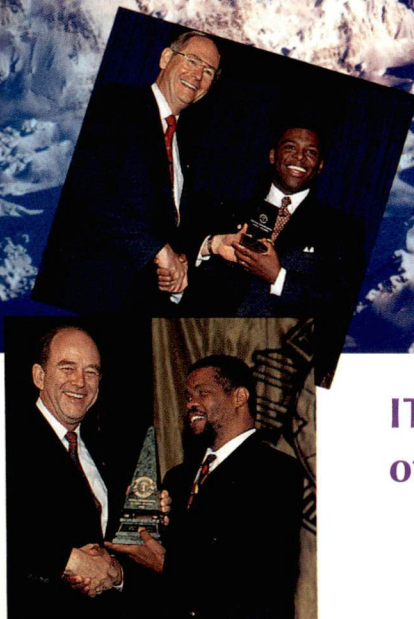


# TOASTMASTER

NOVEMBER 1993



## SPECIAL ISSUE: *Speech Competition*



**IT'S POSSIBLE:** The 1993 and 1992 World Champions of Public Speaking tell how they captured their trophies.

**FAILURE IS NEVER FINAL**

**CONTESTIBUS BLABBIBUS AND HOSTAGES OF THE CONTEST**



## viewpoint

# Overcoming the Fear of Competition

**T**ony's keynote address at our Club Officer Training session was well received. As we gave him an enthusiastic ovation, his smile was full of appreciation and confidence. When the Toastmaster returned to the stage his face showed a sense of urgency, as if he couldn't wait to tell us something.

We did not anticipate what would come next. He said, "I know you all agree that Tony has presented a wonderful speech; actually it's more wonderful than you can imagine. Tony is a member of my club and until last year he was unable to complete a speech. Sometimes, even before he started, Tony would become physically ill and have to leave the meeting room. Today he showed us what Toastmasters can do. I'm so proud of him!"

I talked to Tony afterwards and learned that he now has the courage to compete in his club speech con-

tests. Tony realizes that fear is natural and universal. Even if he doesn't bring home any trophies, he considers himself a winner because he has conquered his fear.

Tony told me how his fellow club members had encouraged him to set realistic goals, to visualize himself succeeding, and to celebrate each small success of overcoming fear. The support Tony received from his fellow club members was most appreciated and helped keep him motivated. In fact, he believes they felt as happy about his success as he did.

Tony had moved himself from a place of pain, paralysis and depression to one of power, energy and excitement. He didn't allow fear to get the best of him, and now he was experiencing life the way he wanted to live it.

In her book "Feel the Fear and Do It Anyway," Susan Jeffers writes, "It's amazingly empowering to have the support of a strong, motivated and inspirational group of people...the kind (of people) that make you feel wonderful about yourself...(and) will say, 'you'll do beautifully. Don't worry, you have what it takes. Go for it!'"

I believe Toastmasters provides this kind of support to its members, helping us achieve the things in life we feel are worthwhile for ourselves and for the world around us.

There are people like Tony in your club. Search them out and help them to experience the joy that comes with success. Coaching them along the way is not only a rewarding personal experience, but a win-win situation for everyone involved. If you find yourself in a position similar to Tony's, tell your club members. They will surely understand and give you the support and coaching you need to overcome your fear of competing.

Actively working to overcome fear is less frightening than the helplessness that comes from doing nothing. The more action you take the more fear will diminish. So let's get going and do it - together!

Neil Wilkinson, DTM  
International President

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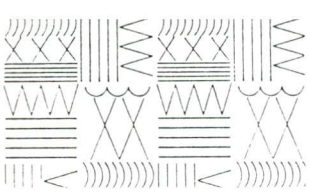
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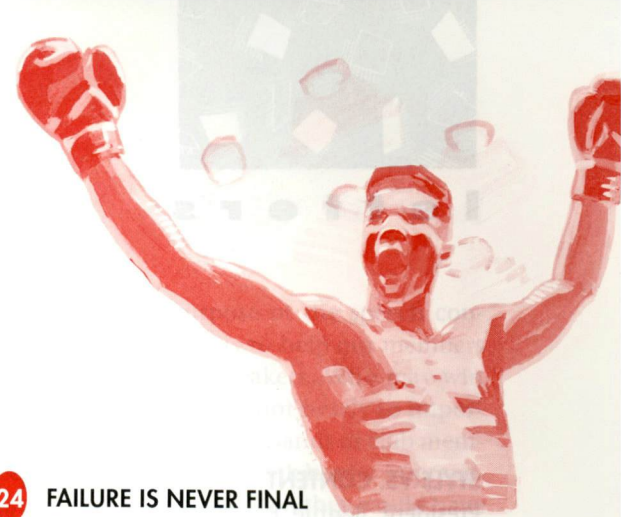


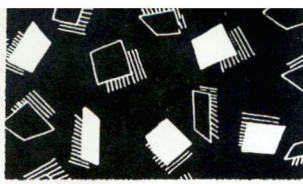
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## Letters

### STYLE VS. CONTENT

President Bennie Bough in his June Viewpoint column talked about the perennial problem of retaining membership.

It's been my experience that most Toastmasters speeches (local, regional or district) including, unfortunately, many of my own, are strong on style and woefully weak on content. Whether we are the audience or the evaluators, we tend to focus heavily on speech mannerisms to the near exclusion of message. Rarely does a speech engage our minds and emotions.

Perhaps this is necessary to avoid divisiveness and confrontation. But I wonder if this isn't also a major reason we lose members. Absent any real content, speech-making becomes largely an ego massage and ends up being boring. Not all topics need to be "sensitive" to be interesting but, as a minimum, they do require some research and development. I think members have a right to expect that they will come away from a Toastmasters meeting stimulated and/or reflective. Anyway, it ought to be a prime goal of Toastmasters to develop a tolerance for hearing contrary views.

We're just beginning to discuss this matter in our club. Are there any clubs out there that already emphasize

the "depth" approach and if so, what is your experience?

DON SCHUSTER  
LORD EFFINGHAM CLUB 4587-8  
EFFINGHAM, ILLINOIS

### UPLIFTING EXPERIENCE

What an enriching experience! What memories! My very first International Convention (in Toronto) was such an exciting event – four days of exchanging ideas, of talking about mutual goals and actions to achieve them; all of this with nearly 2,000 enthusiastic and motivated Toastmasters. What a pleasure to listen to inspirational speakers and top-notch workshop leaders. The Golden Gavel Luncheon provided a particularly uplifting experience.

Peter Legge was funny and inspirational, and to emphasize his message he used anecdotes that left few dry eyes in the audience. What a moving presentation! There was no doubt in our minds – as our eyes were glued to this man at the lectern – that we believed his message of "be responsible." We had faith in his message and we wanted to act on it.

When you listen to speakers like Peter Legge it makes you feel good to be part of the human race.

PIERRETTE LAVERGNE  
TELEGLOBE CLUB 5310-61  
MONTREAL, CANADA

### DON'T PLAY IT SAFE

I found Fook-Lun Leung's article, "Speaking to a Foreign Audience" (December

1992) quite disturbing. I appreciate the author's attempt to shed light on this important subject, but found some of his conclusions alarming.

I mainly disagree with the author's insistence that the speaker who addresses a foreign audience try to "play it safe" and not "ruffle the feathers" of the listeners.

I feel that as Toastmasters we have important things to say. We are not only speaking to please an audience but often to shape and influence their thinking. I'm not going to be effective by promoting the status quo, but rather by critiquing and outlining my ideas for change – just as a good evaluator can influence or change the direction a Toastmasters club may be taking. Those who speak to foreign audiences as an outsider can often see things that the local audience can't see clearly or doesn't want to see.

ALBERT HERMAN KAUFMAN  
MUNICH CLUB 2041-U  
MUNICH, GERMANY

### MORE ON FOREIGN AUDIENCES

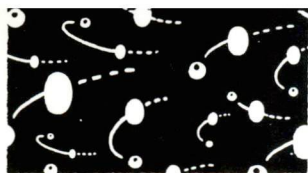
I enjoyed the article, "Speaking Effectively to a Foreign Audience," and agree with the author's thesis that "Some of the techniques you've acquired as an accomplished Toastmaster in North America may harm rather than help when speaking overseas." That applies when speaking at the

breakfast meeting in Tokyo the author mentions, or perhaps to Asian audiences in general, but not necessarily in Europe.

Jokes definitely are culture-bound, but the cultural differences between "general American" thinking and "general European" are certainly fewer than between either of them and "general Asian" thinking, so there is less chance of embarrassing yourself as a speaker or humiliating your audience. Steps should be taken to avoid these occasions, just as one would when addressing minority groups in the States. Most people in Europe *have* heard of Notre Dame, but not as a football team or university!

A low-key self introduction will probably not endear you to a European audience, though it may to an Asian, and your European audience probably *does* share many of your cultural experiences, though Asians may not. For example, the speaker may, in Europe as in America, "make fun of the audience's language" with a literary or other learned reference (Mark Twain on German, for example). "Foreign politics is taboo – religion is fatal" will again not hold for Europe, so long as the speaker is clearly well-informed and not belittling.

RONALD TAUBITZ, PH.D.  
STUTTGART INTERNATIONAL CLUB 3658-U  
STUTTGART, GERMANY



**my turn**

---

COMPETITION STIMULATES  
US TO WORK HARDER AT  
PREPARING AND  
DELIVERING OUR SPEECHES.

---

# The Purpose of Speech Contests

**by Dr. Ralph C. Smedley**

■ GREETINGS TO DISTRICT 35 AS YOU hold your speech contest. I hope that it proves to be both entertaining and beneficial, not only to the contestants, but to all who are present.

Have you considered the purpose and meaning of these speech contests? Do you know why we have such contests in Toastmasters? Perhaps some of you would say that it is to determine who is the best speaker in the club. If that is your impression, I have to tell you that you are mistaken. Really, there is no "best" speaker, who always wins. All of us are best speakers now and then, and it would be quite unwise to say that tonight's winner is the "best speaker" in your club. He might not be lucky next time. Many things enter into the winning of any contest, in speech and in other lines, and the man who wins tonight may lose his crown to someone else on another occasion and in other circumstances.

No, we are not here to find out who is the best speaker, nor is that the purpose of the contest. Our speech contest was inaugurated nearly 25 years ago, when William A. Dunlap was President of Toastmasters International, and there were fewer than 100 clubs in the organization. He proposed it as a means for encouraging and stimulating our members by the spur of competition. Then, as now, there were many men who were careless about preparing their talks. When they came into competition with others, they were stirred up to the point of doing real work. The result was improvement in the quality of the speeches, as members competed in their own clubs for the privilege of representing their groups in the larger competitions.

That is the purpose of the speech contests at all levels. It is to help our members do better work, as speakers. Who may win in the final contests is not nearly so important as the fact that thousands of club members have been led to work harder in preparation and in delivery than they would have done if left to their own devices. Whether a

man wins or loses in the contest, he is a winner in what he has gained from making the effort.

I remind you that every one of us is engaged in a continuous and perpetual contest — a contest with all that we have done previously. Every time you present a talk, whether before your club or in some other situation, you are properly trying to do better than you have done before. You are competing with yourself, and you owe it to yourself to be a winner.

Keep this important fact in mind as you speak tonight, and as you listen. Whether the judges rate you high or low, you have gained by participation, and you should be the better for it. Let each man do his best. Someone in the audience will think that you, the loser, were the best speaker in the lot, and so you will be the winner of top honors in that person's opinion.

*Editor's Note: Our organization's founder wrote this message on March 8, 1960, in response to a request by Toastmaster John Crossman of Madison, Wisconsin, for a tape recorded greeting from Dr. Smedley to be used at the upcoming District 35 Area Speech Contest. In typical humble fashion, Dr. Smedley prefaced his note by saying, "Since you are to have President Nelson and Governor Howland and other dignitaries present, there should be no shortage of official speeches, and it may be just as well for you to lay aside these remarks of mine so as to avoid running overtime."*

*Keep in mind that Dr. Smedley wrote this at a time when women were not yet members of Toastmasters International.*

***"Whether a man wins or loses in the contest, he is a winner in what he has gained from making the effort."***

h o w t o

# EXPERIENCE

# YOUR WORST FEAR in toastmasters

**Don't underestimate the role of evaluations in creating a supportive club atmosphere.**

■ YOU ARE READY TO COMPETE. YOU HAVE written the perfect speech, rehearsed it, memorized it and practiced artfully natural gestures.

