improved immeasurably since I began this procedure, and I am no longer "anchored" to the lectern during presentations. Instead, I step out where I want to go in any direction, talking as I move. While rehearsing, I can go on for hours; thoughts just keep coming to my mind non-stop!*
BLAKE RUBIE • CLEVELAND, OHIO

■ *I purchased many books and audio tapes about public speaking during the six years it took for me to complete my CTM. In honor of receiving my award, I donated all of these items to our Toastmasters club library. The busy club members here at Massachusetts Institute of Technology (MIT) especially appreciate the books-on-tape, which they can listen to in their cars while commuting. If I ever need to refer to these books again, I can just check them out of our library.*
MARY AGNES MULLOWNEY, CTM • ARLINGTON, MASSACHUSETTS

Share with us that favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

Send to: Mark Majcher
"Topical Tips"
1255 Walnut Court
Rockledge, FL 32955
or e-mail: majcher@spacey.net



The following listings are arranged in numerical order by district and club number.

DTM

Congratulations to these Toastmasters who have received the Distinguished Toastmaster certificate, Toastmasters International's highest recognition.

Donald K. Thurman, 4387-F
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 Steven R. Smith, 9452-F
 Mohan Bangaruswamy, 9015-U
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 Ronald D. Sampson, 5241-3
 Julie Schreul, 7406-3
 Timothy S. Campbell, 624-5
 Jack K. Jaynes, 624-5
 Dave Basham, 6052-6
 Susan R. Petti, 2502-10
 Ralph K. Crawford, 1183-11
 Randall D. Mayfield, 1730-11
 Kathleen M. Kyle, 5946-11
 Tamara L. Miller, 5946-11
 Julie E. Stokes, 7188-12
 Bettye Underhill, 9501-12
 Bobbie Brooks, 7313-14
 Thomas P. Cummings, 7804-14
 Dorothea M. Hendriks, 3922-21
 Laila Bassim, 5449-21
 Graham C. Anderson, 9132-21
 Ann M. Krasinski, 122-23
 Robert A. Meadows, 122-23
 Tracie K. O'Geary, 8326-23
 Warren Mark Hoover, 5922-25
 Nora Butcher, 8216-28
 Terrence J. Smith, 7055-29
 Barb Ruehl, 7874-30
 Michael Zier 3612-36
 Stephen Jones, 3092-38
 Jan Gerst, 3943-39
 Marjorie Quist, 7345-39
 Andrew Kirk, 5107-42
 Frances C. Okeson, 7949-46
 Billy M. Jackson, 3651-47
 Edward D. Goddard, 6193-47
 Karen L. Jackson, 7286-47
 Donald E. Jacobs, 1207-50
 John Fast, 1846-50
 Shirley G. Selman, 7570-50
 Patricia Grace, 8631-50
 John Pang Heng Lau, 2936-51
 Ahmed Bazari, 4388-51
 Wu Tze Sing, 7564-51
 Victorina Peralta, 980-52

Kimberley J. Sullivan, 9085-53
 Rodger Mark Sassman, 4952-55
 Johnnie J. Salazar, 5962-55
 Barbara Hickman, 6282-57
 David T. Shaw, 1586-60
 William H. Bienia, 4778-60
 Maria Nina Fernandez, 8277-60
 James Thomerson, 4468-61
 Velma P. Latmore, 5458-61
 Richard Inomata, 5789-61
 Judy Cushing, 7261-61
 Steven M. Green, 7910-62
 Charles H. Albright, 3264-63
 Wesley Inso, 5630-63
 Karen C. S. Botwright, 3207-64
 Ruth Mary Carroll Parmenter, 1427-65
 Matt Shively, 6566-65
 William C. Persinger, 3431-66
 Celia Suggs, 6473-66
 Jewett B. Barnett, 2455-68
 Ann S. Campbell, 2455-68
 Don B. Finch, 6342-68
 Janette Amelia Bell, 1444-69
 Alexandra Tcekos, 3110-69
 June Addison, 3899-69
 Marjorie C. Sumbly, 4364-69
 Christine Marie Lennon, 4377-69
 Richard Dillon, 4412-69
 Ken Johnston, 5697-69
 Leone Devrell, 9471-69
 Laurel J. Power, 9718-69
 Frank Jordan, 787-70
 Sebastian Sabater, 880-70
 Judith Ann Bush, 1879-70
 Helen Carol Kennedy, 2274-70
 Vicki Woodger, 2274-70
 Colin R. Levy, 2456-70
 Clive Bartlett, 3703-70
 Rhonda Hookham, 4213-70
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 Danny Owen, 6700-73
 Edward Harry Foster, 5031-74
 Gliceree L. Cotinting, 7788-75

