

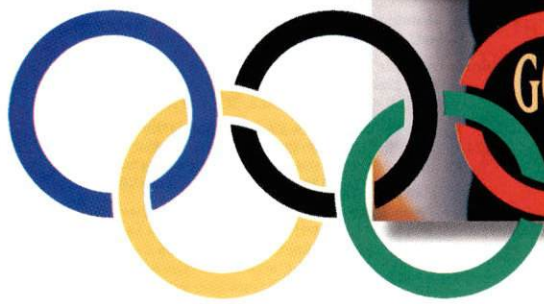
the Toastmaster[®]

april 1996

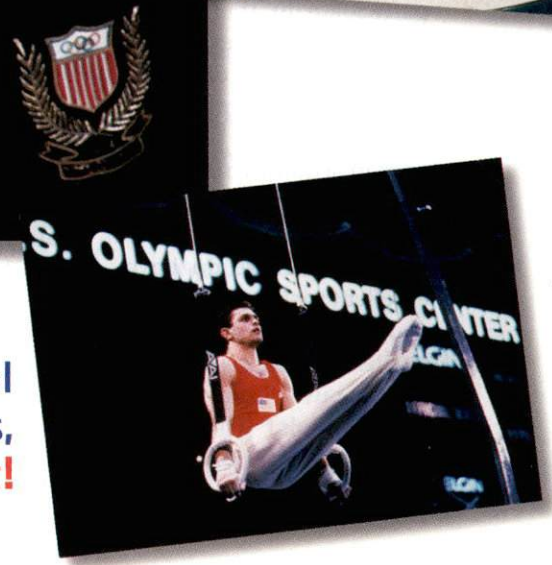
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Complete details on the 65th Annual Toastmasters International Convention in St. Louis, Missouri, Aug. 21-24, 1996. **Don't miss it!**



We Have the Right Tools For You



The 1996 Summer Olympic Games will soon commence in Atlanta, Georgia. The glory of the Olympics will fill our TV screens, as we watch in awe and celebrate the triumphs of the athletes. But do we ever stop to think about the thousands of hours athletes spend on the track with few observers, often in inclement weather; the injuries, defeats and the lack of a normal social life? In short, many sacrifices must be made for these athletes to participate in the world's greatest sporting event.

We have often discussed the need for commitment, self-discipline and perseverance in acquiring new skills as a Toastmaster. While there may be no "quick fix" or easy road, we do have excellent tools, or resources, to facilitate the tasks. Our challenge is to make more effective use of our "Toastmasters tools." The Toastmasters International Sup-

ply Catalog points the way to these resources – the manuals, educational modules, books and audio and video cassettes.

We have made great strides in recent years to develop educational materials on leadership, management quality and customer service. Here is a sampling of some key "Toastmasters tools," with the Supply Catalog numbers as a reference:

- 1) **Understanding Leadership**
 - a) Leadership Part I and II: "The Characteristics of Effective Leaders" and "Developing Your Leadership Skills (Success Leadership Series, #255 and 256)
 - b) "The Situational Leader" by Dr. Paul Hersey (Book, #B-258)
- 2) **The Practice of Leadership**
 - a) "High Performance Leadership" (#262)
 - b) Club Officer Handbooks (#1310H)
 - c) "Be Prepared to Lead" (Video Cassette, #212-V, B or P)
- 3) **Management**
 - a) "Improving Your Management Skills" (S/L Series, #259)
 - b) "Speeches by Management" (Advanced C&L Manual, #226F)
- 4) **The Conduct of Meetings**
 - a) "How to Conduct Productive Meetings" (S/L Series, #236)
 - b) "Parliamentary Procedure in Action" (S/L Series, #237)
 - c) "Master Your Meetings" and "The Chairman" (Educational Manuals, #1312, #200)
 - e) "Meeting Excellence" (Video Cassette, #216-V or P)
 - f) "Be Prepared for Meetings" (Video Cassette, #213V, P or B)
- 5) **Quality and Customer Service**
 - a) "The Team Approach" (Video Cassette, #4002V or P)
 - b) "The Moments of Truth" (Successful Club Series, #290)

Let's make the best use possible of our Toastmasters tools.

Ian Edwards, DTM
International President

the Toastmaster

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INSPIRED TO ACHIEVE

I just finished reading the March issue and feel so inspired and motivated as a result. I especially liked the article "Advance Yourself" about completing all the advanced manuals.

I received my CTM in 1982, moved and didn't live near a club until recently. I've found plenty of excuses to keep me away from meetings. The article has prompted me to set a goal to complete all the advanced manuals. I belong to two clubs and plan to be more active in both. It is time to be more aggressive about reaching my goals and being more committed to my own advancement.

Even the article on chartering a club inspired me. As soon as I reach my ATM, I will begin setting this goal into action. As for the Table Topics articles, I've always just had fun with Table Topics, never really trying to be the best. However, your articles have also inspired me to give a winning speech every time I talk.

Jolly Roger Holman, CTM
Speakeasy Club 9797-33
Paso Robles, California

HINTS ON FLIPCHARTS

I especially enjoyed two articles in the February issue. I hope that I can look forward to more advice from Mr. Carmickle on using presentation aids. One suggestion I would like to pass along about using flipcharts is to use a fine pencil to write yourself little notes on the edges of the page. I often write my last three or four words pertaining to the cur-

rent chart – and the introductory three words for the next chart – at the bottom right of the page. At the top left of the next page are the same three words, and notes regarding that page.

The second feature, "Be A High School Career Day Speaker," by Mr. Reis, deals with one of my favorite pastimes. For the past 15 years I have presented safety programs to most of the junior high and high schools in my county. It is challenging and fun, and I highly recommend it.

Hank Spalett, ATM
Healdsburg Club 7040-57
Healdsburg, California

DON'T BURN BILLS

I was surprised to see that Bill McLain, in his article "Recipe for an Instant Speech" (February), suggests burning a dollar bill as an attention-getter. Unless the law has changed recently, it is a federal crime to mutilate, deface, alter or destroy United States currency. If federal agents are in the audience it would get their attention, all right.

Andy Jackson, ATM
Two Notch Club 6203-58
Columbia, South Carolina

PROUD TO BE CHAIRMAN

Perhaps I was born on the wrong end of the women's liberation movement, but I am quite tired of this "issue" of political correctness in our gender wars.

I am proud to be a Toastmaster, and when I am chairman of a meeting, I fill the position responsibly. To me, these are just words, nothing more and nothing less. Show me a language that

does not differentiate between gender specific descriptions and I'll show you a language without history.

I am glad that my club, which has more female members than male, does not consider this an issue because I find the point mute.

Women's lib has opened doors for me that I didn't have to work for, and although we still have a distance to go to achieve equality, I think our energy would be better spent showing the world how capable we are as chairmen, than wasting our energy trying to convince English speakers to change their vocabulary.

Jo Volek
Ag Lib Club 6434-42
Edmonton, Alberta, Canada

KEEP YOUR TROPHIES

I'm against trophies. I agree with John Ruskin: "The highest reward for a person's toil is not what they get for it, but what they become by it."

I'm an adult. I don't need stickers, stars, ribbons, certificates or shiny cups to show me or others what I've gained from Toastmasters. My rise in confidence, self-esteem, general knowledge and ability to communicate speaks for itself.

"The reward for a thing well done is to have done it," reiterates Ralph Waldo Emerson, and that, accompanied by genuine applause and encouragement from the club members, ought to be enough.

People don't join Toastmasters for trophies. They join to improve their leadership and communication skills and to enhance self-confidence. They stay for the

pleasure of watching and assisting others achieve those goals. Their goals aren't trophies. "We work together to bring out the best in each of us..." says Ralph Smedley, "and then we apply those skills to help others."

If we must have trophies, I'd prefer them confined to the most-improved Toastmaster and to the winners of competitions at higher than club level – even though they are often won by the same people. I'd rather see trophy money spent assisting winners to travel to higher competitions.

Helen Irvine
Barron Valley Club 9021-69
Atherton, Qld, Australia

TI CONVENTION IN MALAYSIA

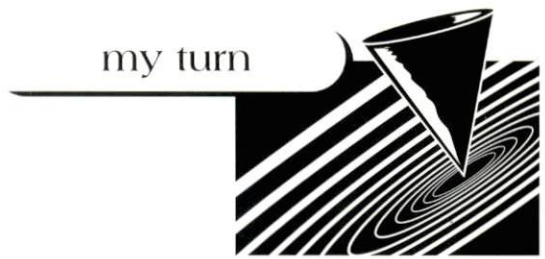
The Northern Division (Malaysia) is hosting the 3rd Pan South East Asia District 51P Convention in Penang from May 24-26, 1996. District 51P consists of 86 Toastmasters clubs in Malaysia, Singapore, Thailand and Indonesia.

We are inviting you to Penang, one of the world's most beautiful islands and one of Malaysia's top tourist attractions. The convention will be held in the five-star Hotel Equatorial, which is located close to the airport, on a hill next to an 18-hole golf course.

There will be lots of exciting events and educational workshops.

For more information, please contact Sita Ram, TM at telephone (605) 4664979 or fax (605) 2412093.

Sita Ram
YMCA of Ipoh 4595-51P
Ipoh Perak, Malaysia



What can anyone over age 60 gain by joining Toastmasters?

by Edward D. Bankey, CTM

Old Dogs, New Tricks

■ WHY, IN HEAVEN'S NAME, SHOULD I – or anyone over age 60 – join Toastmasters?