Now, standing on the podium before an expectant audience, you are confident and ready; only the slightest queasiness in the mid-section draws your attention to the performance about to take place.

You start to speak – gestures in the right places, voice modulation and variety impeccable.

Suddenly, the words stop coming. Your mind goes blank – you have experienced a speaker's worst nightmare.

Several years ago, this happened to George Penley of the Los Gallos Club in Salt Lake City, Utah. But instead of being thought of as a failure, George inspired his fellow club members by demonstrating that anything is possible in a supportive Toastmasters atmosphere.

George invariably entered and won the Club International Speech Contest with his creative speeches and eloquent delivery. This particular contest was no exception. I can still recall random phrases of his dramatic and descriptive speech about the nightlife in Reno: "She was a gaudy, bawdy, lady of the night." At the meeting following George's club contest victory, he was scheduled to rehearse his winning speech one last time before competing at the area level. We were captivated, as we usually were, when listen-



ILLUSTRATION: VALA KONDO

ing to George speak. Suddenly he stopped, started, and stopped speaking again. He looked dismayed, shrugged his shoulders, and simply admitted that he had lost his train of thought and sat down. The club members applauded sympathetically and the program went on.

Approximately five minutes later, at a convenient break in the program, George rose to his feet and said, "I can remember now, may I try again?" The second time around, George's speech was perfect from start to finish and the feeling of club support was almost tangible. George competed successfully at area and district levels and took second place at the regional contest.

This memory has stayed with me through my years in Toastmasters. Although George has long since moved to another part of the country and may no longer be a Toastmaster, those who knew him remember well the standard of excellence he helped set in our Toastmasters club.

by Judith A. Price, DTM

When the atmosphere of a club is such that a member can forget a speech in the middle of delivery, then return to the lectern minutes later and try again, we certainly have created a learning environment of the strongest and most beneficial kind. This type of non-critical atmosphere is the most helpful to club members. It is through the dedication of Toastmasters who offer truly helpful evaluations that a club can produce such an educational forum. A spirit of friendship and sincere desire to see other members reach their full potential as speakers are what make a club great.

While we all compete at different levels, competition should not be all consuming, but rather tempered with the desire to see our fellow Toastmasters succeed and perform to the utmost of their ability. To establish this club atmosphere, some basic rules to follow are:

1. Be caring.
2. Don't criticize.
3. Recognize the speaker's current level of achievement and evaluate accordingly.
4. Don't whitewash. This is demeaning to a speaker. A speaker deserves the best evaluation you can give. Just as you, a member of the audience, deserve the best speech the speaker has to give.
5. Be analytical and listen carefully. Discuss the speaker's objectives with him or her prior to the meeting and structure your evaluation accordingly.
6. Offer helpful suggestions in a positive manner.
7. Above all, show, through your thoughtful feedback, that you earnestly want to help the speaker overcome any perceived weaknesses.

*"A spirit of friendship  
and sincere desire to see  
other members reach  
their full potential as  
speakers are what make  
a club great."*

Remember, nothing is more helpful in providing a supportive, caring club atmosphere – where a speaker can fail and rise once again to deliver an award-winning speech – than sincere, well thought out evaluations. I, for one, enjoy being part of such a club.

*Judith A. Price, DTM*, is a member of Los Gallos Club 2428-15 in Salt Lake City, Utah.

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By Dana LaMon, J.D., ATM, A.S.

# take a chance

The 1992 World Champion of Public Speaking tells how he hit the jackpot in Las Vegas.

**a**s then President Benny Bough prepared to announce the winners of the 1992 International Speech Contest, I mentally transformed myself from contestant to judge. As a contestant, I knew I had done what I planned to do: I had given the audience my best. But how had the 18 judges perceived my performance against those of the eight other participants?

Having mentally assumed the position of a judge, I placed each of the contestants into one of two categories –

“a World Champion” or “not a World Champion.” As I saw it, there were four potential winners. I then ranked those four and nervously awaited the announcement of the third place winner and my fate.

When the third place winner was called, I felt a multiplicity of emotions as thoughts and questions flashed in my mind. Relief – my name was not called. Bewilderment – where is the contestant who was announced? Why is he not running up to get his trophy? Empathy – the man



## MOMENT OF TRUTH

When I did not hear my name, the fear of placing second again was displaced by the fear of not placing at all. But only for a second. Quickly my heart began to pound with excitement as I tried to anticipate the surge of emotion if “Dana LaMon” was the next name announced. Oh, how I wanted to hear my name. I wanted two years of effort to culminate in the achievement of the goal – to win the World Championship of Public Speaking.

Benny Bough, with whom I had shared the stage a year earlier when he served as Toastmaster of the 1991 competition, was deliberate in his announcement: “The First Place Winner...” He paused three seconds and continued, “of the World Championship of Public Speaking for 1992...” It was only a split second before I heard what I longed to hear.

How I got from my front-row seat to the stage I can only conjecture. Something pulled me – or someone pushed me – from my chair. I do not recall feeling the floor beneath my feet. It seemed to be a rush of force that carried me forward – the force of 2,300 supporters saying with their cheers and applause, “We knew you could do it.”

I can, however, tell you how I managed to earn the recognition as Toastmasters International’s 1992 World Champion of Public Speaking. It was purpose; it was perseverance; it was preparation; and it was people.

“

*Without the advice, encouragement and support of others, someone else would have been the 1992 World Champion of Public Speaking.*

”

## STATE YOUR PURPOSE

The goal of becoming the 1992 World Champion of Public Speaking was not always my objective. It evolved over the three and a half years I had been a Toastmaster.

In 1988, I joined the Talents Unlimited Club 4177-33 in Lancaster, California, to improve my ability to incorporate humor and gestures into my speeches. A few months afterward, I witnessed the International Speech Contest at the district level. I then added to my goals the intent to compete in the World Championship. I set a five-year plan for achieving my goals.

Remember that Toastmasters is more than organizational membership – it is a program of self-initiated and self-paced self-improvement in a supportive environment. You will gain little benefit if you do not begin with purpose. Ask yourself why, what and how. Why did you join



ILLUSTRATION: REGINA/STUDIO R

called did an excellent job and now must feel quite disappointed. Hope – I still have a chance at being the first place winner. The person called was one I had identified as “a World Champion.” If the judges placed him third, maybe – just maybe – I will win since, from my standpoint, I had done at least as well as he.

The tension in the air mounted, but it was outmatched by that around my spine. And then I was gripped by fear. Echoing in my mind was the 1991 announcement in Atlanta, Georgia, of the first runner-up. It was me. And I had expected to win. I had given my best and was confident the judges would see it that way. I was not overconfident – I simply felt I had given my best. But someone else gave the audience something better. Would history repeat itself? Would my name be the next called? These questions fueled the fear that flamed within me. And then the announcement...

Toastmasters? In what areas of communication and/or leadership do you need improvement? How do you wish to use your improved skills? Once you have answered these questions, set your goals.

Use the various levels of recognition (CTM, ATM, DTM, Accredited Speaker and World Champion of Public Speaking) as benchmarks for your goal setting. The requirements for each recognition will define the actions you need to take. However, since the program is self-paced, you must also set the time frames within which to achieve your objectives. Your goal should not simply be "I will obtain my ATM designation," because the time frame is absent. Rather, it should be "I will achieve my ATM designation by April 22" or "I will become an Accredited Speaker within

“

*We shouldn't be too afraid to try again, too comfortable to try something new or too indifferent to find the hope that will spur us on.*

”

four years" or "I will compete in the World Championship of Public Speaking next year." Having added the time frames for achieving your objectives, you will know how much effort you must employ.

I caution you not to be overzealous and zip through the program so quickly that you do not appreciate the full benefit of each assignment. It is important to pay attention to details. Give each speech project and each leadership responsibility your best effort.

On the other hand, try not to be so loose about your time frames that you have no incentive to move. A lackadaisical approach to the Toastmasters program is likely to result in a loss of interest and purpose.

#### **PATIENCE AND PERSEVERANCE**

There is something to be said for continued, patient effort – i.e. perseverance. My first attempt at becoming the World Champion of Public Speaking was in 1990. I entered the contest three years ahead of my planned schedule because my wife wanted to attend the Region II Conference, which was to be held in Hawaii. However, I fell short of the mark. I placed third at the district level. Having had a taste of competition, I knew I would enter the contest again.

**Perseverance is effort.** If you are not ready for work, do not expect to participate in the World Championship. Do not expect to be an Accredited Speaker. Do not expect to hold the designations of CTM, ATM or DTM with meaning

and pride. The recognition and distinction you get as a Toastmaster – and in your activities outside the organization – do not come from picking a lucky combination and having your numbers come up. You must put forth effort.

Perseverance is patient effort. Overnight success falls upon a lucky few. However, you can wrest your fate from the hands of chance through patient effort. Let time be an asset, not a liability. Take time to learn the requirements of your desired objectives. Take time to assess your current capacity to meet the requirements. Take time to strengthen your weak areas. You have heard the expression "You get what you pay for." While that is usually said in a context of money, the same holds true with the expenditure of time.

**Perseverance is continued, patient effort.** I experienced this lesson after the 1991 World Championship: If you quit before you reach your mark, you will never reach your mark. It is a simple truth that we all learn before kindergarten. We learned it with our first attempt at walking and with the utterance of our first words. We learned, through experience more than from teaching, that continued effort would result in success.

**The continued, patient effort that results in winning world championships includes practice.** To be a world champion public speaker the content of your speech must be good, original and appropriate; the organization of your material must be clear and concise; and the delivery of your message must demonstrate thoughtful wording, meaningful gestures and a powerful voice. These speaking skills are developed and enhanced through practice.

#### **ROOM FOR IMPROVEMENT**

In preparing for the regional competition in 1991, I scrapped four speeches before coming up with the one that brought me "highest honors." It took that many attempts to reach "good," "original" and "appropriate" simultaneously. After writing my World Championship speech "Take a Chance" in early July 1992, I sought the help of my club to analyze the speech. We evaluated the ideas, the points and the humor. Satisfied with the material and pleased with the message, I concentrated on delivery. I had received several comments about my presentation the year before suggesting that I practice my delivery. Those Toastmasters who offered advice thought I had done well, and offered areas of improvement.

I practiced alone in a room to get use to movement and gestures while speaking. I then practiced with a tape recorder to work on my voice – volume, tone, pitch, rate and diction. I practiced before my wife for her coaching on gestures and clarity of points. I practiced before Toastmasters and others for their comments. All that practice evidently paid off.

But without the advice, encouragement and support of others, someone else would have been the 1992 World Champion of Public Speaking. I really hit the jackpot of support when I arrived in Las Vegas for the 1992 convention. I was overwhelmed by the well-wishes of Toastmas-

ters from all over the world who had been in Atlanta the previous year or had seen the videotape of the 1991 contest.

### A UNIVERSAL MESSAGE

Standing at the lectern to begin my speech, I was determined to give to the audience as they had given to me. For about seven minutes I set aside the idea of winning a trophy. My effort was to entertain the audience while provoking thought. My message was this: If only we were willing to take a chance and invest time and money in ourselves like we do in the casino, we could all be winners. We shouldn't be too afraid to try again, too comfortable to try something new or too indifferent to find the hope that will spur us on. It was a message for me, for the audience, for our organization, for the country and for the world. If I did my best in delivering the message, I knew the ultimate prize would follow.

And it has. The distinction of being the World Champion of Public Speaking bolstered my pursuit of professional speaking as a career. I have developed the seven-minute "Take a Chance" speech into a 45-minute presentation with the same title. I use it along with "What You See

Is What You Get" (developed from the 1991 World Championship speech) and "The Driving Force" (developed from the 1991 regional contest speech of the same title) to address companies, associations and civic organizations. I've even had the pleasure of returning to the stage at Bally's in Las Vegas to present "Take a Chance" to 1,200 Kiwanians exactly a year after winning the championship contest. I will probably be encouraging others to take a chance for some time to come.