Anniversaries

OCTOBER

75 years

Smedley Chapter One, 1-F

55 years

Mid-Town, 283-8

50 years

West Seattle Central, 650-2
 Plainview, 763-44

45 years

Buckhead, 1520-14
 Mount Ogden, 1614-15
 Bob Ord, 1588-26
 Challenger Toastmasters, 1642-27
 Motor City Speak Easy, 1660-28
 Kenosha, 1558-35
 Rising Star, 1653-52

40 years

Wintergarden, 78-5
 Tama Toleda Trojan Inn, 1263-19
 Conestoga, 1090-38
 Titusville, 3018-47
 Gainesville, 3019-47
 Dollard Des Ormeaux, 3021-61
 Sky-Hy, 3005-64

35 years

International City, 1377-1
 Vista Sunrise, 276-5
 Pioneer Nooners, 3053-42
 New Plymouth, 2833-72

30 years

Clarion, 2316-19
 Peninsula, 3409-32
 NIH, 3421-36
 City of Dayton, 747-40
 Alpha, 1764-69
 Gold Coast, 1794-69

25 years

The Hills District, 3180-70

20 years

Top of the World, 4087-U
 Tower, 4072-2
 Greater Greenwood, 4081-11
 Noonshiners, 4070-24
 Storagetalk, 4071-26
 GSA, 4073-32
 Eyeopeners, 4076-32
 Vintage, 4075-39
 Honolulu City & County Employees, 4079-49

Jakarta, 4067-51
 Toastmasters of Woodland, 2854-52
 Warner Center, 2966-52
 Palmetto Mastercrafter, 2298-58
 Trafalgar, 4080-60
 Golden City, 1798-74
 Executive, 4086-75

NOVEMBER

65 years

Excel-o-Rators Advanced, 23-2
 Ventura, 24-33

50 years

Gate City, 759-20
 Camosun, 757-21
 Sandia, 765-23
 Nutmeg, 764-53

45 years

Camelback, 1631-3
 Grand Junction, 1671-26
 Tittabawassee, 1655-62

40 years

Suburban, 1009-22
 Hamilton Standard, 3037-53
 Lakeview, 2767-57
 Oak Ridge, 1858-63
 Peninsula, 2619-66

35 years

Cochise, 3198-3
 Airport, 380-19
 North Miami Beach, 3840-47
 Dee Why RSL, 3827-70

30 years

Unity, 57-57
 Engineers, 3677-71
 Palmerston North, 1923-72

25 years

Newport Center, 231-F
 The Daybreakers, 2429-26
 Atwater Dynamic, 3131-33
 Norwood, 284-42
 Palm Beach Noon, 22-47
 Engadine District, 3118-70

20 years

Tumbleweed, 1739-9
 Muskogee, 1859-16
 University of Okoboji, 3223-19
 Peak of the Week, 4092-24
 OCC Speakeasies, 4093-27
 Gold Country, 4089-39
 Madco, 4097-40
 Park Central TM's, 4095-50
 North Dallas, 4096-50
 Penang, 752-51

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