My personal goal did not include a promotion. Earlier in my career, I proved my leadership capabilities and was involved in training and management. Then, as a salesman, sales manager and marketing director, public speaking was an integral part of my career. Now, it was twilight time for me. Why should I bust my hump writing and giving speeches to a new generation of “up and comers”? What's in it for me?

I joined the newly formed Toastmasters club at my place of employment, a regional hospital, for the following reasons:

MENTORING

Many “old timers,” like me, enjoy seeing young talent develop and progress. Great personal satisfaction can be gained in helping a bright, young person who asks for it. After all, many of the issues confronting younger professionals today have been encountered and resolved by older people like me.

TELLING TALES

Are there any “old folks” who hesitate to tell a tale, an exploit or an anecdote, with or without a moral? I doubt it. We love to tell tales, and in Toastmasters we have a captive audience – especially in Table Topics, when two minutes usually seems too short a time. Occasionally a Table Topic is too new for me to relate to; but give me a subject that is historic or business related and I will enjoy myself.

GENERATION GAP

Everyone who is employed or active in the community today better be aware of the

generation gap. Things are different than they were 30 or 40 years ago – not better or worse; just different. Gender, race, politics, finance and family issues are just some of the topics that are viewed differently today as a result of the tremendous changes that have taken place. Toastmasters is a marvelous, non-threatening place to learn about these changes.

PERFECTION

I have discovered that a true tale of personal experiences, complete with my feelings and observations, is received better by my club members than a factual report void of emotions. A perfect presentation is not required. But I do try to do my best on every occasion and my competitive self wants to win the Best Speaker trophies. Every evaluation is insightful, merciful, supportive and, in the final analysis, very helpful.

BASICS

Kirby Puckett of the Minnesota Twins practices daily hitting, fielding and throwing the baseball, even though he has been an All-Star for many years. By the same token, I have found great benefit in practicing the basics of verbal communication. I do not have to be a perfect or even good speaker — all that's required of me is to be willing to give a talk. This has removed any pressure and allowed me to have a good time.

HUMOR

I always did enjoy a bit of wit. As Sergeant-at-Arms, with responsibility for opening the meeting, the opportunity to be witty was ever-present. Then as newsletter editor

the opportunity increased. Of course, I didn't know these roles would be mine when I thought of joining. I still remember that occasion, August 14, 1993, when I first made someone laugh. It's great to be encouraged...

FRIENDS

I will never be too old to make new friends. In Toastmasters I found them. Friends are reason enough to join Toastmasters. This organization is not only all about formal presentations – it's also about picnics, parties, contests and conventions. People of all ages can be as involved as they please or as active as their schedules allow.

If your club needs new members, I suggest you look to the elder members in your community and give them the reasons I joined. Imagine what a contingent of enthusiastic, regularly attending, participating members could do for your club. **T**

Edward D. Bankey, CTM, is a member of Talking Meds Club 5290-6 in St. Louis Park, Minnesota.

Finally it's time for you to deliver that award winning, knock-out, memorable speech you've spent countless hours researching and preparing for. In fact, the other night your spouse had to shake you awake because you were practicing in your sleep. You are ready for your promised 15 minutes of fame.



DEAD ON ARRIVAL

Build speech momentum with an effective introduction.

But a funny thing happened on the way to the podium. The master of ceremonies botched your credentials and announced your name as if it were a medical disease. The audience's bubbling enthusiasm for your speech appeared buoyed by a full-course meal and several cocktails. The dull introduction polarized your listeners into two camps: the clock watchers and the yawners. Suddenly you realize that the faint and polite applause is exactly what it sounds like, faint and polite. In the minds of the audience members, the inept introduction labeled your speech as dead on arrival.

If you think this can't happen to you, think again. More speeches than you can imagine are doomed to fail by bad introductions – doomed not because of the speaker, but because the introduction turned the listeners off. Instead of kindling fires of enthusiasm within the audience, the introduction led to an epidemic outbreak of brain freeze. Now the speaker is working at a disadvantage, faced not only with delivering his speech but also with the challenge of breathing life back into the listless listening corpses. All because of a failed introduction.

RETHINKING THE INTRODUCTION

An introduction is not just an introduction, but a mini-speech with the purpose of

motivating the audience to listen. It looks at the speech in advance from the audience's perspective and plays music to the tunes broadcast on station WIIFM, "What's In It For Me." The introduction sets the stage, builds excitement and creates momentum for the speaker.

Then why is this the exception and not the rule? For three reasons:

1. the lack of emphasis placed on introductions,
2. an unprepared master of ceremonies or Toastmaster, and
3. a speech-only focus by the speaker.

Let's look at each briefly:

1 **A lack of emphasis placed on introductions.** There are no trophies, ribbons or evaluations doled out for setting the scene before a speech. Introductory education is usually limited to that of mirroring other people's introductions – which are usually done incorrectly. In fact, an introduction is often looked on as a remedial task or chore fit for being "winged."

2 **An unprepared master of ceremonies or Toastmaster.** The Toastmaster might know the speaker and his or her background, but not in enough detail to

by Mike Ryan, Jr., CTM

present this person to the audience. Many times the emcee or Toastmaster lacks a concrete understanding of why this particular person is speaking, the speaker's objectives and qualifications, and how the audience will benefit.

3 **Overcoming a speech-only focus by the speaker.** As much as the master of ceremonies is responsible for introducing the speaker, the speaker is responsible for providing adequate information in a timely fashion. This does not mean showing a crumpled 3 x 5 card of scribble in front of the Toastmaster seconds before the introduction. The same is true for introductions as for computers: garbage-in, garbage-out. Professional speakers make sure the master of ceremonies has the necessary information for an introduction long before a meeting begins.

THE T-I-S FORMULA FOR INTRODUCTIONS

Like a well-prepared speech, an introduction should be natural, smooth and free of grammatical errors and oral stammers. An ideal method is the T-I-S formula taught by Dale Carnegie in his public speaking classes: T-I-S stands for Topic, Importance, and Speaker. When making an introduction, remember to maintain eye contact with the audience, not the speaker.

- **Topic.** This is the title and purpose of the speech.
- **Importance.** This explains the relevance of the speech to the audience. It can specify what the audience will gain or learn from listening.
- **Speaker.** This tells the audience why the speaker is qualified to speak on the topic, but includes only qualifications pertinent to the topic and audience.

To see how this works, let's pretend we are going to introduce John Doe who will speak on automotive safety to a group of driver education students. Using the T-I-S method, an introduction might sound something like this:

"Good evening and welcome to tonight's symposium, titled 'Arrive Alive.' We all

need to know how to operate a motor vehicle safely, because statistically, out of the 40 people here tonight, 10 of us will be involved in a serious automobile accident sometime during our life. By reducing the number of accidents we not only save lives, but we lower the cost of insurance premiums.

"Our speaker is the former director of the National Transportation Council. He designed and patented the first three-point safety belt and was instrumental in developing the airbag, now a mandatory requirement for all passenger cars. He has been a licensed driver since age 11 and has never been involved in an automobile accident. Please help me welcome John Doe!"

Instead of everyone in the audience reaching for their mental snooze buttons or the nearest exit, their attention will be aroused and they will be eager to listen. Now, John Doe may be a pathetically boring speaker who puts audiences to sleep, but the introduction at least gives him a chance. Notice that unrelated details, such as John's three kids and hobby of collecting exotic ties, were omitted.

An introduction is the mini-speech that can make or break a speech. Be natural, be enthusiastic and be prepared to make it effective. Approach the introduction with responsibility and a sincere desire to do as well as the person speaking. **T**

Mike Ryan, Jr., CTM, is a member of Richmond Club 1297-66 in Richmond, Virginia.

"Suddenly you realize that the faint and polite applause is exactly what is sounds like, faint and polite."

7)

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Generosity is made up of simple, spontaneous acts: A brief word of cheer, sympathetic listening, an unexpected gift expressing appreciation, moral support, a note of praise or a hand held out in time of need.



8

PRACTICING “Big-Ticket” Generosity

ILLUSTRATION: SHERMANART

When automobile founder Henry Ford was asked by an interviewer if he remembered the origin of his strong friendship with Thomas Edison, Ford instantly declared: "I should say I remember the day. It was a turning point for me."

That day was indelibly etched in Ford's memory because of Edison's sincere encouragement of him as an unknown young man trying to develop a gas-operated automobile.

The two men first met at the annual convention of the Edison Illuminating Company. Recognizing Ford at the gathering, one of Edison's associates pointed him out to the great inventor, explaining that Ford was trying to develop a gas operated car.

Edison immediately was interested, because he had already developed the world's first electric vehicle. Rather than view Ford as a competitor, Edison invited him over to his table and began to fire questions at him. Impressed with Ford's work, Edison banged his fist on the table, saying: "Young man, that's the thing. Your car is self-contained – no boiler, no heavy battery, no smoke or steam." His final words to Ford were: "Keep at it."

Commenting on that conversation, Ford told the interviewer: "You can imagine how excited I was – the man who knew the most about electricity in the world – my boyhood idol – telling me my gas car was better than an electric car! He was the first to give me real encouragement that my dream would work!" With his motivation at an all-time high, Ford went on developing and improving automobiles. He never forgot Edison's patience and kindness – as a symbol of his appreciation, he gave Edison the first car off each Ford assembly line: the first Model T, the first Model A, the first V-8, the first Lincoln. Gifts of appreciation for three words sincerely spoken: Keep at it!