I no longer have to sit on pins and needles wondering if my name will be announced as the winner, but I still get nervous when I speak. The nervousness comes from my sincere desire to effectively deliver my message. I want very much, each time I stand before a group, to give my best. It is clear to me that with purpose, perseverance and practice will come people who are ready and willing to support me.

**Dana LaMon, J.D., ATM, A.S.**, won the 1992 World Championship of Public Speaking at the International Convention in Las Vegas, Nevada. He is an administrative law judge by profession and in June became one of Toastmasters International's Accredited Speakers.

## Does Your Club Have

# Club Officer Tools?

Here are some resources designed for club officers who want to be effective in their jobs. Check the 1993-94 Toastmasters International Supply Catalog for a complete list of materials.

___ Chairman Manual	#200	\$2.25	___ Club Administrative Materials Kit	#1324	\$14.00
___ New Member Orientation Kit (for 5 members)	#1162	\$5.00	___ Public Relations & Advertising Kit	#1150	\$18.00
___ Speech Contest Rules Kit	#1169	\$4.00	___ Guest Book	#84	\$8.95
___ Master Your Meetings	#1312	\$3.00	___ Supply Catalog	#1205	\$1.00
___ Membership Building Kit	#1160	\$5.00	___ Club Officer Handbook Set	#1310-H	\$8.00

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For orders shipped outside of the continental United States estimate Airmail at 30% of total, surface at 20% (minimum \$1.50). Any excess will be billed through your Club's account. California residents add 7.75% sales tax, Canadian residents add 7% GST.



**O**n May 7, 1992, I joined Toastmasters. Approximately nine months later on February 4, 1993, I entered my first speech contest. At Toastmasters' International Convention in Toronto this past August, I captured the coveted title of "World Champion of Public Speaking."

It all started with a dream. I said to myself, "It's possible for me to become the 1993 World Champion of Public Speaking." The thought of being the "best in the world" created a burning desire in me.

The starting point of all achievement is a burning desire. Napoleon Hill said, "Through some strange and powerful principle of mental chemistry which she has never divulged,

I made sure that the message itself, along with all supporting information – analogies, quotations, anecdotes, jokes – could be easily understood by listeners of all cultural and ethnic backgrounds. I also was careful not to favor one group over another. In addition, I had prepared all three of my contest speeches, "Key Ingredients For Success," "The Only Competition Is You," and "It's Possible" before entering the International Speech Contest.

## **2** COUNT THE COST.

There is a cost that must be paid in order to become the "World Champion of Public Speaking." When I asked "how much?", I found out that it would cost my life. I immediately thought about the story of the woman who rushed up to famed violinist Fritz Kreisler after a concert and cried, "I'd give my life to

# it's possible: secrets of a champion

**For this year's World Champion of Public Speaking, it all started with a dream and a burning desire to capture the trophy.**



Nature wraps up in the impulse of strong desire that something which recognizes no such word as impossible and accepts no such reality as failure." My desire was so strong that I became obsessed with the possibility of winning. And once obsessed, I needed a plan to make my dream a reality.

My plan consisted of five steps:

## **1** SELECT A MEANINGFUL TOPIC.

I believe there is a strategy behind selecting a winning speech. There are a lot of potential "World Champions," but they don't make it to the top because they select the wrong topic. My criteria was threefold:

- The speech has to be entertaining.
- The speech has to contain life-changing information – in other words, a person could improve his or her quality of life by acting on what he or she heard.
- The speech had to be universal in content.

play as beautifully as you do." Kreisler looked at the woman and replied, "I did!"

With that story as a constant reminder of what it costs to be the best, I knew easy was not an option. So, I prepared myself mentally for the difficult journey ahead. Stepping out on faith, I exchanged six months of my life for the opportunity to become the best public speaker in the world. Armed with a definiteness of purpose, I was a man on a mission. I sacrificed spending time with my spouse (with her consent of course) and I gave up all extracurricular activities. I devoted my time and energy to thorough research, study and preparation. I looked for new discoveries, different insights, fresh ideas – anything that would give my speech that extra edge. I learned as much as possible about the subject matter and how it related to my audience. In fact, I prepared and gathered more information than I could ever fit in a five-to-seven minute speech. However,

**by Otis Williams, Jr., CTM**

during my editing sessions, I was able to use this ready reserve of information to create a winning speech.

### **3 PRACTICE, PRACTICE, PRACTICE.**

Many people have the misconception that practice makes perfect. That is incorrect; perfection does not exist. Practice only makes you better – there is always room for improvement. Understanding the above principle, I practiced my speeches every chance I had. When I woke up in the morning, before my feet touched the floor, I went through my entire speech. Getting ready for work – I practiced. Driving to work – I practiced. While at work – I practiced. On my lunch hour – I practiced. Driving home – I practiced. Instead of counting sheep in order to go to sleep – I practiced my speech.

I practiced my speeches until they became a part of me. I then advanced to my next level of practice, during which I recorded myself with an audiocassette recorder. This gave me feedback on my rate of speech, vocal variety, grammar usage, pronunciation, etc.

The next level of practice was in front of live audiences. This was beneficial because I received evaluations from people who observed different things about my presentation. For my final level of practice, I used a video camera recorder. This provided me with immediate feedback of my entire performance – verbal and non-verbal. I used the last technique to fine-tune my presentation. On the morning of the International Speech Contest, which started at 9 a.m., I woke up at 4 a.m. and, you guessed it, practiced my speech.

### **4 GET FEEDBACK.**

Feedback is the breakfast of champions. Sitting there, in the “hot seat,” listening to the constructive comments and suggestions of others was a very painful process for me. I visited as many Toastmasters clubs as I could to practice my speeches and get evaluated. In fact, I spoke to anyone who would take time to listen. I will never forget one particular comment I received from one of my coaches. After listening to the opening of my speech titled “It’s Possible,” (which I

happened to be very proud of), she said emphatically, “That’s not a strong enough opening, I don’t like it and you can do better!” Bang! I was wounded, but because of her honesty I knew I had more work to do. So I patched up my wounds, rolled up my sleeves, and worked day and night until I had a winner.

### **5 VISUALIZE THE TROPHY.**

See those things which do not exist as though they did. I imagined myself giving a flawless presentation. I went so far as to borrow the video of the 1992 World Champion of Public Speaking, just to see how the first place trophy was presented to the winner and to hear what was said at the time of the presentation. I then closed my eyes and inserted myself in the place of Dana LaMon (the 1992 World Champion) and visualized 1993-94 International President Neil Wilkinson in the place of 1992-93 International President Bennie Bough. I could almost hear Neil Wilkinson saying, “The 1993 World Champion of Public Speaking is...Otis Williams, Jr.!”

So, what does it really take to become the “World Champion of Public Speaking?” I believe Berton Braley said it best: *“If you want a thing bad enough to go out and fight for it, to work day and night for it, to give up your time, your peace and your sleep for it...If all that you dream and scheme is about it, and life seems useless and worthless without it...If you gladly sweat for it, and fret for it, and plan for it and lose all your terror of the opposition for it...If you simply go after that thing you want with all your capacity, strength and sagacity, faith, hope and confidence and stern pertinacity...If neither cold, poverty, famine or gout, sickness nor pain, of body and brain, can keep you away from the thing that you want...If dogged and grim you beseech and beset it, with the help of God you will get it!”*

Well, I guess my secrets are not really secrets after all. I simply had a dream. That dream was to be the 1993 “World Champion of Public Speaking.” And if I can live my dream, it’s possible for you to live yours.

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**Otis Williams, Jr., CTM**, is an entrepreneur and assistant branch manager for North Side Bank & Trust. He is a member of West Hills Club 1249-40 in Cincinnati, Ohio.

*“I exchanged  
six months of  
my life for the  
opportunity to  
become the best  
public speaker  
in the world.”*





by Debbie Horn

# you be the judge

Reliance on the judging form will make you a better judge.

■ HAVE YOU EVER LEFT A speech contest feeling that the wrong contestant was announced as winner?

I'll wager that you have. I'll also bet that it's happened more than once.

One explanation for this is that people react differently to the same speech. But that can't be the whole story. I've been told that it's not uncommon for many judges at area, district or region speech contests to rank their own club's contestant in first place and the eventual contest winner in second place.

Now, I personally know many of these judges. I can't believe that even one of

them, much less all of them, would consciously vote in a biased manner. So what happened?

The most likely explanation is excessive reliance on general impressions. One aspect of the speaker's performance – such as humor, speech topic, conclusion, even familiarity – may be so striking that it creates a "halo effect" that affects a judge's perception of all aspects of a speaker's performance. (Learn more about the "halo effect" and other judging biases in the accompanying list of "Obstacles to Objectivity.")

Well, how can you make sure that, when judging a speech contest, you don't let your biases unconsciously influence your decisions? How can you ensure that you do indeed select the best speaker as winner?

## JUDGING THE SPEAKER

To avoid bias and select the best speaker, it's important to look for specific indicators of

the speaker's skill. The Judge's Guide and Ballot (Catalog No. 1172) for the International Speech Contest is designed to do this.

There are three basic categories on the International Judge's Guide and Ballot: content, delivery and language. Let's examine each category.

**1 Content** is what gives substance, meaning and purpose to a speaker's message. This category represents 50 percent of the speech value. Consider these areas:

- **Development** – Does the speech have an opening, body and conclusion? Is the speech organized so that the speaker's ideas were clear and easy to follow? Are transitions smooth?
- **Effectiveness** – What is the purpose of the speech? Does the speaker accomplish this purpose? Does the speaker consider the audience and occasion when preparing the speech? How does the audience react to the speech?
- **Value** – Does the speaker's message have substance and logic? Are the thoughts original? Does the message stimulate listeners' thinking and growth?

**2 Delivery** refers to the mechanics of presenting the message. This category represents 30 percent of the speech value, and includes the following:

- **Appearance** – Is the speaker properly attired? Do clothing and accessories add to the speaker's effectiveness?
- **Body language** – Does the speaker stand alert? Do gestures and movements complement words and message?
- **Voice** – Is the speaker's voice pleasing? Are the words spoken clearly and at an adequate volume? Do rate and pitch vary? Does the speaker's voice show emotion and enthusiasm?

**3 Language** is evaluated in terms of the speaker's word choice and grammatical skill. This category represents 20 percent of the speech value. These are things to look for:

- **Appropriateness** – Do the speaker's words fit the occasion and the audience? Do

they promote understanding of her or his message?

- **Correctness** – Does the speaker use correct grammar, correct pronunciation and good enunciation? Has the speaker chosen the most appropriate words to convey the message?

## PICKING THE WINNER

Now, how do you select a winner?

You can use the Judge's Guide and Ballot in several ways to choose the winner of a speech contest. Remember, however, that you are selecting a winner, not evaluating the speakers.

One way to select a winner and eliminate bias is to refrain from using the ballot while the speech is being delivered. Simply take notes, carefully marking what the speaker does well or poorly. Then, when the speech is completed, enter the point values for each category on your ballot. This way you're not overly influenced by one category.

Another method is to compare the second speaker to the first in each category, decide who is best, and award points to the second speaker based on your decision. Then evaluate the third speaker against the second one, and so on. Use the same method for judging each speaker. When points are totaled, you can easily determine the first, second and third place winners. If there's a tie, or if you're not satisfied, you can review your notes to refine your assessment.

Another way, of course, is to use the point values suggested for each rating (excellent, very good, good, fair). Or you can put the first contestant's name in the far right column on the ballot. Fold that column under, and continue the procedure for the rest of the contestants.

Remember, reliance on the judging form, category by category, will make you a more effective and impartial judge. However, it won't stop others from feeling that the best speaker was not selected as winner. After all, you can't please everyone. But you'll know that you made the right decision.