Edison's encouragement is one example of "big-ticket" generosity. While some generous actions involve time

and expense, most are neither time consuming nor costly and can produce the same impact as Edison's kindness. In fact, "big-ticket" generosity is most often made up of simple, spontaneous acts – a brief word of cheer, sympathetic listening, an unexpected gift expressing appreciation, moral support, a note of praise or a hand held out in time of need. Such actions always surprise and delight recipients and remind them that they are loved, valued, respected and honored by another individual.

Perhaps it was the recognition that prompted poet Ella Wheeler Wilcox to write:

*So many Gods, so many creeds,
So many paths that wind and wind,
When just the art of being kind
Is all this sad world needs.*

Another man recognizing the importance of "big-ticket" generosity was the ancient Greek dramatist Sophocles, who added the thought that generous people benefit from their own acts of kindness: "Kindness will always attract kindness," he wrote. Here are seven ways to practice "big-ticket" generosity and, in the process, make the world a kinder, gentler place for everyone.

1. Make caring and sharing a daily practice.

Be guided by this wisdom from writer Stephen Grellett: "I shall pass through this world but once. Any good, therefore, that I can do or any kindness that I can show any human being, let me do it now. Let me not deter or neglect it, for I shall not pass this way again." People who care and share make life more pleasant for others. Caring and sharing attitudes become a beacon of light during dark, difficult times. People who care and share effectively soften the harsh blows of life and provide an important emotional refuge during stormy times.

2. Treat a stranger with unexpected kindness.

Recently, a major fire destroyed a beautiful home near my house. Because of the fire, the only road leading into the neighborhood was closed while fire fighters battled the blaze. Scores of residents, unable to enter the neighborhood and drive home, stood outside their cars watching the flames. One of the occupants of the burning home was sitting on the ground with tears streaming down her face as she tried to comfort her weeping 5-year-old daughter. That sad scene was transformed when one of my neighbors, a retired woman, made her way to the mother and daughter. She introduced herself to the distraught family and invited them to live in her home until they could make other living arrangements. The traumatized woman was clearly touched by my neighbor's generosity. Explaining she had relatives in the area where she could stay temporarily, she, nevertheless, thanked my neighbor profusely and embraced her tightly.

by Victor M. Parachin

3. *Stand up for victims of injustice.*

In 1947 when Jackie Robinson became the first African-American to play major league baseball with the Brooklyn Dodgers, he faced intense and cruel opposition. When the Dodgers were to play in St. Louis – the most segregated city in the Major Leagues at the time – members of the St. Louis Cardinals threatened to strike rather than play a team with an African-American member. Players declared they would walk off the field if Robinson played. It was even hoped that other National League teams would join in the protest, and snowball it into a league-wide strike.

When word of the plan reached National League President Ford Frick, he issued this simple, terse message to the Cardinal players: "If you do this, you will be suspended. I do not care if half the league strikes and it wrecks the National League for five days. This is the United States of America, and one citizen has as much right to play as another." His courage and convictions were so clear and decisive that his message effectively ended all plans to strike or boycott.

4. *Practice hospitality.*

John Cecil Rhodes, the South African statesman and financier who used his wealth to endow the Rhodes scholarship, is an excellent model of someone who knew the importance of practicing hospitality. He was a stickler for correct dress and behavior, but not if it would embarrass another person. A young man invited to a dinner party at Rhodes' home arrived by train and went directly to Rhodes' house in his travel-worn clothing. He was disconcerted to see other guests wearing full evening dress. Feeling extremely uncomfortable, he waited with the others for their host to appear. After a long wait, Rhodes finally appeared in a shabby blue suit. Later, the young man learned that when he arrived, Rhodes had been dressed in formal evening attire and was about to welcome his guests. However, when told of the traveler's dilemma, Rhodes returned at once to his room and put on an old suit.

5. *Nourish the dream of another person.*

Everyone can use a cheerleader in life. Affirm, encourage, promote and praise the dreams of another person. Your support will provide the courage, fortitude and boldness

necessary for other individuals to act on their dreams. When singer Whitney Houston was a teenager, it was her mother who encouraged the teen's dream of being a performer. At the time Whitney sang with her mother, Cissy, in the 1960s group "The Sweet Inspiration." However, Cissy knew her daughter dreamed of some day being a solo performer. "When I was 17, I was getting ready for a show Mom and I were doing that night," Whitney recalls. "She called, sounding hoarse, and said, 'My voice! I can't sing!,' I said, 'Forget it! I can't go out alone!' She said, 'Of course you can – you're good!' Whitney was persuaded to perform alone but when she called her mother later, she discovered the whole thing had been a setup. "Mom said, 'Well, I was kinda sick, but I really had to show you that you could do this, and that if you really want it, you have to go do it,'" Whitney says.

*"I shall pass through this world
but once. Any good, therefore,
that I can do or any kindness
that I can show any human
being, let me do it now. Let me
not deter or neglect it, for I shall
not pass this way again."*

STEPHEN GRELETT

6. *Intentionally reach out to those who are hurting.*

Make space in your heart and life for people who can use it. Remember a single person during holidays and include him or her in your celebrations. Invite a widow or widower to join you for a meal. Offer to provide an afternoon of childcare for an overworked single parent. Treat an unemployed friend to a fine lunch and use that time to build his or her self-esteem – being unemployed batters the ego.

7. *Be lavish once in a while.*

Although actor Tony Randall has received many honors and awards, one prize holds a unique place in his heart. Declaring, "I'm not a sentimental person," Randall recently donated the 1975 Emmy Award he won for the TV show "The Odd Couple" to an auction benefitting Randall's National Actors Theater. Jack Klugman, Randall's friend and co-star on the TV show, attended the auction. Suddenly, he recognized Randall's Emmy being auctioned off and successfully bid \$2,000 for the award, along with other memorabilia. Klugman kept the smaller items but immediately gave the Emmy back to Randall.

By practicing "big-ticket" generosity you play a vital role in transforming your part of the world. Your consistently kind and generous actions will energize daily life by creating excellence out of mediocrity, beauty out of drabness, excitement out of apathy, and light in the darkness. T

Victor M. Parachin is a writer living in Claremont, California.



Use these time-tested tips when preparing for your presentations.

by Marjorie Brody

Seven Secrets of a Successful Speech

■ **MAKING A PRESENTATION**, WHETHER standing in front of a large group or just sitting with colleagues across the conference table, can be a source of stress for even the most experienced speaker. Being perceived as credible, and conveying your thoughts in a clear, concise and powerful way, can enhance not only your personal image but that of your company or organization as well.

If you use these time-tested tips when preparing for your presentations, you should be able to feel confident and secure when facing your audience – whether you're a first-time speaker or a still-not-quite-secure repeat performer.

1 Know your audience: Even seasoned professional speakers sometimes forget to do all their homework and wind up feeling foolish. Don't make the mistake one well-known writer did when she gave a presentation on preparing for Easter, from making the baskets to what to serve for Easter dinner, to a group of Jewish women who did not celebrate the holiday.

2 Focus your topic: Given the limited attention span of even the most interested audiences, your presentation will be more successful if you explore one topic in great detail rather than give perfunctory information about a number of topics. Be sure you have determined in advance if your objective is to inform or to persuade your audience.

3 Prepare adequately: Make sure your information is relevant and on the level of the people in your audience. Collect your information by putting ideas on small

pieces of paper or adhesive notes. Then organize them considering your purpose, audience and logistics (How will the room be set up? Will you be speaking first or last? Will anything else be going on during your presentation?) When making your main points, be certain to have supporting data – have it available even if you don't use it all. Keep your language simple, avoiding jargon and buzz words. Use examples, stories or anecdotes to highlight key points.

4 Write the introduction and conclusion: Your audience will remember most what was said first and last. On an airplane flight, takeoff and landing are when a crash is most likely to happen. In your presentation, the same holds true. You want your introduction and conclusion to be memorable – not for their “crash and burn,” but for their impact and strength. The introduction should include the benefit of your speech. The conclusion should summarize your key points and end with a strong finish.

5 Practice, practice, practice: Rehearse your speech at least three times out loud. Practicing in your head where you are eloquent won't work as well. If you will be delivering your speech standing up, then practice the same way. Tape record yourself and take notes on how to improve. Remember, if you don't find your presentation interesting, no one else will.

6 Arrive early: Make sure the room is set up correctly, and that the microphone and any visual aids are working. Make sure an extra bulb is available if you will be

using a projector of any kind. If possible, be available to introduce yourself and shake hands with your audience as they arrive. This will make them more receptive to you.

7 Handle questions and answers with tact: Having prepared your speech thoroughly, you will be ready for most questions. Answer them as briefly and concisely as you can. However, occasionally there will be someone whose only objective is to stump you or put you on the defensive. If you don't know the answer, say so. Don't try to make one up. Tell the questioner that you will find out the answer and get back to him.

Knowing how to create and deliver an effective speech helps you to project a positive image of yourself and your organization. Use these seven tips as a valuable tool to help you achieve your goals. **1**

Marjorie Brody is president of Brody Communications, Ltd., in Elkins Park, Pennsylvania.



Speak Up, P

12

Giving a speech?
Be assertive and true to yourself, and the audience will respect you.

At Toastmasters, we focus much attention on how to deliver our speeches. We learn to speak audibly, with vocal variety, and at an even pace. We remember to make eye contact, to use gestures, and to avoid fidgeting. We don't clutch the lectern, jingle the coins in our pockets, pace or sway back and forth. All of this is important. But what about the content of our elegantly delivered speeches? All form and no substance does not a great speaker make. Who wants to listen to a polished speaker who has nothing interesting, amusing, thought provoking, outrageous or entertaining to say?