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**Debbie Horn** is manager of the Education and Club Administration Department at Toastmasters' World Headquarters, responsible for the International Speech Contest, Evaluation Contest, Humorous Speech Contest, Table Topics Contest and Tall Tales Contest

Judging is a subjective process, which we try to make objective. But it's almost impossible for anyone to be totally objective. Each one of us has likes and dislikes that unconsciously affect our decisions.

But if we are aware of our own "hot buttons," we can prevent them from influencing our decisions, especially when judging a speech contest. Here are some common barriers to objectivity to watch for:

# obstacles to objectivity

- **Paying most attention to the first and last speaker.** Research shows that people who studied lists remembered first and last items the best. Therefore, it is believed that the first and last speakers in a contest have a slight advantage over others.

The first speaker is remembered because he or she becomes a reference point against which other speakers are measured. The last speaker can leave the most memorable impression. Those in the middle can risk being forgotten. So compensate for this tendency by paying close attention to *all* contestants.

- **Let's help the "underdog."** You may be tempted to give a break to a new Toastmaster or to someone who has overcome a handicap. Don't. All contestants must be judged only by the criteria on the judging form.

- **Halo effect.** This phenomena occurs when you attribute a favorable trait to a person just because that person possesses another favorable trait. "Mary teaches speech, so she should win." "Joe has a dynamic delivery, so his content must be good." Stick to the criteria on the judging form.

- **Reverse halo effect.** This is the association of a negative aspect with another unrelated aspect. "George has bad grammar, so his speech content must be weak."

- **Second time around.** "Betty gave this speech at the division contest, and it was better then." Always judge as if this is the first time you've heard the speech and the speaker.

- **Give someone else a chance.** "He won at the Area contest last year, but lost at the Division contest. Let's let someone else go forward this year." Again, past performance must never influence your judgment of the current performance.

- **Not the norm.** Occasionally a club, region of a country, or a country has social behavior patterns that are not common to other clubs, regions or countries. Sometimes judges, if not familiar with these patterns, may let them influence their decision.

For example, not long ago Toastmasters in some parts of the United States felt that a contestant must stand behind a lectern when speaking. Judges were harsh on those who didn't. That's wrong. It's acceptable to speak with or without a lectern, no matter what the standard is in your club, area or district.

When you judge, consider what your club, district or national norm usually is for a good speech. Do you unfairly expect everyone to fit your norm?


- **Prejudices and personal preferences.** Personal tastes, preferences, beliefs and prejudices are the most prevalent barriers to unbiased judging. You can't ignore your likes and dislikes, but you can guard against your prejudices affecting your judging by asking yourself: "What do I like or dislike about this speech?"

- **The unknown judging form.**

If you're not familiar with the judging form, you may spend your time analyzing it instead of listening to the contestants. Don't let that happen. Study the form before the contest begins.

Eliminate all obstacles to objectivity. Strive to be unbiased and fair at all times. If you can't, then do the speaker a favor – don't judge. The credibility of the contest depends on you and how well you judge.

by Charles A. Jones, CTM



# CONTESTIBUS BLABBIBUS AND HOSTAGES OF THE CONTEST

Limiting speech contests to essentials can  
make them motivating, positive experiences.



**Y**ou are proud to be a Toastmaster and proud to represent your club, either as a contestant or spectator, at the area, division or district speech contest. The program begins at 7 p.m., and soon follow the opening, the introductions and the explanation of the rules. Finally, the contestants perform. Watching them is a positive, motivating experience.

Before you know it, all the contestants have spoken, and you are now awaiting the announcement of the winners. You have a sinking feeling as you realize that it is almost 9:30 and Toastmaster bureaucrats, officials and candidates for office are droning on and on. The names of the winners may or may not have been announced at this point. The meeting may soon become a breakfast meeting. You wonder what the Toastmasters equivalent of 911 is.

Have you died and gone to Toastmasters hell? Has an alien force from outer space taken over? No – your contest has been infected by the Toastmasters version of the black plague: *Contestibus Blabbibus*.

### SYMPTOMS

What is *Contestibus Blabbibus*? It is the prolonged, unnecessary and often excruciating delay in adjourning contests due to speeches and announcements – irrelevant to the contest – by area, division and district officials and candidates for office.

What are the symptoms of *Contestibus Blabbibus* displayed by the audience and the speakers? The audience becomes very restless, bored, agitated and impatient. Some members may head for the door prematurely or, in extreme cases, feign illness or death. The speakers begin talking about topics irrelevant to the contest: inside humor and “roasts”; elections for Toastmaster offices; and area, division or district business. Additionally, speakers forget the basics of public speech taught by Toastmasters, including the need to be brief.

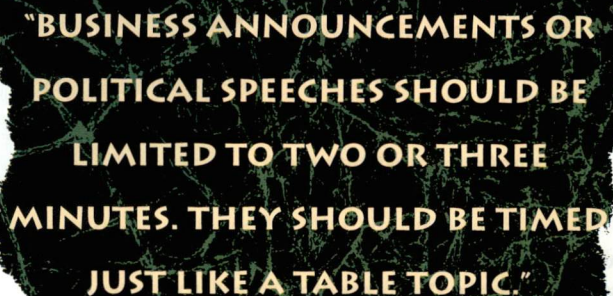
### CASE HISTORIES AND TM CPR

This disease is very infectious, so case histories abound. At one district contest, I had a feeling that *Contestibus Blabbibus* would strike, so I intentionally sat near the back of the room so I could escape. The contestants finished speaking at approximately 9 p.m., but the meeting showed no sign of ending, so I performed TM CPR (Toastmaster Contest Premature Retreat) and left. I later learned that the remainder of the meeting was *90 minutes of inside humor and roasting*.

I attended a division contest that had four speech contestants, including me, and four Table Topics contestants. Needless to say, I was eager to learn the results of the contest.

However, I nearly imploded as one person after another spewed irrelevant data at the audience after all eight contestants had spoken. Two candidates for office spoke. The district official who was to announce the winners said, “I know we have eight very anxious people in the audience (no kidding!), but...” She then went on and on with more announcements. I looked at my club’s Table Topics contestant and his wife; both were as exasperated as I was. I felt doubly bad because both were new members and I had encouraged them to attend the contest – and this was their reward: being hostages of speech hemorrhage.

Apparently, the infection is international. A Letter to the Editor in *The Toastmaster* (April 1993) from Brian Hutson, CTM, of Ontario, Canada, noted that Toastmaster “dignitaries” speaking at contests ignored time limits and told inside jokes. He lamented that “we go to hear the speech contestants, not them.”



**“BUSINESS ANNOUNCEMENTS OR  
POLITICAL SPEECHES SHOULD BE  
LIMITED TO TWO OR THREE  
MINUTES. THEY SHOULD BE TIMED  
JUST LIKE A TABLE TOPIC.”**

Although *Contestibus Blabbibus* is rampant, it is not always present. I once attended an area contest hosted by a new club. Both contests (Table Topics and speech) were over in about 90 minutes, which is short for a contest. I soon realized why: The contest was hosted by a new club that didn’t know better than to have a short contest that didn’t serve as forum for anything else.

At a recent division contest, I was relieved to find only a mild case of *Contestibus Blabbibus*. Toastmaster political speeches, announcements and business items lasted only about 30 minutes after the contest winners were announced.

### PREVENTION VS. CURE

Since that division contest, members of my club (including a physician) have discussed methods of escape to be activated after the last contestant has finished if the meeting does not appear to be winding down.

We ruled out whistles and firing red flares. Realizing that leaving the room can be difficult – not to say embarrassing –

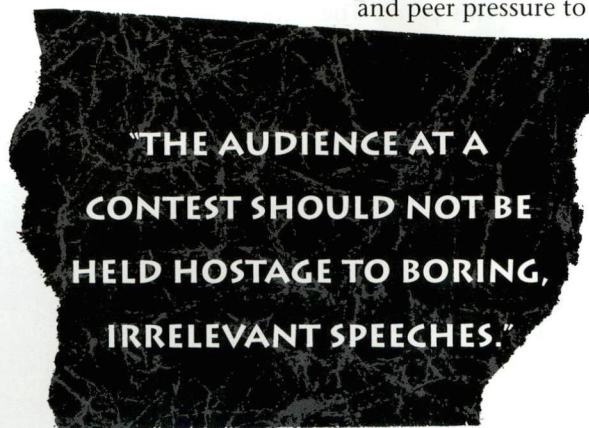
if not done clandestinely, we considered having members carry pagers or portable phones which would beep or ring. We also considered leaving a member in the parking lot to set off a car burglar alarm or announce that all members of our club had left their headlights on.

While such guerilla warfare is a cure, I believe that prevention is much better and can be accomplished by two steps:

#### **First: Focus on what is essential to a contest.**

Those who plan the contest must remember that the contest should accomplish these objectives in approximately this order:

- Call to order
- Opening/invocation
- Introduce Toastmaster
- Explain the rules and timing procedures
- Introduce contestants and have them perform
- Optional: Briefly interview contestants during the ballot counting
- Announce winners
- Recognize contest helpers
- Adjourn the meeting



#### **Second: Eliminate or control what is not essential.**

Please note that the preceding contest agenda omits the following: inside humor and roasts; political speeches by candidates for Toastmaster offices; and area, division, and district business.

Inside humor and roasts should *never* be permitted at the contest; they are fatal to the morale of the audience. The isolation ward is mandatory: such activities should be held after the contest has been formally adjourned to ensure that only those who want to attend will be present.

Ideally, political speeches by candidates for Toastmaster offices and area, division and district business should be prohibited (except for *brief* announcements of the date, time and place of future contests and meetings).

Alternatives exist to conducting these matters during the contest. Political matters and Toastmasters business can be written in newsletters or handouts and distributed before or after the meeting. Another alternative is to adjourn the contest but invite people to stay for a business meeting to be held immediately after the contest is adjourned. Additionally, candidates for officer can "work the crowd" before and after the contest.

If outright prohibition of political speeches and contests is impossible, then the following guidelines should be observed:

1. Business announcements or political speeches should be limited to two or three minutes. They should be timed just like a Table Topic. Furthermore, before the announcements or speeches begin, the Sergeant-at-Arms or the Toastmaster should announce the time limits. A \$5 penalty should be imposed on those who violate them.
2. They should be conducted *before* the announcement of the winners so that speakers have even more incentive and peer pressure to keep their messages short.

Contestibus Blabbibus is a virulent disease, so the contest planners and the Toastmaster must be merciless and ruthless in implementing these guidelines. In short, the higher-ups must be immunized, i.e., muzzled.

#### **SUMMARY**

I believe very strongly that the Toastmaster is responsible for the meeting. Accordingly, he or she

must take charge and ensure that the contest does not become a forum for inside humor and roasts, political speeches and Toastmasters business. You're the doctor, so to speak.

Likewise, Toastmaster political candidates and officials must receive a strong injection of reality: They should realize that their irrelevant, prolonged speeches can ruin the positive atmosphere and motivation created at a contest.

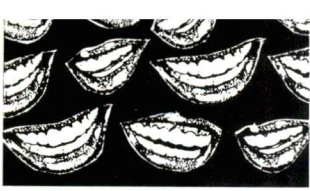
A contest is a unique opportunity to motivate and encourage all Toastmasters, both new and veteran, and to favorably impress new members and guests. The audience at a contest should not be a hostage to boring, irrelevant speeches. Thus, administrative and political business should be conducted at a business meeting, not a contest. If business is permitted at a contest, it should be strictly limited so that it is brief and does not cast a pall on the contest.

I want to leave a contest feeling motivated by the performance of the contestants and not sapped by a meeting that went on too long.

As with any illness, prevention is the best cure for Contestibus Blabbibus. Casualties will mount until we adopt that cure.

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**Charles Jones, CTM**, is a writer, lawyer and member of Speak Up Club 6181-27 in Norfolk, Virginia.



can we  
talk?

*“Competitions also serve to motivate us to practice, try, try again harder, to hone our skills and test them against the skills of others.”*

■ AN ISSUE THAT SEEMS to generate discussion among Toastmasters is speech competitions. By definition, a competition is a test of skill and in a recent Letter to the Editor, one member questioned the

student has to do is report to the gym. One year our tallest player measured 5'8" – in shoes, on tip-toe, stretching his neck.