SPEAK YOUR MIND AND YOUR HEART

We all have a public self or persona that we must use in some situations. But audiences don't want to listen to people who are hiding behind masks. People respond best to a speaker who is authentic, who is willing to speak from the heart and show his or her emotional involvement in a topic. Authentic speakers touch listeners with a chord of familiarity and are more effective than those who simply lecture or talk at an audience.

Public speaking is a communication process, and as such, is governed by communication principles. Assertiveness is one

these principles. It involves the direct communication of our needs, desires or opinions without threatening others or putting them down. Assertive people may feel anxious about speaking up, but they choose to express themselves anyway. With practice, being assertive becomes less frightening and more satisfying.

Let's apply this principle to public speaking. Being assertive involves taking a risk that someone will not like us. To be assertive, we must be willing to be ourselves, speak about what we believe to be important, and accept the fact that everyone won't agree with or even like what we have to say. One of the rules of assertiveness is that no one can please everyone all the time. Knowing this, an assertive speaker is willing to tackle controversial subjects, stir up the audience, and leave them with something to ponder – even, perhaps, with some new way of looking at life.

A consideration of popularity should not lead us to delete something we feel is important from our talk (assuming it is not offensive or inappropriate). Of course, understanding who will be in the audience is important for any speaker, but, from there, the assertive speaker decides how to

by *Leslie Bamford, CTM*

present what to say in the best way possible for that particular group.

Being an assertive speaker means speaking clearly about things one believes in. This does not mean ramming a particular philosophy down the audience's throat. The principle behind assertiveness says that we all have a right to our own opinions. In that case, the audience has a right to not be swayed to the new point of view. Successful assertive speakers will deliver a message carefully, couching it in language with a non-judgmental tone, and referring to personal experience as the basis for their beliefs rather than saying that he or she has discovered some unrefutable truth that everyone else has missed. An assertive speaker must walk –

please!

or, rather, talk – a thin line between speaking up and lecturing.

TWO PRINCIPLES OF ASSERTIVENESS

One principle of assertiveness is that **we can only change ourselves and not others**. A speaker should not force an audience to adopt his or her point of view. What the speaker can do is explain his or her point of view. Referring to personal experience is very important here. What might otherwise be a dry, intellectual talk can be transformed into a lively, memorable speech by the interjection of personal experiences. The speaker exemplifies the point of view being espoused, while audience members are left to make their own conclusions. And what is the speaker's reward? Knowing he or she has spoken up about something important.

Another principle of assertiveness demonstrates that **people will respect us more when we respect ourselves**. Being assertive leads to increased self-esteem. We feel better about ourselves when we speak up about things that have meaning for us. We need to be courageous enough to stand up and speak about an issue with an air of confidence and self-respect. The audience may not agree with everything we say, but they

will see that we respect ourselves – and will respect us in turn. And they will pay attention to us, because that air of confidence will command attention.

REFUSE TO ACCUSE!

Assertive people are clearer communicators than non-assertive people. Being definite without being pushy is an asset in any form of communication. For example, assertive people use "I" language rather than "you" language. Suppose the topic concerns an environmental issue. The audience could be approached two very different ways. You could say: "We need to address air pollution. If you are driving to work alone in your car instead of going in a car pool, you are one of the many people to blame for the air pollution in this city."

But there's another method: "I used to drive alone in my car to work. Last year, though, I read some alarming statistics about what automobiles are doing to the air in this city. Now I drive in a car pool. It requires a little organizing and scheduling, but at least I know I am not responsible for adding unnecessarily to the air pollution in this city." Hear the differences in these two approaches? The message is the same, but one delivery is blaming, the other is not.

Remember, as a public and private speaker, you have the right to express your feelings, opinions and beliefs; you have a right not to be liked by everyone. I try to remember this when I get up in front of a group. When I speak in public, my goal is to make contact with my audience, to touch some point of similarity that we may have, and to share something authentic with them. When this works, it is electric.

We live in a society based on many pretenses. Audiences are starved for people willing to speak about what is true for them. They recognize assertive speakers quickly and honor them by paying close attention. Whether they are converted to a new point of view is not the issue. The satisfaction for the assertive speaker comes from speaking from the heart and knowing that the audience has listened. **T**

Leslie Bamford, CTM, is a member of Talk of the Town Club 6234-60 in Kitchener, Ontario, Canada.

"Assertive people are clearer communicators than non-assertive people. Being definite without being pushy is an asset in any form of communication."



Turn Awards into Action Plans

14

How to turn a wish into a goal, and a goal into a result.

After hearing about the benefits of Toastmasters from numerous prominent people, I decided to join my company's club. I intended to give my Ice Breaker shortly after joining, but procrastinated for nearly six months. As a long time student of motivation and successful people, I began to examine my behavior. It suddenly became evident to me that I had not used any of the time-proven goal setting and action planning techniques outlined in the CTM program.

Luckily, I work for a company that values communication skills. Supervisors at my company must rate each employee's communication skills during each performance appraisal. My company even reimburses Toastmasters International dues to any employee who attends 50 percent of scheduled meetings and gives two speeches during each semiannual dues period.

Even though dues are not that expensive, I was not about to give up this benefit. So after having put off giving any speeches for nearly six months, I got busy when the deadline approached.

I remember deciding that I wanted to be a CTM. I did not really care about the certificate; I wanted the skill. But the skill would come only with action. My studies in goal setting had taught me that a goal must be as specific as possible, and time oriented.

I thought that the end of the year seemed like a possible, yet challenging deadline for earning my CTM. I would have to research, write, prepare for and deliver about one speech per month (I set the goal in March.) I wrote the goal on paper: "I will earn a CTM by December 31, this year."

I also had learned that goals alone are not enough. Even though a well-defined goal tends to program the mind to produce a result, action is the only thing that will really make it happen. I needed an action plan.

In my case, the action plan was easy. Basically there were 10 micro-objectives to complete – the 10 manual speeches. So, I opened the calendar and planned which days I would speak. I now had 10 specific

by Shawn L. Tapley, CTM

objectives with deadlines. The manual had already established a good set of skill-oriented objectives for each speech, so I stuck to its suggestions.

I put a check box next to each objective in the plan, so that I could monitor my progress, and cemented the plan by scheduling each speech with the Vice President Education at least a month before the planned date.

With the Basic Communication and Leadership Guide as a supplement, my plan looked something like the chart at the bottom of the page.

Many times our plans must change to accommodate new circumstances. In fact, I had to juggle some of my planned dates.

To make a goal desirable, it must be compelling. What I really wanted was to complete my 10th speech to a standing ovation. In our club good performance is praised highly. We applaud each other and we support each other, but because there are only about 10 to 15 people in attendance at any meeting, we really do not give standing ovations. It would seem rather awkward.

Admittedly, I did not write down that I would get a standing ovation. I was really afraid to commit it to paper, which is usually a sure sign that it won't happen. However, I did use another technique. I visualized myself speaking. I imagined myself giving effective gestures, varying the pitch of my voice, making eye contact with everyone, and keeping the audience hypnotized with my story. When I finished, I visualized a standing ovation.

I pushed the deadline on a few assignments, but I did accomplish my goal. During our last meeting of the year, I com-

pleted my final speech to a standing ovation! The techniques I had studied had worked. These techniques are universal and will work with other Toastmasters awards and goals outside the club.

Here are the main principles governing those techniques. They tell you how to turn a wish into a goal, and a goal into a result:

- Keep goals challenging and compelling, yet believable.
- Commit your goal to paper. Thinking about it is usually not enough!
- Set a deadline for completion.
- Make the goal as specific and quantifiable as possible. Know when you will achieve it.
- Break the goal into logical parts, which become objectives with deadlines. The plan may (and probably will) change, but it's very important to have one.
- Commit your objectives, when possible, to another person who will hold you accountable. (The Vice President Education is a good choice.)
- Monitor your progress.
- Visualize your desired outcome.

The Toastmasters environment is very conducive to building your goal setting muscles. With an established mentor program, a positive atmosphere and designated levels of achievement, the Toastmasters program builds communicators, leaders and achievers. Use these principles to enhance your progress! **T**

Shawn L. Tapley, CTM, is a member of Worldspan W.I.N.G.S. Club 9130-14 in Marietta, Georgia.

"I imagined myself giving effective gestures, varying the pitch of my voice, making eye contact with everyone, and keeping the audience hypnotized with my story."

I will earn a CTM by December 31 this year

MANUAL ASSIGNMENT	WORK ON	DEADLINE	
#1 Ice Breaker	Introduce Myself	March 9	<input type="checkbox"/>
#2 Be In Earnest	Show Earnestness	April 12	<input type="checkbox"/>
#4 Show What You Mean	Use Gestures	May 10	<input type="checkbox"/>
...			
#10 Be Inspirational	Inspire the audience	November 9	<input type="checkbox"/>

Develop your written communication skills and promote Toastmasters at the same time.

Write Your Own Promotional Articles

One of the most exciting and effective ways to promote Toastmasters and recruit new members for your club is to write your own promotional articles and get them printed in community newspapers and company newsletters.

When serving as Public Relations Officer for District 61 and Vice President Public Relations for my own club, I wrote more than 50 Toastmasters-related articles that were published in a wide variety of local and Canada-wide publications – despite the fact that I had no previous journalism or public relations experience.

As a result of all this publicity, our central Toastmasters phone number in Ottawa, Ontario, Canada, (representing a metropolitan population of 900,000 and 33 Toastmasters clubs) received a steady stream of calls all year long. One club alone obtained 10 new members from people who had read my articles.