Consequently, these kids would practice, practice, practice, then play an excellent game, but because nearly every player on other teams were taller than ours, the only chance of winning we had was if the

congratulating each other, every member of our team went quickly to put a consoling arm around the shoulders of the losing players who remained frozen on the court, in open-mouthed, wide-eyed shock at being beaten by the team with the worst record in the county.

Later, I talked with my son about the game.

# Of Winners and Losers

## The Valuable Lesson Taught by Defeat.

value of speech competitions, commenting that losing hurts and "...winning is not entirely satisfying."

Not entirely satisfying. That remark took me back several years to when my son played on a high school basketball team that boasted quite possibly the worst win-lose record in recorded history.

Because the school in our community is extremely small – there are only a few dozen kids in the high school – our basketball team is also quite small. Unlike the bigger schools we compete against, ours requires no team tryouts, nor are there height qualifications. To get on this team, all a

opposing team didn't show up. Still, our players remained dedicated, worked hard and always entered each competition confident that "this time" they would win. But they didn't. Worse yet, their losses weren't close; they were wide-margin losses, which the team suffered twice, once on the court, then again in the papers where they were described as having been trounced, dominated, roughed up and/or pulverized, game after game, year after year. Except once.

It was the final game of the season and the opposing team only had to beat us to claim the league championship. No problem, their players were as tall as trees and had "trounced" us quite frequently. Who knows what happened. Maybe they expected such an easy win they hadn't practiced. Perhaps, because they assumed they would win, they did not try to win. Whatever the reason, we won by two points and I fully expected our team to be hysterical with jubilation over their first victory in years. I know some of us in the bleachers were beyond hysterical. But rather than

"So, how does it feel to win?"

"Good," he said.

"Good? Is that all, just good?"

He shrugged, "I guess winning would feel a lot better if I didn't already know how it feels to lose."

There will probably always be arguments about the value of contests that produce winners and losers; but that is not necessarily the sole purpose of such events. Competitions – whether on a basketball court, at a podium, or even scrambling after that last vacant seat on the bus – also serve to motivate us to practice, try, try again harder, to hone our skills and test them against the skills of others.

I will be honest. For years, at every game, I wished my son would quit playing basketball. I think I would have quit. It was heart-breaking to see him trying so hard, giving his all. To what end? I wondered, until he spoke those words. It wasn't the "win" that made me glad he had not quit, but the valuable lesson defeat had taught him.

**Joanne Sherman** is a columnist and freelance writer living in Shelter Island, New York.

by Joanne Sherman



# INTERNATIONAL SPEECH CONTEST RULES

**B**efore 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 when the briefing of rules and procedures will be held. During the briefing, contestants 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 selecting 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 Clubs or less, the two highest placed available contestants from each Club may compete in the Area contest. In those Divisions with four Areas or less, the two highest placed available contestants from each Area may compete. In Districts with four Divisions or less, the two highest placed available contestants from each Division may 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. Have been an active Toastmaster in good standing since the previous July 1 of a Club in good standing.
  2. Have completed at least six projects in the Communication and Leadership Program manual.
- B. Only one 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 first-place 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 of 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, they 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 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.

## 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 Speech 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. 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 non-directional. 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. Announcement of contest winners is final.
- ## 7. TIMING OF THE SPEECHES
- A. Speeches will be five to seven minutes. A contestant will be dis-

qualified 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 speaking position. Timing will begin with the contestant's first definite verbal or nonverbal communication with the audience. This will usually 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.

## 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.



**John F. Kennedy:**

# The Neglected Voice

by Tom Laichas

Though mainly remembered for the lyric quality of his speeches, JFK's real triumph was his meticulous attention to audience and argument.

Although it's been 30 years this month since his assassination, it hardly seems accurate to call John F. Kennedy a neglected voice. When I first began writing this column, my editor told me that Toastmasters would appreciate my remarks on any orator – except those about someone as well known as, say, President Kennedy. I can't blame her. The rhythms of the 1961 inaugural address, endlessly repeated, have become as familiar as an old dog, once spirited and energetic, now just a comfortable companion.

But it isn't Kennedy's fault that the sharp edge of his wit has dulled from overuse. Political leaders from Lyndon Johnson to Bill Clinton have "challenged" Americans, echoing Kennedy's famous declaration that we should "ask not" what's in it for us. Some have gone so far as to affect a crisp Boston Irish accent, as though leadership can be reduced to inflection.

It is a mistake to recall only the lyric quality of Kennedy's speeches, neglecting his meticulous attention to audience and to argument. More than most speakers, Kennedy understood that the purpose of a speech must determine its style; the success of his speeches testifies to that understanding.

Consider one of Kennedy's less familiar speeches, his June 1963 address to the Irish Parliament. It does not begin in the Kennedy "style," but rather with an overwritten introduction recounting the career of the Civil War's Irish Brigade. In the Battle of Fredericksburg, Kennedy recalled, the "fighting 69th" attacked nearly impregnable Confederate positions; "of the 1,200 men who took part in that assault, 280 survived the battle." The Brigade, Kennedy continued, was led

into battle on that occasion by Brigadier General Thomas F. Meagher, who had participated in the unsuccessful Irish uprising of 1848, was captured by the British and sent in a prison ship to Australia, from whence he finally escaped to America.

Kennedy then presented to the Parliament a flag carried by the "Fighting 69th" and bearing the legend "The Union, Our Country, and Ireland Forever," a slogan carried through "Fredericksburg, Chancellors-

ville, Yorktown, Fair Oaks, Gaines Mill, Allen's Farm, Savage's Station, White Oak Bridge, Glendale, Malvern Hill, Antietam, Gettysburg and Bristow Station."

As a rhetorical technique, recitation of American names was perfected by poets Walt Whitman, Carl Sandburg and Langston Hughes. Inserted into a regimental history, it lost its usual power. Undeterred, Kennedy now indulged in one of the most notable examples of name-dropping in the history of American oratory. In the space of six minutes, the President managed to squeeze American heroes Benjamin Franklin, George Washington and Abraham Lincoln; Irish patriots Charles Stuart Parnall, John Boyle O'Reilly and Lord Edward Fitzgerald; Irish writers James Joyce, George Bernard Shaw and William Butler Yeats; and even Irish-born White House architect James Hobson. Six names into one 50-word paragraph alone!

What can possibly account for such excess? The Irish visit was the last stop on a European tour which had brought Kennedy to the Berlin Wall. There he had spoken as leader of the free world, rallying public opinion to the long and wearying battle of wills against the Soviet Union. Kennedy's Dublin visit was more of a personal journey, the return of Ireland's son to his ancestral home. Keyed to the emotions of this sentimental pilgrimage, Kennedy larded the first half of his speech with all the nostalgia of a reunion of old college alums. Reminding his audience that Irish President Eamon de Valera had lived for a time in New York, Kennedy remarked that but for a few twists of fate, it might have been American President Valera on the podium and Member of Parliament Kennedy in the audience.

Ingratiating as Kennedy was, his speech served a more serious purpose. Ireland in 1963 still cherished the neutrality which had kept the country out of World War II nearly 25 years earlier. Kennedy wanted to coax Ireland into the European alliance. A frontal attack on Irish neutrality would have offended many Irish sensibilities. In lending aid to Irish cold warriors, Kennedy had to make his case gently.

Each of Kennedy's ponderous historical allusions became a foundation stone for his argument that the fates of the United States and Ireland were inextricably tied together. From the Revolution to the Civil War, Kennedy declared, Irish soldiers had helped keep America united and free. The United States in turn had

opened its doors to Irish peasants forced by the potato famine of the mid-1840s to cross the Atlantic, that "bowl of bitter tears." Americans had been sympathetic to the Irish struggle for freedom from British rule. Like the soldiers of the Irish Brigade, all Ireland and all Irish-Americans "bore a proud heritage and special courage given to those who had long fought for the cause of freedom."

It was now that Kennedy dropped the effusive style of the banquet room and drove his point home:

*"I am certain free Ireland – a full-fledged member of the world community where some are not yet free, and where some counsel an acceptance of tyranny – free Ireland will not be satisfied with anything less than liberty."*

*"...Self-determination can no longer mean isolation...no nation, large or small, can be indifferent to the fate of others, near or far..."*

Kennedy then recited a verse by John Boyle O'Reilly:

*"The world is large when its weary leagues two loving hearts divide,  
But the world is small when your enemy is loose on the other side."*

The "enemy loose on the other side" was, of course, the Soviet Union. Ireland's involvement in NATO was not of crucial importance to the United States, and indeed Ireland never did join the alliance. Kennedy could easily have made less of the trip, taking advantage of a few photo opportunities before departing. Yet Kennedy rarely neglected the chance to seize the moment. At the Cold War's front line a few days before, he had declared that "All free men, wherever they may live, are citizens of Berlin." Now Kennedy used his speech to hearten and encourage Ireland's own Berliners.

In that summer of 1963, Kennedy made some of the most memorable speeches of his career. The American University commencement address, the June "report" on Civil Rights, and the speeches at Berlin's Free University and its Rudolph Wilde Platz are among the best pieces of 20th century political oratory in the English language. It is true that these speeches were collabora-

***"The rhythms of the 1961 inaugural address, endlessly repeated, have become as familiar as an old dog, once spirited and energetic, now just a comfortable companion."***

tions between professional speechwriters and the President himself. Yet the question isn't who wrote the speeches, but whose vision shaped them, achieving the fine balance between substance and style. It is that balance, that understanding of the language and its uses, which remains fresh and vigorous, a worthy lesson for our own oratory.

**Tom Laichas** teaches history at the Crossroads School in Santa Monica, California. His profiles of famous speakers appear regularly in this magazine.

# failure is never final

by Victor M. Parachin

**How you deal with misfortune can make the difference between defeat and victory in life.**

In 1914 Thomas Edison's factory in West Orange, New Jersey was virtually destroyed by fire. Although the damage exceeded \$2 million, a staggering sum in those days, the buildings were only insured for \$238,000. They were made of concrete, a new building material thought to be fireproof. Much of Edison's life's work went up in smoke that evening.

At the height of the fire, Edison's 24-year-old son, Charles, stood by his father's side. "My heart ached for him," Charles said. "He was 67, no longer a young man, and everything was going up in flames. When he saw me, he shouted, 'Charles, where's your mother?' When I told him I didn't know, he said 'Find her. Bring her here. She will never see anything like this as long as she lives.'"

The next morning Edison looked at the ruins and said to his son: "There is great value in disaster. All our mistakes are burned up. Thank God we can start anew." Three weeks after the fire, Edison produced the world's first phonograph.

A significant part of Thomas Edison's success was his amazing ability to handle failure. While his buildings were destroyed, he was not. Rather than berating himself for the failure to properly insure his property, Edison took the attitude that the disaster provided him with new opportunities.

Today, more and more management consultants as well as psychologists agree with Edison. Together they are saying that failure, properly handled, can lead to greater personal growth and professional success. Here are six attitudes that can make the difference between defeat and victory in life.