My favorite example is an article about District 61 Toastmasters in the Summer 1993 issue of "Language and Society," a

by Joe A. Holmes, ATM

widely circulated Canadian Government publication. Since District 61 has more than 70 English, French and bilingual clubs, the article's content about the various Toastmasters clubs in the district fit right into the magazine's theme of promoting Canada's two official languages. Also, by mentioning the worldwide scope of our organization, the magazine shipped 1,500 free copies for distribution at the Toastmasters International convention in Toronto later that August.

Through my experiences in handling club and district PR, I evolved a two-part philosophy for effective and efficient Toastmasters promotion:

- To focus on only two or three projects and learn to do them well.
- To direct my publicity efforts toward the general public, rather than inter-club communication or internal PR.

Why Write Articles?

If you have access to a computer with a word processor and printer, possess some writing ability and an interest in public relations, you can write Toastmasters articles. This qualifies just about every club newsletter editor! It is also one of the most exciting and effective methods of promoting your club.

The thrill of having something you wrote get published is a strong motivator. In the process, you develop important skills in writing, journalism, word processing, photography and marketing – all of which are useful outside of Toastmasters. What an accomplishment to add written communication skills to one's overall Toastmasters experience! Employers always want people with good writing and speaking skills. And if you want to be a freelance writer, writing publicity for Toastmasters will help you build a collection of clippings – along with building your skills and confidence.



What Publications Should I Target?

Aim first at your local community and corporate press. Smaller publications usually welcome contributions from the general public or company employees.

On the other hand, large daily newspapers prefer articles written by their own staff reporters. For the amount of time and frustration spent trying to get something printed in these papers, you probably could have a dozen articles printed in community publications. Try larger papers and magazines after you have built up a track record.

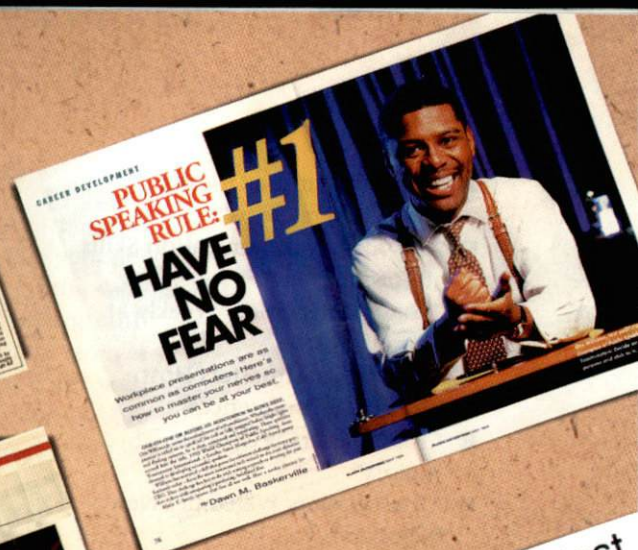
I found that my press releases were usually ignored and that reporters invited to special events either didn't show up or left out important information if the article was indeed written. By assuming the role of "Toastmasters reporter," I bypassed these media frustrations. Doing it yourself guarantees that an article will be written and submitted, and with accurate information. One event can even be spun into articles for several papers.

What Should the Article Say?

To be effective, an article should include a brief mention of what Toastmasters is all about, the time and location of club meetings and a contact number. The rest can be about past or future events, speech contests, conferences, member profiles – or simply about the benefits and educational programs of the Toastmasters organization.

Point out to readers that Toastmasters is an inexpensive and effective way to develop communication skills in a fun and supportive atmosphere, and that meetings are great for making new friends and networking. Mention the different companies that sponsor clubs and that the organization is worldwide and not-for-profit.

To meet editorial requirements, a community focus is essential. Mention clubs, members or events based in the



community. Add interest by also mentioning events outside the area, such as the International Speech Contest competition or Toastmasters conferences, and be sure to include a valid local phone number to call for more information, as well as the toll-free 1-800-9WE-SPEAK number to World Headquarters.

Buddy up with clubs covered by different community papers and promote each other. Consider special-focus newspapers. For example, older or retired Toastmasters can be interviewed for publications focusing on senior citizens, ethnic Toastmasters for an ethnic paper, military Toastmasters for a military paper, etc. For an environmental newspaper, I once converted speeches on Australian rabbits and Antarctic icebergs into articles and added a plug for Toastmasters at the end.

At one point, rather than coming up with an "angle," I simply wrote about the Toastmasters organization. As a result, I was able to publish a flurry of articles in different papers. The same basic article – with slight adjustments for each publication – was submitted over and over again. A reporter from one of the papers even joined our club and wrote another article about us!

How Shall I Title My Article?

The title is important in catching the interest of the reader. The following are a few examples from articles I have published:

- "Have Fun at the Orleans Toastmasters Clubs"
- "Improve Communication Skills at Toastmasters"
- "Toastmasters Meet Weekly at Canada Post"
- "Ottawa Toastmasters Host Region VI Conference"
- "Toastmasters Welcomes Seniors"
- "Toastmasters Welcomes New Members"
- "Toastmasters Toast St. Patrick's Day"

Note that the word "Toastmasters" is mentioned repeatedly. It may sound like a broken record, but it is very effective in getting the name of our organization into the minds of readers.

Should I Use Photographs?

Absolutely! Photographs help get the article printed and attract reader attention. I found that staged pictures of

“
I found that my press releases were usually ignored and that reporters invited to special events either didn't show up or left out important information if the article was indeed written.
 ”

members standing or speaking beside their club banner work well. Action shots are especially good. One paper even printed a picture of our club members in Halloween costumes!

Conferences provide an ideal opportunity to take pictures of members from different clubs. These pictures can be used with future articles about their clubs.

Dealing With Editors

An article is much more likely to be printed if you talk to the editor before or after submission. Ask about the publication's editorial focus and if and how they want submissions. Stress how Toastmasters training can benefit

their readers and mention other papers that have published your articles. Once sent, confirm that your article was received. This gently nudges it along without being too pushy. After publication, always thank the editor.

What if your article doesn't get published? Don't give up! Find out why and offer to do a rewrite to better fit the editorial requirements. For example, I sent one article, without success, to a town newspaper outside of Ottawa. Later, I phoned the editor who told me she preferred a more specific community focus. Using a District 61 directory, I contacted members who lived in the town, got some quotes on how Toastmasters training had benefitted them, and sent off a rewritten article. It was printed the next week!

Don't expect to get paid for what is really free advertising. For publications that usually pay their contributors, tell a hesitant editor that your articles are free. This will greatly increase their chances of being printed and may open the door for future paid assignments on other topics.

As you build a rapport with an editor, it will be easier to get subsequent submissions printed. Always be polite, patient and persistent, and never criticize.

Keep a list of each paper's editors and address, phone and fax number, circulation size, community focus and degree of difficulty getting articles printed.

Compose your articles on a word processor and double space them. New articles can be quickly assembled from previous ones, with the ideal length being about 300 words, unless more is requested. Include a cover letter introducing yourself. Fax, mail or hand deliver submissions. Some editors like to receive articles on diskette. Remember to pace yourself. Even if you spend only two hours each week writing an article, you will have written 52 by year end!



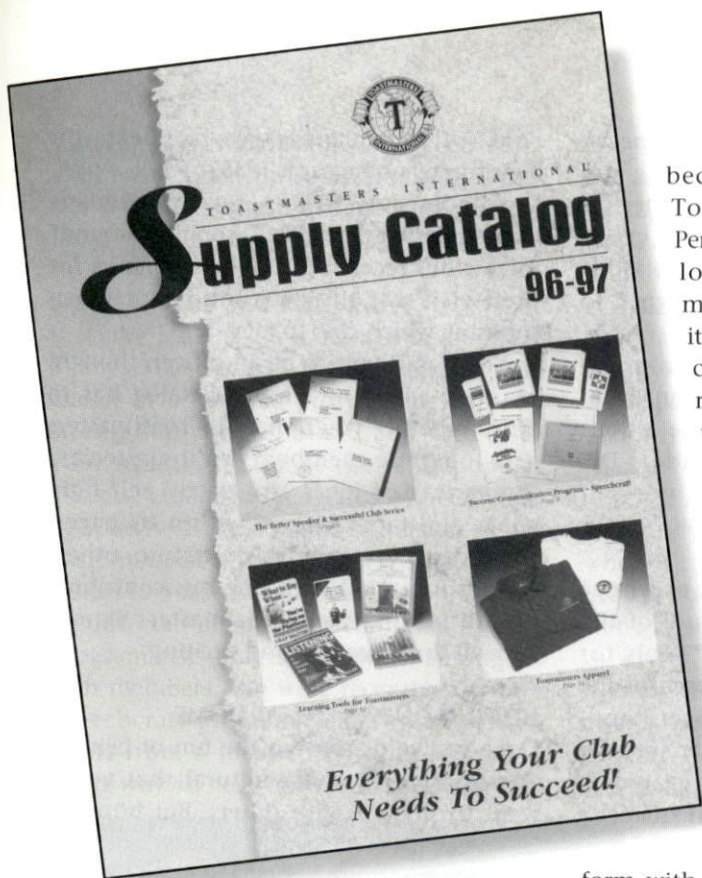
Joe A. Holmes, ATM, is a member of Capital Club 2722-61 in Ottawa, Ontario, Canada.



MOVING?

Please give us your old address as well as your new one by attaching an address label from *The Toastmaster*.