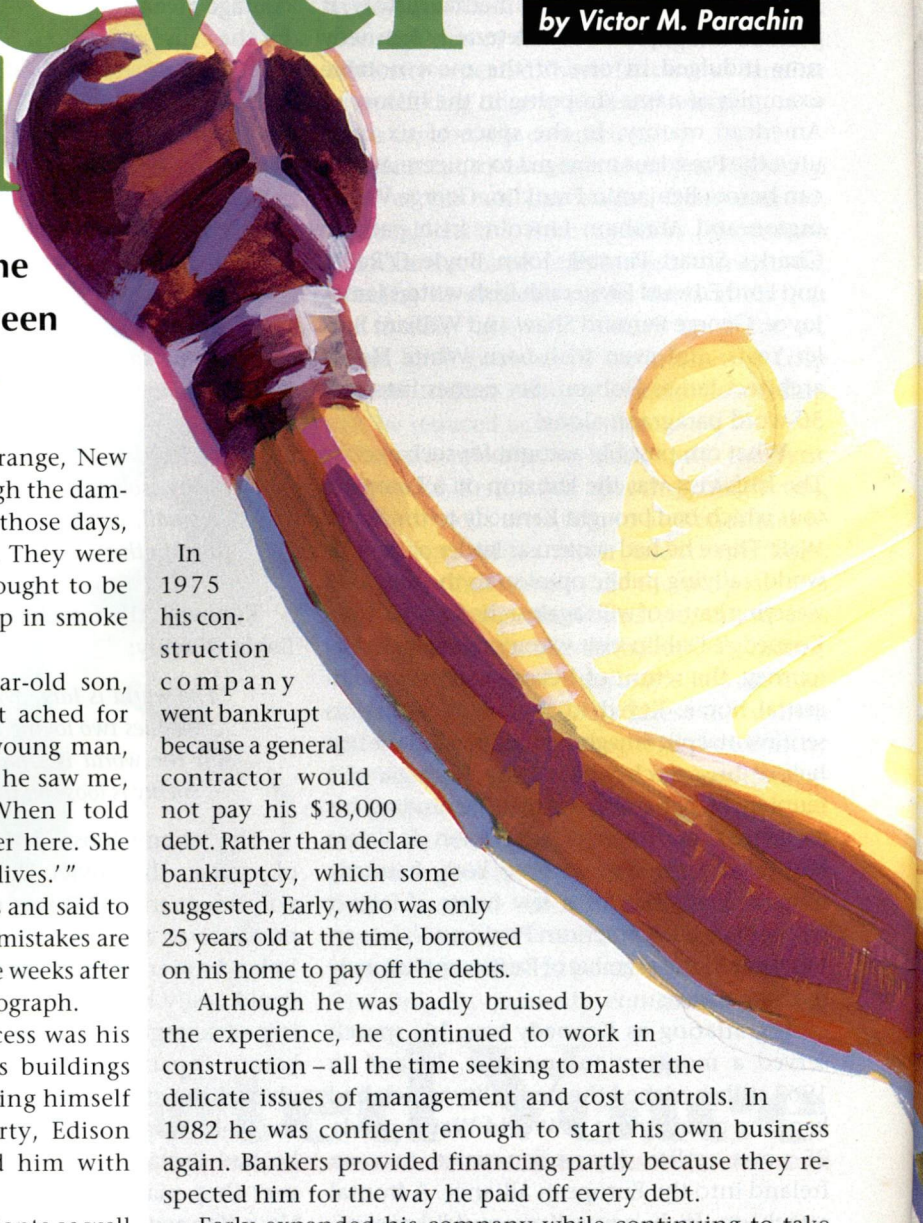
**1. Never Say Die.** People who experience failure don't give up and quit. They know the truth of Henry Ford's observation: "Failure is the opportunity to begin again more intelligently." Glen Early of Harrisonburg, Virginia, is an example.

In 1975 his construction company went bankrupt because a general contractor would not pay his \$18,000 debt. Rather than declare bankruptcy, which some suggested, Early, who was only 25 years old at the time, borrowed on his home to pay off the debts.

Although he was badly bruised by the experience, he continued to work in construction – all the time seeking to master the delicate issues of management and cost controls. In 1982 he was confident enough to start his own business again. Bankers provided financing partly because they respected him for the way he paid off every debt.

Early expanded his company while continuing to take university courses in business administration. By 1988 the struggle back from financial ruin was complete. The icing on the cake occurred when *Inc.* magazine listed his company as one of the 500 fastest growing in the nation.

**2. Focus on the present – not on the past.** Those who are unable to bounce back from setbacks inevitably become obsessed about yesterday's failure. They make a point of punishing themselves for their losses. In the process they lose sight of other possibilities for their lives.





Rabbi Harold Kushner in his best-selling book, *When Bad Things Happen To Good People*, tells of Martin Gray, a survivor of the holocaust. After that terrible ordeal, Gray rebuilt his life, became successful, married and raised a family. Life was good after the horrors of the war. Then one day his wife and children were killed when a forest fire ravaged their home in the south of France.

Gray was distraught and pushed almost to the breaking point by this added tragedy. People urged him to demand an inquiry into what caused the fire but instead he chose to put his resources into a movement to protect nature from future fires. He explained that an inquiry would focus only on the past and on issues of pain, sorrow and blame. He wanted to put his energies into making the present and future better.

**3. Be challenged by failure.** Rather than being defeated, successful people often claim that their misfortunes challenge them to do even greater things. American philosopher and psychologist William James once observed: "Most people live in a very restricted circle of their potential...great emergencies and crisis show us how much greater our vital resources are than we had supposed."

Another example is Roger Bannister. At the 1952 Helsinki Olympics he was Britain's outstanding distance runner and expected to win a gold medal for his team. He didn't win. Bannister's Olympic loss, however, became the moti-

vator causing him to consider another challenge, that of running a mile in less than four minutes. It was a goal considered unattainable.

Nevertheless, on a windy, rainy day two years after the Olympics, Roger Bannister broke the four-minute mile by six-tenths of a second. As a result, he set off a wave of celebration and enthusiasm felt all around the world.

Recalling that historic achievement 30 years later, Bannister said, "If I had won the Olympic gold medal, I would have retired to pursue medical studies. My failure made me look for one more challenge."

**4. Drop the "F" word.** Charles Garfield, author of *Peak Performers: The New Heroes of American Business*, reports that high achievers hesitate to use the term 'failure' because it is an emotionally loaded word suggesting a personal dead end. Instead, they refer to a reversal as a 'course correction.' Still, others refer to failures as 'shortcomings' and 'errors of judgment.'

*"Great emergencies and crisis show us how much greater our vital resources are than we had supposed."*

WILLIAM JAMES



One highly successful woman who avoids the term 'failure' is Barbara Corday. Vice president of programming at CBS, she was co-author (with Barbara Avedon) of the TV movie *Cagney and Lacy*, which was the basis of the highly acclaimed TV series. She describes one of her disappointments this way:

"My favorite project, a TV series called *American Dream*, was executed brilliantly, written and acted well and produced beautifully. It was a critical success, but for whatever reason, the public chose not to watch it and it lasted only five or six episodes. It was a flop but I don't see it as a failure...it's okay to make mistakes, as long as you make them in good conscience and you're doing the best you can at the moment."

***"The darkness passes, thank God, but what one learns in the darkness lasts forever."***

**LESLIE WEATHERHEAD**

**5. Learn from failure.** While no one should wish for failure, the fact is that any disaster can become a powerful tutor. British author Leslie Weatherhead often reminded people that "the darkness passes, thank God, but what one learns in the darkness lasts forever."

Also, Rabbi Kushner, whose son Aaron died at 14 of progeria, a rare disorder that causes premature physical deterioration, says disaster "teaches you something about your strength and acquaints you with your limitations. That's an important part of maturity. If I had not gone through the experience of my son's illness and death, I'm sure I would have had a more intellectual, less compassion-

ate approach to other people's misfortunes. It was a high price to pay, but it has made me a much deeper, more helpful person that I would have been otherwise."

**6. Remind yourself that failure can be overcome.** The plain truth is that history is filled with women and men who overcame formidable odds, who were able to transform adversity into advantage and who could move from tragedy to triumph.

Take the example of a student many thought was "least likely to succeed." At 15 his teacher told the father his son was wasting time in school. "I think he should be dismissed," was the teacher's advice. The boy was interested in mathematics but when he took the entrance exams for a technical school, he was turned down. He applied at other schools, was finally accepted but graduated at the bottom of the class.

Hoping to become a teacher he then applied for positions but was rejected because he didn't seem very promising. Eventually he landed a job as tutor in a boys' school but was fired six months later because he was "inadequate."

Finally with the help of family connections he was able to get work in the international patent office in Switzerland where he received a very modest salary. His title was that of 'technical clerk'. While there he continued working on his mathematics.

This man, who wasn't deterred by setbacks and other people's opinions of him, at the age of 26 discovered principles that would make television and satellite communications possible. His name, of course, is Albert Einstein.

Perhaps the lesson from his life and other people who have overcome difficulty is this: failure is never final, unless you allow it to be.

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**Victor M. Parachin** is an ordained minister who works as a counselor and therapist in Chicago.

## **NOTICE OF ACCEPTANCE OF NOMINATIONS FOR INTERNATIONAL OFFICE**

People have asked what qualifications are needed to hold International Office. Following are the qualifications:

### **FOR INTERNATIONAL OFFICER:**

- active member of a Toastmasters Club during the entire 12-month period immediately preceding nomination
- served a two-year term on the Board of Directors

### **FOR INTERNATIONAL DIRECTOR: (DISTRICTS WITHIN REGIONS)**

- active member of a Toastmasters Club during the entire 12-month period immediately preceding nomination
- served an entire term as District Governor at the time of election

- not more than one of the elected Directors may be from any one Club or any one District

### **FOR INTERNATIONAL DIRECTOR AT LARGE: (DISTRICTS OUTSIDE REGIONS)**

- active member of a Toastmasters Club during the entire 12-month period immediately preceding nomination
- served an entire term as District Governor at the time of election; or Chairman or Chief Officer of a non-District administrative unit during the entire administrative year immediately before the unit became a District or Provisional District; or as District Governor during the entire administrative year in which the unit became a District or Provisional District.

If you are interested in running for International Office and meet the qualifications stated above, please write or call the Policy Administration Department at World Headquarters for a booklet called "Information for Candidates to the Board of Directors of Toastmasters International". It contains a "Letter of Intent" to be sent to the International President by December 31, 1993.

126,981	Life Insurance
\$1,640,099	Other
	Total income
11,553,168	OPERATING EXPENSES:
	Executive Director's Office
	Education and Club Administration
	Finance & Administration
	Human Resources
	Membership and Public Relations
	Production and Warehouse
	Printing and Publications Administration
	Warehouse and Materials
	Other
265,172	
35,265	
46,482	
14,221	
1,827	

## board report



# Toastmasters Earn Record Number of Educational Awards in 1992-93

During the past year, Toastmasters proved their allegiance to President Bennie Bough's theme, "Dynamic Clubs Deliver..." They used the Toastmasters educational programs to teach themselves and others how to be better communicators. In fact, during the past year the organization recorded a record number of educational completions – CTM, ATM and DTM. Much as a result of the sluggish economy and struggling corporate Toastmasters Clubs, the organization suffered a 1.1 percent membership loss, amounting to a total of 172,447 members in 8,033 Clubs, as of June 30, 1993.

"It is certainly true that the product of a non-profit organization is a changed human being," said President Bough. "My most lasting impression from my visits is how excited members are about our educational programs and how these programs have helped them change their lives."

The Board of Directors didn't just reflect on the past year; it also took steps to ensure the continued progress and growth of the organization. The Board made the following decisions regarding administrative and educational matters:

### BOARD ACTION:

- Discussed the Gavel Club Program and recommended no changes.
- Reviewed drafts of two new Advanced Communication and Leadership Program manuals, "Interpersonal Communication" and "Special Occasion Speeches" and recommended changes. (The manuals will be for sale in mid-1994; watch *The Toastmaster* magazine for announcements of availability.)
- Discussed the mentor process within the Toastmasters program and recommended materials be developed to encourage and train members to become mentors.
- Reviewed the Speechcraft program and recommended changes.
- Reviewed policies related to fiscal management of Districts and increased the amount Districts will be required to have in their reserve accounts at World Headquarters. Districts will have 15 percent of prior year's income in reserve on June 30, 1995, 20 percent on June 30, 1996, and 25 percent on June 30, 1997. Changes were also made to policy which clarify the fiscal responsibilities of Districts.
- Reviewed the District budget, midyear audit and District requisition forms. New streamlined forms and a District Treasurer's Report were recommended for publication within the next year.
- Examined the District Management Plan and suggested changes which will be incorporated into the Plan.
- Discussed the Distinguished Division and Area Programs. Effective with the 1994-95 year, 80 percent of Area Report of Club Visit forms must be submitted in order to achieve Select Distinguished Division and Select Distinguished Area recognition.
- Recommended that effective with the 1994-95 year, a section be added to the Distinguished District Program which would award points for the number of Phoenix Awards granted to Clubs within a District.
- Reviewed the assignment of Clubs to Areas by the District Council and determined that the word "boundaries" in Article IX of the District Constitution is not intended to be limited to geographical boundaries.
- Considered adding a Sergeant At Arms to the roster of District Officers and recommended no action be taken.
- Approved an audit of the organization's governing documents as they pertain to the maintenance of our nonprofit status, fiduciary duties of Directors and Officers, and member rights and procedures.
- Revised the Application to Organize a Toastmasters Club form to incorporate the policies and standards governing the activities of Clubs.
- Accepted an offer from Toastmaster Charles Bloomfield to provide from a trust, established in memory of his father, the sum of \$2,000 to cover the expenses of the winner of the 1994 International Speech Contest. The offer is subject to annual renewal by the donor.
- Approved the wording of a proposed change to the Bylaws of Toastmasters International making a Toastmasters member a member of Toastmasters International; the change will be presented to the delegates at the 1994 Annual Business Meeting.
- Amended Article VIII, Section 1, of the Standard Club Bylaws to allow Clubs, upon

dissolution and after payment of any indebtedness, to distribute funds by contributing them to any educational research or memorial fund maintained by Toastmasters International or by contributing to another Toastmasters Club or Toastmasters District. All existing Toastmasters Clubs are required to amend their Bylaws to conform to the revised wording in order to comply with requirements

set forth in Section 501(c)(3) of the United States Internal Revenue Code.

■ Revised the Club Specialist program by changing the required membership level from 12 or fewer members to nine or fewer members. The Specialist will receive credit and recognition, and the Club will receive recognition (Phoenix Award) when the Club reaches 20 members. The appointment commences

on the first day of the month of appointment.

■ Reviewed the policies and practices relating to election of International Officers and Directors and set guidelines for announcement of intention to run for Office. Candidates for the next year may announce their candidacy no sooner than after the close of the Annual Business Meeting, and no literature may be distributed until after the close of the International

Convention. In addition, in order to be fair and equitable to all candidates, articles written by or about a candidate for International Office will not be printed in *The Toastmaster* magazine. Candidates for International Office or their representatives should not submit such articles. Those members considering running for the Board of Directors should not appear on the Convention program the year prior to the election.

## TI FINANCIAL STATEMENT 1992-93

### STATEMENT OF ASSETS AND LIABILITIES OF ALL FUNDS – JUNE 30, 1993

#### ASSETS – GENERAL FUND

##### UNRESTRICTED:

Cash and temporary investments .....	\$2,081,217
Short term investments .....	\$ 507,576
Accounts receivable, net of allowance for doubtful accounts of \$15,845 .....	\$ 98,344
Deposits, prepaid postage and other .....	\$ 91,763
Note receivable .....	\$ 296,627
Property, building and equipment, net of accumulated depreciation .....	\$4,564,574
Due from investment fund .....	\$ 41,550
<b>Totals – Unrestricted .....</b>	<b>\$7,681,651</b>

##### RESTRICTED:

Cash .....	\$ 520,988
<b>TOTAL .....</b>	<b>\$8,202,639</b>

#### INVESTMENT FUND

Marketable securities, at cost, (estimated market value of \$1,998,137) .....	\$1,669,336
--	-------------

#### LIABILITIES AND FUND BALANCES

##### UNRESTRICTED:

###### Liabilities:

Accounts payable .....	\$ 148,613
Funds held for Toastmasters International Regions .....	\$ 37,851
Deferred revenue .....	\$ 44,752
Capital lease payable .....	\$ 10,661
<b>Total Liabilities .....</b>	<b>241,877</b>

Unrestricted - General Fund balance .....	\$7,439,774
---	-------------

**Totals – Unrestricted .....** **\$7,681,651**

##### RESTRICTED:

District Reserve Fund balances .....	\$ 395,289
Ralph C. Smedley Memorial Fund .....	\$ 115,367
District 37 Trust Fund .....	\$ 10,332

**Totals - Restricted .....** **\$ 520,988**

**TOTAL .....** **\$8,202,639**

#### INVESTMENT FUND

Due to General Fund .....	\$ 41,550
Investment Fund balance .....	\$1,627,786
<b>TOTAL .....</b>	<b>\$1,669,336</b>

### GENERAL FUND – UNRESTRICTED STATEMENT OF INCOME AND EXPENSES FOR THE YEAR ENDED JUNE 30, 1993

##### INCOME:

Membership charges:	
Membership fees .....	\$3,795,538
Magazine revenue .....	\$ 527,090
New member service charges .....	\$ 936,498
<b>Total membership charges .....</b>	<b>\$5,259,126</b>

##### Other income:

Charges for educational materials and supplies .....	\$1,175,737
Charter fees .....	\$ 58,930
Interest .....	\$ 106,062
Other .....	\$ 97,678

**Total other income .....** **\$1,438,407**

**Total income .....** **\$6,697,533**

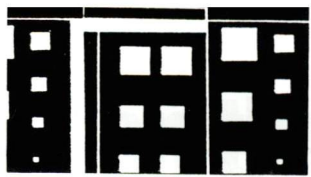
##### OPERATING EXPENSES:

Executive Director's Office .....	\$ 359,436
Marketing .....	\$ 543,138
Finance and Policy Administration .....	\$1,482,969
District and Club Administration .....	\$1,706,793
Educational materials and supplies .....	\$ 825,691
Depreciation .....	\$ 272,223

**Total operating expenses .....** **\$5,190,250**

##### EXCESS OF INCOME

**OVER EXPENSES .....** **\$1,507,283**



## hall of fame

### DTM

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

Patsy Bellah, 977-1  
Shirley Ann Burns, 4404-1  
Susan Lee Navratil, 430-6  
C. Grant Washington, 7876-14  
R. W. Smith, 3135-19  
Bonnie L. Gould, 7515-19  
M. Anne Ferguson, 1591-21  
Floyd Kinchen, 6246-21  
Marianne Meadows, 4817-27  
James Wilson, 6471-32  
John Rowell, 644-33  
David J. Fulton, 1171-42  
Teja Singh, 3484-42  
Sandi Larkins, 3489-42  
Meredith Lee Gardner, 1949-46  
Joe Hatton III, 3466-47  
Delores M. Harris, 6837-47  
Wilma M. Smith, 7311-62  
Sally M. Dunn, 4253-63  
Olwyn Mary Williamson, 3814-69  
Geoffrey Allan Kirkwood, 1117-70  
Duane Denis Bishop, 4140-70  
Joanne Gilchrist, 5323-70  
Judy Holder, 4518-72

### ATM Silver

Congratulations to these Toastmasters who have received the Able Toastmaster Silver certificate of achievement.

Pauline Falstrom, 3645-1  
Eugene Hamilton, 7512-7  
Monte L. Coate, 44-11  
Michael Feller, 8461-18  
Matteo A. Cardella, 3595-19  
Warren W. Wolf, 5980-19  
Mary Haven, 4300-24  
Richard Rose, 4446-25  
Bill Haas, 1786-27  
Marianne Meadows, 4817-27  
Rodger D. Baker, 4817-27  
Frank Guyer, 1743-30  
Robert F. Happel, 1743-30  
John D.H. McDonough, 1594-32  
David J. Fulton, 1171-42  
Maureen McReynolds, 2048-56  
Consuelo L. Samarripa, 3407-56  
Johnnie J. Salazar, 4984-56  
Harry Kingston, 8290-61  
Jane B. Lego, 6822-66

Glenys K. Della Bosca, 3185-72  
Henry Loots, 2249-74

### ATM Bronze

Congratulations to these Toastmasters who have received the Able Toastmaster Bronze certificate of achievement.

Michael Higgins, 8735-F  
Karna Mathre, 3491-2  
Karen L. Thompson, 593-5  
Gordon L. Felland, 221-6  
Ruth Lunde, 2919-6  
Sharon Rundell, 6317-7  
Fred Olson, 7007-7  
Eugene Hamilton, 7512-7  
Paul A. Kremer, 1056-8  
Rebecca Creamer, 815-12  
Subhash K. Bhardwaj, 833-14  
Kattie Vinson Kendrick, 3368-14  
Ida G. McLaughlin, 5849-14  
Carmen V. Lee-Pow, 1833-18  
Michael Feller, 8461-18  
Sister Angela Marie, 6443-19  
John A. Brink, 786-21  
Jack Boulogne, 3620-21  
David B. Gooden, 7202-21  
Dave Sieler, 3112-24  
Sharon I. Smith, 3560-24  
Patrick L. Mashburn, 1184-25  
David A. Dawson, 97-26  
Bill Haas, 1786-27  
Joy E. Farrance, 8858-27  
Joseph Wissmann, 726-28  
Frank J. Guyer, 1743-30  
Robert F. Happel, 1743-30  
George S. Kaplow, 5457-30  
Raymond J. Tremblay, 5700-31  
John A. Domino, 782-35  
Sharlan Rae Starr, 5377-36  
Paul Lynch, 661-37  
Robert E. Lee, 8215-37  
John Stewart Jahn, 69-38  
Donald D. Giesen, 9102-39  
Sandra Eagan, 6145-44  
Cynthia S. Whitney, 6385-44  
Janet P. Seabury, 7172-53  
Janet K. Hartford, 1196-54  
Kevin R. Meade, 1196-54  
Jesse C. Dove, 6299-58  
Margo Jamieson, 2729-60  
Diane Wilson, 3568-60  
Susan Craigie, 4189-60  
Delphis A. Babin, 58422-61  
Claudia Wright, 4851-64  
Alfred E. Smith, 6721-65  
Paul J. Teska, 234-68  
James T. Hance, 6146-68  
Michael R. Gregory, 6146-68  
Muriel Smith, 3814-69

Mark Paul Cepak, 5934-70  
Harry Knox, 6172-71  
Ronald Mells, 4074-72  
Paula C. Bayley, 4518-72  
Edmund Breen, 1634-73  
Richard Bennett, 4208-73  
Johnny T. Uy, 2100-75  
Bernardo F. Adiviso, 2844-75  
Corazon L. Paras, 2844-75

### ATM

Congratulations to these Toastmasters who have received the Able Toastmaster certificate of achievement.

Alvin C. Hunter, 9009-U  
Marjorie Zwart, 2717-F  
John Angiolillo, 6851-F  
Ellis H. Jones, 3363-1  
Linda Coleman, 4404-1  
Richard E. Lee, 9389-1  
Craig A. Chastain, 4401-2  
Maxine Rogalski, 5134-2  
Bethany B. Carter, 5800-2  
Gary O'Neill, 6404-2  
Sarah Busby, 1473-3  
Bruce G. Marshall, 2607-3  
Chuck E. Bane, 3931-3  
Rita M. Winnie, 4318-3  
Jack Levine, 5027-3  
Judith Foster Toone, 5965-3  
Cynthia Kerford, 7080-3  
Mary Keiffer, 8068-3  
Richard E. Camara, 3918-4  
Eunice Krecek, 4224-4  
Virginia M. Ritchie, 4224-4  
Clare Hardy Mullin, 4608-4  
Mary Lauritson, 9200-4  
George I. Markham, Jr., 623-5  
Althea Kaneaster, 1275-5  
Cherlie G. Cashman, 2955-5  
Teresa A. Kuffel, 5315-5  
Robert Stanley Chisholm, 5553-5  
Amy Bailey, 3256-6  
Laura S. Bathke, 3256-6  
Bruce Trippet, 4701-6  
Robert Stommes, 4807-6  
Richard F. Wilfahrt, 4878-6  
John K. Hedlund, 5751-6  
Virginia L. Hansen, 7280-6  
Gloria Nordquist, 7541-6  
Theodore S. Kyle, 390-7  
Patricia Donald, 2397-7  
Donald Keith Strike, 3451-7  
Carmil Ritchey, 6730-7  
Brian R. Barkman, 6828-7  
James L. Stanaway, 7736-7  
David Peters, 8427-7  
Eugene Hamilton, 9348-7  
Anita Selley, 1957-8