Name		CTM	ATM	ATM-B	
		ATM-S	DTM		
Club No	District No.	Check One			
Complete Title (club, division or district office)					
Would you like a list of clubs in your new area? YES NO					
Mail to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690					
OLD ADDRESS					
NEW ADDRESS					



because they're so caught up in Toastmasters activities in general. Perhaps because – ahem! – the catalog isn't circulated among club members after the president receives it. Whatever the reason, here's your chance to learn what a valuable resource the Supply Catalog can be to you and your club.

BEFORE YOU BEGIN

First, let's take a look at the way the Supply Catalog is organized. Ordering and basic shipping information comes at the beginning, even before the Table of Contents. Toward the back you'll find two indexes: one lists items alphabetically, the other according to catalog number. And, of course, there's an all-important order

form with mailing address and phone and fax numbers, as well as international shipping information.

"The catalog has everything you and your club need to succeed. Read all about it!"

Your Greatest Resource:

The Toastmasters International Supply Catalog

19)

You've probably heard it said that success is "1% inspiration and 99% perspiration."

Short of conducting an extensive survey, we have no way of proving those figures. But if you're interested in becoming a successful Toastmaster, we can offer you an inspirational resource that will help even out that 99:1 ratio. This resource is due to arrive at your club president's doorstep very soon. But if you want your own personal copy, it's yours for the highly affordable price of one U.S. dollar.

We speak, of course, of the 1996-97 Toastmasters International Supply Catalog. Everything you and your club need to succeed is contained within its pages – learning tools, meeting materials, awards, special programs – you name it!

Why, then, are so many people unaware that the Supply Catalog even exists? Perhaps

Products are presented according to broad subject categories – i.e., trophies and plaques, administrative materials – and the majority are displayed in photographs.

Although most Toastmasters educational materials are in English, some of the more basic items, such as the Communication and Leadership Manual, are offered in French, Spanish and Japanese translations. Also available: A selection of taped materials for visually impaired Toastmasters.

NOW FOR SOME *SERIOUS* SHOPPING

Self-improvement, of course, is why we're all here. So let's begin by turning to the Table of Contents and taking a look at the "Learning Tools for Toastmasters" section where you'll find, among other items:

- Two editions of the Table Topics card game, *Stand Up and Speak!* – to have on hand for meeting variety or in case the Topic Master has to cancel at the last minute.

by Steve Wicke, CTM, and Janet Whitcomb, CTM

“As former club officers, we can vouch for the membership building ideas the Supply Catalog often inspires and assists.”

- The *Best of the International Speech Contest* audio cassette, featuring the first, second and third-place winners of the International Speech Contest.
- *Be Prepared to Speak*, a 27-minute video featuring strategies and tips designed to build your speaking confidence.
- An entire shelf full of books on communication, humor and inspiration, from contemporary titles to classic selections by our organization’s Founder, Dr. Ralph Smedley.

NOT JUST FOR OFFICERS

There’s no denying your club’s executive board can (and should) make use of the Supply Catalog. In fact, the “Tools for Success” section at the back of each of the

seven officer handbooks lists specific resources geared to make that officer’s term a successful one. Club secretaries, for example, will find out about administrative materials. Likewise, your club’s Vice President Education will appreciate the selection of programming ideas and contest supplies.

As former club officers, we can vouch for the membership building ideas the Supply Catalog often inspires and assists. For example, one Vice President Public Relations we know found

that follow-up messages to guests on Toastmasters note cards (#352) made a positive impression. In fact, several members later confessed that after “shopping around” for a club, receiving a note of thanks for their visit was the deciding factor when choosing which club to join!

You don’t have to be an officer, though, to enjoy what the Supply Catalog has to offer. Whether you’re new to Toastmasters or a longtime member, you’ll appreciate the variety of ideas and useful self-help books and tapes offered within its pages. Some items are practical in nature, others just for fun – but each one can contribute toward making your Toastmasters experience all the more rich and exciting.

HELPING GUESTS FEEL AT HOME

Once you’ve discovered the fun of being a Toastmaster, it’s only natural that you’ll want to share it with others. But bringing in guests isn’t the entire story: creating a friendly environment that will encourage them to become members is equally important. A guest table near the entrance of your meeting area can be very useful. Be sure to have a guest book (#84) open and ready – accompanied by a good pen – as well as name tags. We’re partial to the adhesive badges (#396-B); guests can write their own name with a wide black marker. Also display copies of *The Toastmaster*. If your fellow club members don’t have any extra copies to donate, just request an assortment of back issues from World Headquarters. Except for postage costs, they’re free of charge! In fact, the Supply



Nifty Gifts

Did you know that the Supply Catalog offers a number of items with speaking slogans and the Toastmasters insignia that make terrific gifts? Here’s a sampling, perfect for birthdays, holidays and other celebrations and special occasions. Check the Supply Catalog for descriptions and details!

TO WEAR

- baseball-style cap
- sweat shirts
- earrings
- sports shirts
- t-shirts

TO USE

- autoshade
- key chain
- coffee mug
- pen and note pad set
- letter opener
- paperweights
- sports water bottle
- a selection of books

TO DISPLAY

- presentation gavel
- license plate frames
- lucite clock*
- bumper stickers

** features engraving plate*

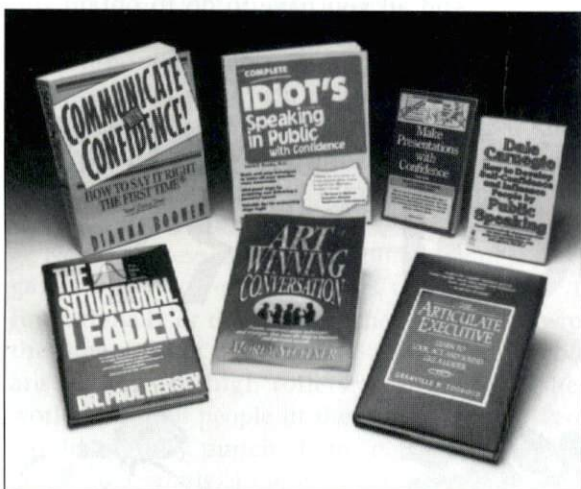


Catalog offers a number of “freebies” – such as membership applications, informational brochures and membership building fliers.

SHAKE UP THE OLD ROUTINE

If you’re looking for a change of pace, the Success/Leadership series offers a wide choice of interesting programs designed to strengthen your club and add variety to your meetings. One of the most popular Success/Leadership programs is Speechcraft.

Speechcraft is a modified version of the basic manual and is great for introducing others to Toastmasters. Although organized by one club member – a coordinator – the program encourages teamwork among all club members. We were recently part of a Speechcraft program made up of participants from a local corporation. It was a good way to test both our speaking and



training skills – and several of the participants eventually became members!

Other Success/Leadership modules include *How to Conduct Productive Meetings*, *The Art of Effective Evaluation*, and *Improving Your Management Skills*. But this isn’t a complete listing. Check your catalog for more ideas!

APPLAUSE, APPLAUSE!

Question: How many of your club members deserve to be recognized?

Answer: All of them!

Everyone deserves a pat on the back now and then – especially your fellow Toastmasters! After all, who else works so diligently at self-improvement? And who else so generously volunteers their time

and energies to helping not just themselves, but others as well? From new member to DTM, everyone appreciates being acknowledged for their efforts and participation.

Sometimes all it takes are a few words of praise and a warm “thank you.” But when a more tangible proof of the club’s appreciation is

in order, take a look at your Supply Catalog! Besides the ribbons many clubs award their meeting participants for winning at Table Topics and giving speeches and evaluations, the catalog also features a wide selection of certificates, plaques, trophies and gift ideas for recognizing excellence and dedication.

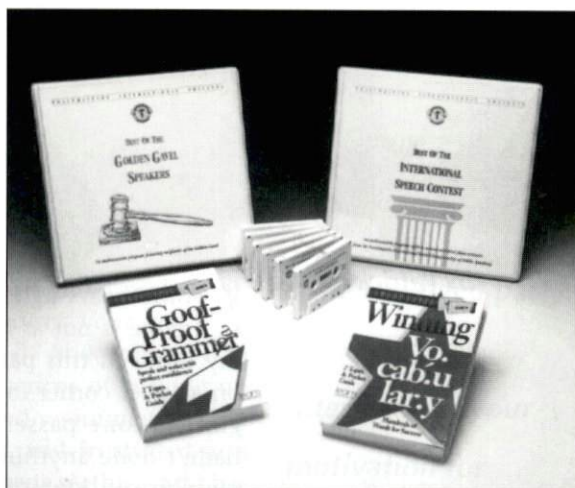
CENTS AND \$ENSIBILITY

“It all sounds great,” you say. “But how about the prices?”

Not to worry. As former club officers, we know how important it is for clubs to maintain a careful budget. So, after browsing through its pages, we’re sure you’ll find, as we have, that all Supply Catalog items are very reasonably priced. (And, as we’ve already noted, some are even free!)

Is the Supply Catalog your greatest Toastmasters resource? Not quite! Your greatest resource as a Toastmaster is you – your imagination, your energy, your interest and desire to enhance the Toastmasters experience, not just for yourself but for others as well. Now add to that mix your newly-acquired knowledge of the amazing range of materials available through the 1996 Toastmasters International Supply Catalog. What an unbeatable combination! **T**

Steve Wicke, CTM, is a member of Rancho Speech Masters 9113-F in Coto de Caza, California. **Janet Whitcomb, CTM**, is a member of The Articulates 316-F in Irvine, California.



“We’re sure you’ll find, as we have, that all Supply Catalog items are very reasonably priced. Some are even free!”

by Patrick Mott

Some years ago a comedian – whose name is not as indelibly impressed on my mind as this particular gag is – stood on a street corner in New York and apologized to one passerby after another. He hadn't done anything to anyone. He simply pasted a look of sincere contrition on his face and repeated, over and over, the words "I'm sorry," or perhaps "I'm so sorry," or maybe "I'm terribly sorry."

Everyone forgave him.

Remember, this was New York. Remember, too, that this man hadn't done anything to apologize for, and not one of the people who forgave him had ever clapped eyes on

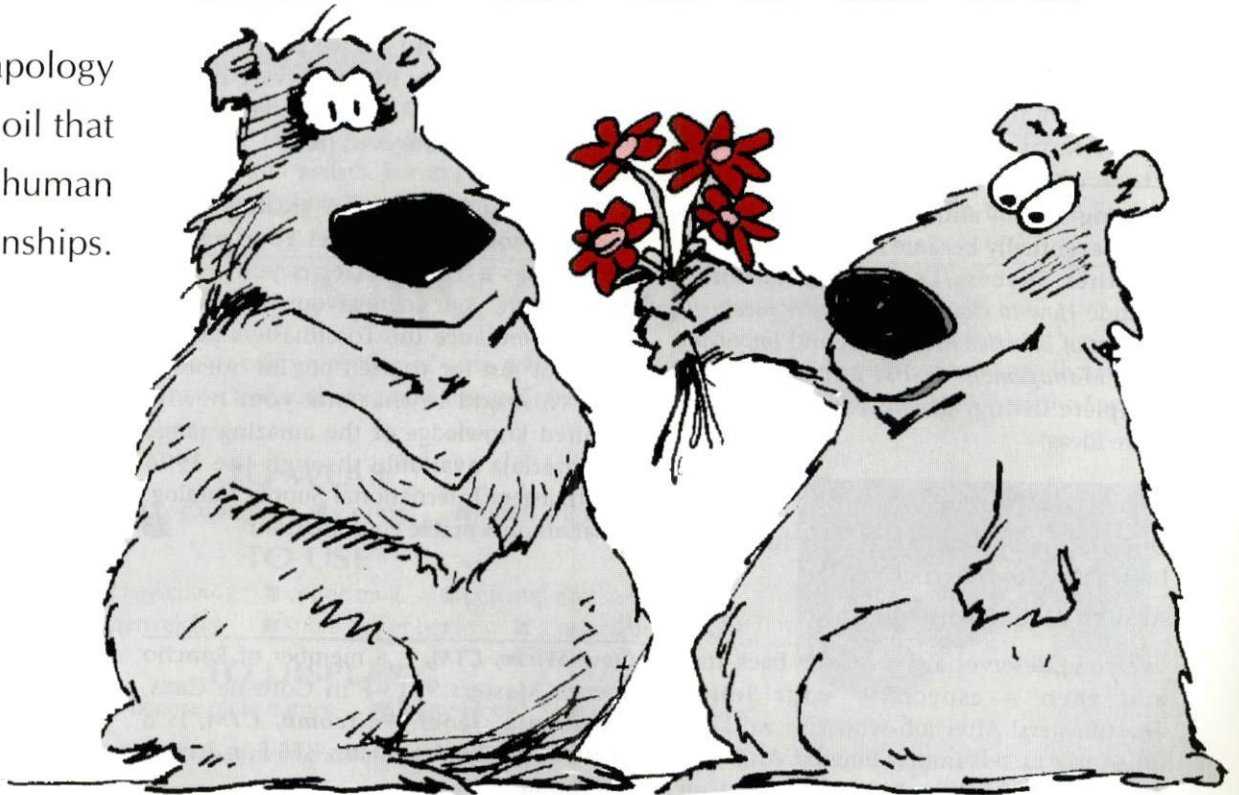
him before. Yet, every one of them said, "Oh, that's all right" or "Hey, no problem, pal" or some such as they passed him on the street. They had no idea how he might have transgressed, and they didn't care.

In the outside world, people want to forgive. They do it reflexively. It makes them feel better. At some visceral level, most people realize that grudges are for suckers and future cardiac cases and psychotics. So they forgive. It's quick, it's easy, it's fun and it's absolutely free.

And all you have to do to obtain this swift, painless absolution is to say you're sorry. That's it!

THE IMPORTANCE OF SAYING "I'M SORRY"

A good apology
is the oil that
lubricates human
relationships.



So, why do so many of us find it difficult to apologize in a structured environment? At work, or in any organization with a specific structure and purpose, the words "I'm sorry" are often as scarce as "Take the rest of the day off."

The reason may lie in our collective perception of what it takes to come out on top in Official Life (as opposed to in Real Life, which is anything you do without wearing a tie). We look around at the people who appear to have succeeded wildly – captains of industry, CEOs by the bushel, riveting inspirational leaders, various robber barons and corporate princes – and we imagine that we don't see much contrition going on. We do not see Donald Trump apologizing. We do not see Ted Turner saying he's sorry. We do not see Bill Clinton owning up to a mistake.

Not that these meat eaters don't commit gaffes or say offensive things to others (intentionally or otherwise) – they do it all the time. During the course of a day, there are millions of high rollers all over the world who trail people in their wakes who would joyfully punch them in the nose given 30 seconds alone with them in the executive washroom.

Instead, however, these offended masses decide to take a lesson from the boorish exec who has just steam-rolled them: They decide they're going to act just the same way. After all, they reason, their tormentor didn't get to where he is by being Mr. Nice Guy. They begin to see an apology as a sign of weakness, as an admission of fallibility.

And thereby they fit another brick into the wall between themselves and civility – and true success.

Keeping a deserved apology at the ready is better than the "never complain, never explain" strategy for many good reasons, but mainly because it makes life less complex and more graceful. Think of what it takes to maintain a veneer of righteousness in the face of a mistake: You have to invent,

for yourself and the offended parties, all sorts of Byzantine reasons your words or behavior were justified. And you have to live with the consequences of corking up all that justification and resentment. In the end, you're confused and frustrated and your wronged colleague is seething and has mentally shunted your name off his Christmas card list.

Many people find apologizing difficult because they believe they must come up with a reason for their behavior. They feel they are groveling not once, but twice, if they provide an explanation for their offense; they're admitting both a mistake and a character flaw. The quick (and valid) answer to this is, so what? But here's a great all-purpose apology that took me a long time to learn that fills the bill nicely: "I'm sorry. I don't know why I said/did that. But I know it was wrong, and I apologize."

It works. It works beautifully. The wronged party isn't nearly as interested in your motivation for misbehaving as he or she is in your willingness to own up to it. People *want* to forgive you. They don't like that uncomfortable limbo between sin and repentance any better than you do. Just be sure your mea culpa is sincere. If it isn't, you're simply insulting the person all over again. You'd do as well just to slug them and get it over with.

A good, heartfelt, straightforward, necessary apology is the oil that lubricates the sometimes balky machinery of human relationships. Far from showing the white feather, it is rather a sign of compassion, humanity, self-knowledge and a well-formed conscience. It is civil, it is rare and it is welcome anywhere, any time.

And it works. Try this little experiment: You say you're sorry you ever doubted it?



Hey, no problem, pal. Ⓜ

Patrick Mott is a writer living in Camarillo, California.

"The wronged party isn't nearly as interested in your motivation for misbehaving as he or she is in your willingness to own up to it."

Meet Us In ST. LOUIS

Enjoy a monumental experience at the
65th Annual Toastmasters International
Convention, August 21-24, at the
Adam's Mark Hotel, in St. Louis, Missouri.



Be part of the excitement as Toastmasters from around the world gather to experience a week filled with learning, achievement and fun! Join friends and meet people at the event of a lifetime.

CONVENTION SCHEDULE

The convention begins on Wednesday, August 21, and ends Saturday evening, August 24. Choose from four educational tracks: Speaking, Personal Growth, Motivation and Leadership, and Club and District Success.

ARRIVING EARLY?

On Monday, August 19, witness great oratory in action as speakers from districts representing Australia, England, Ireland, New Zealand, the Philippines and Southern Africa compete for a final spot in Saturday's World Championship of Public Speaking.

WEDNESDAY, AUGUST 21

If you're preregistered, pick up your ticket packet at 10 a.m. and select your seats for great events, such as the Golden Gavel Luncheon, "Waterworld" Fun Night, the World Championship of Public Speaking and the President's

Dinner Dance. Remaining event tickets can be purchased at noon, but will be subject to availability. So it's a good idea to buy your tickets ahead of time.

Visit District 8's Information Desk. Our convention hosts will introduce you to St. Louis' hottest attractions. The Candidates' Corner and Credentials Desk open Wednesday afternoon.

EDUCATION BOOKSTORE

The ever-popular Education Bookstore opens at 1 p.m. It's stocked with great items. Browsers are welcome!

FIRST-TIMERS RECEPTION

International President **Ian B. Edwards, DTM**, personally welcomes you to your first International Convention. Make new friends at this casual reception.

BOARD OF DIRECTORS BRIEFING

See your elected representatives in action. Your Board of Directors briefs you on recent actions taken to help achieve the mission of Toastmasters International. Hear Executive Director Terry McCann report on the organization's progress.