Patricia Colleen Dougherty, 1957-8  
Valery K. York, 1957-8  
Steve Martin, 7934-8  
R. Lyle Johnson, 40-9  
Robert A. Patterson, 154-9  
Lois Pritchett, 575-9  
Edward T. Brice, 1716-10  
Charles O. Jones, 44-11  
Luzviminda (Luz) N. Aquino, 462-11  
Jenny K. Pagano, 1155-11  
Bob McDonald, 1183-11  
Robert C. Baxter, 2471-11  
Sheri L. Stewart, 2872-11  
Betty Baney, 5254-11  
Carol Hess, 8233-11  
Bettye Underhill, 1026-12  
William C. Hensley, 1026-12  
Ralph Denning, 1506-12  
Victoria C. Otos, 1969-12  
John R. Hoge, 3820-12  
Betsy Fomotor, 4062-12  
Akhilesh Gulati, 5247-12  
Chuck Weck, 7213-12  
Richard R. Snyder, 7213-12  
Catharina Y.W. Ang, 4048-14  
Debra Richmond, 4684-14  
Floyd N. Adams, 5003-14  
David Skadeland, 5572-14  
Ernestine W. Lovell, 7424-14  
Jacqueline Lewis, 7424-14  
David Brown, 170-16  
Kaye Fitz, 576-16  
Lonnie Hammond, 746-16  
Steven Lofton, 1367-16  
Valerie Correll, 1384-16  
Marla I. McCone, 1615-16  
Shari A. Bean, 5267-16  
Alice L. Orzechowski, 1443-18  
Darrell Burns, 5980-19  
Edgar Lloyd Frease, 7515-19  
Keith Phillips, 272-20  
Terrence P. Delaney, 272-20  
Mariah Dietz, 581-20  
Marianne J. Olafsen, 1591-21  
Gordon Mamen, 1911-21  
Marina Whiting, 3620-21  
Robert G. Cummings, 6252-21  
Thora O'Grady, 6265-21  
Gary Harper, 7291-21  
Russell Kenneth Robinson, 7743-21  
Ray Peterson, 8116-21  
Heather L. Mason, 8781-21  
Margaret M. Jameson, 8784-21  
James Welp, 3860-22  
C. James Elliott, 696-23  
Brent H. Shipp, 765-23  
Ronnie Mask, 3109-23  
Nancy Ruoff, 5929-23  
Virginia Griggs, 6881-23  
Kevin McReynolds, 8140-23  
Daniel S. Carroll, 2888-24  
Duane W. Sanders, 4362-24  
Kathy Henvey, 6757-24  
Terry N. Lanham, 629-25  
Clancy S. Cummings, 1064-25

**C**heryl Keane views the achievement of her DTM – the 5,000th to be awarded by Toastmasters International – as part of a natural progression.

"I'd achieved other awards and that was just the next thing to do," said Keane, a six-year member of the Emcees Club 4821-70 in Sydney, Australia.

Staying constantly involved in her club helped her meet the demanding requirements for the Distinguished Toastmaster award. In fact, when Keane initially sat down to gauge her progress, she was surprised to discover she had already fulfilled a majority of the criteria for the certificate!

As a grammar school librarian and teacher, Keane has plenty of opportunities to put her Toastmasters skills to the test – namely by presenting Youth Leadership modules. But she remembers a time when she was new and inexperienced and acknowledges that learning under the tutelage of other members has many advantages.

# AUSTRALIAN TOASTMASTER EARNS

# 5,000th DTM



Her advice to those who want to get involved but have never presented a Youth or Success Leadership program or sponsored a new club is to first accompany an experienced Toastmaster. This hands-on training, she said, is invaluable and inevitably leads to success for all involved. It worked for her!

So, what is the greatest benefit Keane has derived from her Toastmasters membership? "A husband!" she quickly quips. (Keane and her husband Brian did in fact meet through Toastmasters.) On a

more serious note, Keane said that Toastmasters has given her greater confidence.

On October 14, International President Neil Wilkinson presented Keane with her DTM certificate at a special District 70 dinner.

Keane does not look at this impressive accomplishment as the end of the line. Always seeking to further hone her communication skills, she is now working on some of "the more challenging manuals" and plans to earn her ATM Silver.

Barney J. Thornton, 1111-25  
Mickey Lewis, 1190-25  
Paul R. Gohman, 1505-25  
William J. Brotherton, 1644-25  
Teri Curtis, 1783-25  
Frankie V. Ridge-Roberson, 5928-25  
Valerie Smith, 6190-25  
William B. Dow, 6590-25  
Ronald J. Bradley, 7348-25  
Linda Louise Westfall, 7484-25  
Robert T. Charles, 7502-25  
William Darren Evans, 8565-25  
Gerald A. Stalick, 2503-26  
Betty B. Boman, 4071-26  
Gary Mancuso, 9343-26  
Eleahn B. Dietrich, 1792-27  
Kathleen M. Pablo, 1792-27  
Art Kelly, 6490-27  
Sharon D. Lee, 6490-27  
Marilyn Albee, 726-28  
Mark W. Hudnall, 726-28  
Frank J. Guyer, 1743-30  
Gene Donald McFarland, 1743-30  
Robert F. Happel, 1743-30  
Tom Berry, 1743-30  
Jacqueline Johnson, 6671-30  
William P. Giordano, 675-31  
Carol O'Connor, 1625-31  
Jeanne Marie E. Hummel, 5464-31  
Heidi L. Schreuder-Gibson, 6387-31  
Angelo Procopio, 83-33  
Leo M. Pedretti, 1850-33  
Mary Taylor-Parr, 1900-33  
Nick Clark, 1900-33  
Yacoob Mall, 1900-33

Nancy Graves, 3051-33  
F. Michael Horton, 7256-33  
Walt Hays, 7352-33  
Cristina Cuanalo de Jimenez, 3956-34  
Felipa A. De Camacho, 3956-34  
Yolanda Chong Olivo, 3956-34  
Enrique Lira, 4195-34  
Jose Salcedo, 4195-34  
Raul R. Bravo Cacho, 5627-34  
Enrique Castillo Gonzalez, 5638-34  
Teresa Margarita Rosales, 5638-34  
Guillermina G. de Fernandez, 8964-34  
Jose A. Fernandez Villanueva, 8964-34  
Charles K. Kenyon, 1350-35

## ANNIVERSARIES

55 years  
**Uncle Joe Cannon**, 127-54

45 years  
**Mansfield**, 647-10  
**Ottumwa**, 663-19  
**Northern**, 664-28  
**Niles Township**, 665-30  
**Honolulu**, 119-49  
**St. Lawrence**, 606-61

40 years  
**Narrators**, 1398-1  
**Durham**, 1203-37  
**Nat Greene**, 1386-37

35 years  
**Tecumseh**, 485-11  
**Bootstraps**, 2863-22  
**Earlybird**, 2326-33  
**Saturday Morning**, 2840-47  
**Round Table**, 421-52

30 years  
**Whole Wit Toast**, 1137-2  
**Pin**, 2332-11  
**Downtowners**, 3663-25  
**Jose Gasper**, 3668-47  
**Winter Park**, 3674-47

25 years  
**Voice of Motorola**, 2083-3  
**State Farm**, 2872-11  
**Hydro-Sonics**, 3910-18  
**Essayons**, 427-23  
**South Plains**, 261-44

20 years  
**Lake Union**, 2545-2  
**River City**, 1724-11  
**Revenooers**, 1550-22  
**Giant Northern Virginia**, 1786-27  
**Trend-Setters**, 1338-28  
**Washoe Zephyrs**, 3842-39  
**Adelaide**, 442-73

15 years  
**Vienna**, 551-U  
**Kanto**, 2320-U

**Past District Governors**, 407-F  
**Magic Word**, 2407-4  
**Heritage**, 3676-6  
**Downtowners**, 2887-7  
**Good Evening**, 2471-11  
**Toastmasters, Too**, 3027-14  
**Bachelors/Bachelorettes**, 3374-33  
**Tyro**, 2629-39  
**Oxmoor**, 1343-48  
**Conn Mutual Life**, 2778-53  
**Energy**, 3176-53  
**Speakeasy**, 2325-65  
**Dupont Sabine River Works**, 2181-68  
**Invercargill**, 3071-72  
**Ballarat**, 3717-73  
**Riverside**, 1194-75

10 years  
**Colombo**, 5324-U  
**Sammy Speaks**, 5317-3  
**Vat Cats**, 5318-3  
**Concordia**, 5332-11  
**University of Delaware**, 5320-18  
**Speakeasy**, 5319-22  
**Beatrice**, 5329-24  
**Paterson**, 5316-26  
**Farmers Insurance TM's**, 5331-33  
**Energizers**, 5330-42  
**USBI**, 5327-48  
**Contact**, 5322-61  
**Unity Toastmasters**, 5321-62  
**Chatswood Communicators**, 5323-70  
**Enthusiastic Epping**, 5335-70

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During his years in the White House, and later, writing speeches for high-level corporate managers, Aram Bakshian, Jr. realized that no resource existed to help an executive prepare an important presentation — without assistance and without a big budget.

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- Addressing an official function? In almost every case, these 3 rules of protocol are all you need to know.
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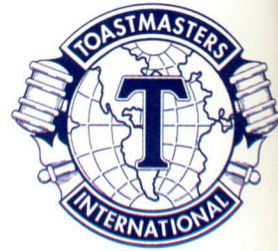
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- 394-BE Best Evaluator
- 394-BTT Best Table Topics
- 394-MIS Most Improved Speaker
- 394-MI Most Improved Table Topics
- 394-MIE Most Improved Evaluator
- 394-DFS Dress For Success
- 394-BH Best Humor
- 394-BG Best Gestures
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- 5772 Silver Medal with Classic Orator Figure
- 5773 Bronze Medal with Classic Orator Figure
- 5774 Gold Medal with TI Logo

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- 601-BTT Best Table Topics
- 601-MIS Most Improved Speaker
- 601-MIE Most Improved Evaluator
- 601-MIT Most Improved Table Topics

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- 392-BE Best Evaluator
- 392-BTT Best Table Topics
- 392-MIS Most Improved Speaker
- 392-MIT Most Improved Table Topics
- 392-MIE Most Improved Evaluator
- 392-BH Best Humor
- 392-BG Best Gestures

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  - 407-E Vocal Variety
  - 407-F Work with Words
  - 407-G Apply your Skills
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  - 407-I Speak with Knowledge
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Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Province \_\_\_\_\_

Country \_\_\_\_\_

Zip \_\_\_\_\_

<b>Ribbons - 50¢ each</b>	<b>Mini Certificates - 20¢ each</b>	___ 392-BG
___ 394-BS	___ 601-BS	<b>Speech Ribbons - 50¢ each</b>
___ 394-BE	___ 601-BE	___ 407-A
___ 394-BTT	___ 601-BTT	___ 407-B
___ 394-MIS	___ 601-MIS	___ 407-C
___ 394-MIT	___ 601-MIE	___ 407-D
___ 394-MIE	___ 601-MIT	___ 407-E
___ 394-DFS	<b>Buttons - 85¢ each</b>	___ 407-F
___ 394-BH	___ 392-BS	___ 407-G
___ 394-BG	___ 392-BE	___ 407-H
___ 394-EA	___ 392-BTT	___ 407-I
<b>Medals - \$6.75 each</b>	___ 392-MIS	___ 407-J
___ 5771	___ 392-MIT	<b>Speech Ribbons Set - \$4.00</b>
___ 5772	___ 392-MIE	___ 407-K
___ 5773	___ 392-BH	
___ 5774		

### Standard Domestic Shipping Prices

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.10	35.01 to 50.00	\$5.80
2.51 to 5.00	2.05	50.01 to 100.00	6.80
5.01 to 10.00	2.65	100.01 to 150.00	8.95
10.01 to 20.00	3.65	150.01 to 200.00	10.95
20.01 to 35.00	4.95	200.01 to _____	— Add 6% of total price

For orders shipped outside of the continental United States estimate Airmail at 30% of total, surface at 20% (minimum \$1.50). Any excess will be billed through your Club's account. California residents add 7.75% sales tax, Canadian residents add 7% GST.

See the 1993-94 Toastmasters International Supply Catalog for complete descriptions of these items and information on other educational and promotional supplies.