OPENING CEREMONIES

Featuring Peter Legge

The traditional Parade of Flags kicks off this energy-filled event at 7 p.m. Hear a report from International President **Ian Edwards, DTM**. Learn how to make your dreams come true from keynote speaker **Peter Legge**, as he presents *"It Begins With A Dream."*

CANDIDATES' RECEPTION

Meet this year's International Officer and Director candidates at an informal reception immediately following the Opening Ceremonies.

THURSDAY, AUGUST 22

EDUCATION IN THE MORNING

Begin your day with an impressive line-up of seasoned speakers. Choose from four educational tracks: Speaking (Track #1), Personal Growth (Track #2), Motivation and Leadership (Track #3), and Club and District Success (Track #4).

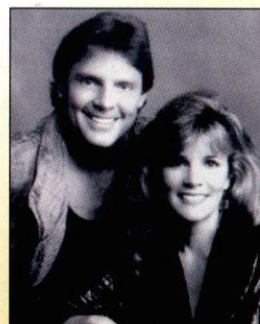
► **"Speaking Without Notes"** (Track #1)

William R. Ecker, ATM, Accredited Speaker

Create and deliver a winning presentation without forgetting important details. Experience the freedom of delivering your next presentation... without notes.



Elaine Phillips



Clay and Sally Hart



Terry McCann

► **"Be Your Best"** (Track #2)

Mark L. Brown

Join 1995 International Speech Contest Champion Mark Brown as he shows you how to explore opportunities for growth. Find out how to accept change in your life and reach your goals.

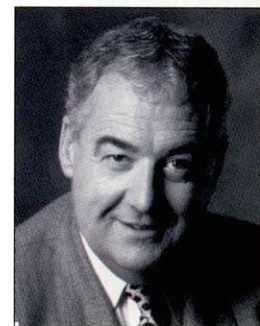


Dr. LeRoy Walker

► **"PathWorks®: Inspiring Your Inner Entrepreneur"** (Track #3)

Dawn Miller, DTM

Discover an entrepreneurial approach to planning. Find out how others have prepared themselves to take charge of their personal and professional success.



Peter Legge

► **"Creating Quality in Your Club"** (Track #4)

Joe McBride, DTM

Dynamic club programming doesn't always begin and end at the lectern. Learn new ways to create interest, excitement and quality at your next club meeting.

► **"Visuals - A Presenter's Ace in the Hole"** (Track #1)

Bill Hodges, DTM

Learn how your appearance, visuals and body language can influence your audience. Make your presentations visually correct.



Ian B. Edwards

► **"How to Face Changes, Challenges and Choices"** (Track #2)

Rick Jakle

Transform your life by developing skills to effectively deal with changes, challenges and choices. Adjust your attitude to achieve success.



Mikki Williams

► **"Pyromania: How to Set a Fire Under Yourself" (Track #3)**

Mikki Williams, CSP

Turn risk into reward. Set a fire under yourself and chart a course for peak performance. Experience personal and professional fulfillment.

► **"Getting and Keeping Members" (Track #4)**

Skip Caywood, ATM

Joyce Jackson

Glenn Knudson, DTM

Howard Brandt, DTM

Find out what these District 8 experts are doing to get and keep members.

GOLDEN GAVEL LUNCHEON

Toastmasters International proudly presents **Dr. LeRoy Walker** with **The Golden Gavel**, Toastmasters' highest honor for communication excellence. As president of the United States Olympic Committee (USOC), Dr. Walker's leadership and public speaking skills have led him to his current position of overseeing preparations for the 1996 Olympic Games in Atlanta, Georgia. He has served the USOC for almost 20 years, and has coached and consulted Olympic athletes from around the world. His ability to communicate ideas and concepts to propel men and women to Olympic victories makes him one of the greatest educational and sports leaders.

AFTERNOON SESSIONS

► **"I Would Rather Be Audited by the I.R.S. than Give a Speech" (Track #1)**

David H. Brown

Join the "Presentation Doctor" as he shows you how anxiety, nervousness, mistakes and embarrassment lead to

an ineffective speech. Get a prescription for successful speech preparation and delivery.

► **"The 7 Aspects of a Dynamic Presentation" (Track #2)**

Leonard J. Laskowski, DTM

Discover the seven aspects of preparing a dynamic presentation. Learn how to use these skills all at the same time when you deliver your next presentation.

► **"District Leadership Opportunities" (Track #3)**

Neil R. Wilkinson, DTM

Richard Benson, DTM

Sandra Ann Buchanan, DTM

Jon R. Greiner, DTM

Join Past International President Neil Wilkinson, DTM, as he moderates a panel of leaders who continue to serve our organization. Listen to these Toastmasters as they share the personal benefits and growth opportunities you can gain through district leadership.

► **"Effective Evaluations: Merely to Make a Speech is Not Enough" (Track #4)**

Robert Cockburn, ATM

Speech evaluation is the cornerstone of the Toastmasters program. Take the fear out of evaluating. Discover how speakers can benefit when you're the evaluator.

CANDIDATES' FORUM

Hear International Officer and Director candidates as they address convention delegates.

OPEN EVENING

Experience the charm of St. Louis and enjoy an evening on the town. Stop by the Host District Information Desk



Leonard Laskowski



Neil Wilkinson



Robert Cockburn



Richard Benson



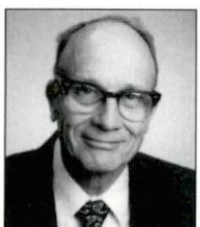
Skip Caywood



Joyce Jackson



Glenn Knudson



Howard Brandt



David Brown



Sandra Ann Buchanan



Jon R. Greiner



Mark Brown



Rick Jakle

for some great dining and entertainment ideas.

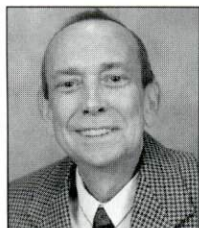
FRIDAY, AUGUST 23

ANNUAL BUSINESS MEETING

Ian B. Edwards, DTM, Chairman

Herb Nowlin, DTM, Registered Parliamentarian

Delegates gather to elect International Officers and Directors.



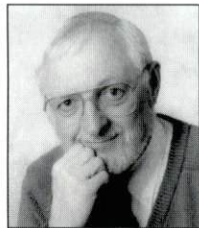
Jay Nodine

DTM LUNCHEON

At this special luncheon, Past International Director **Jay Nodine, DTM**, delivers the keynote address, "The Ugly Duckling." If you're a DTM, don't miss this event.

TOASTMASTERS AND GUESTS LUNCHEON

This popular event is open to everyone, so be sure to buy your tickets in advance. Join **Elaine Phillips, DTM**, and hear her present "Heart & Soul," a message about experiencing a more abundant life.



William R. Ecker

HALL OF FAME

The top achievers in Toastmasters are recognized for their outstanding accomplishments in 1995-96 in this suspenseful ceremony.

AFTERNOON SESSIONS

► "Storytelling: The Nuts and Bolts" (Track #1)

Zelda Foxall, ATM

Professional storyteller **Zelda Foxall** shows how to make the most out of your next storytelling opportunity. Know how to select, learn and tell a story that you and your audience will enjoy and remember.

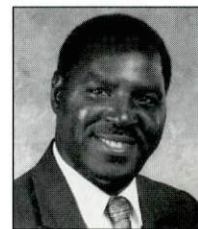


Zelda Foxall

► "How to Fly Like an Eagle With Wings Like a Wimp!" (Track #2)

Jonas Gadson, ATM

Achieve your goals by increasing your self-esteem. Be prepared to take a chance, take charge and take control of your life!



Jonas Gadson

► "Leadership For the '90s and Beyond" (Track #3)

Don Zook, DTM

Learn new ways to attain your personal, professional and Toastmasters goals. Realize your true leadership potential for the '90s and beyond.



Don Zook

► "Share the Benefits: Building New Clubs" (Track #4)

Art Nieto, DTM

As a master club builder, Past International Director **Art Nieto, DTM**, knows what it takes to get the job done. Learn how to create involvement, excitement and commitment in your next club building venture.



Art Nieto

"WATERWORLD" FUN NIGHT

Embark on a voyage to a "Waterworld" theme party. Ride a wave of excitement and come dressed as a riverboat captain, pirate, surfer – or pick your favorite aquatic costume. Splash around to the wit of pickpocket **Bob Arno** and the music of **Clay and Sally Hart**. Take the plunge and join us for an evening of entertainment, dancing and fun. Surf's up!

SATURDAY, AUGUST 24

"THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING" –

INTERNATIONAL SPEECH CONTEST

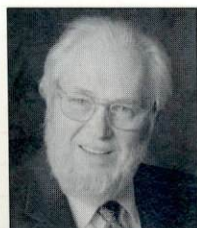
Witness the finest in public speaking as nine finalists compete for the title, "World Champion of Public Speaking."



Dawn Miller



Namon Harris Jr.



Larry Thompson



Connie Maartense



Curtis Woods



Joe McBride



Alison Lavick

Experience the thrill and suspense when you hear the words, "and the winner is..." This is a popular event, so order your tickets now!

A MONUMENTAL EXPERIENCE — IN THE AFTERNOON

► **"Your Voice at its Best" (Track #1)**

Alison Lavick, DTM

Maximize your effectiveness as a speaker by increasing your vocal personality. Explore the benefits of vocal variety and make your voice the public relations tool it ought to be.

► **"The Joy of Better" (Track #2)**

Bob Allen, DTM, Accredited Speaker

Bob shows you how to apply self-improvement tools consistently and persistently. Be better at home, work or at your club. Learn how to find the joy in all that you do.

► **"Stop the Floggings! The Crew's Moral Has Improved!" (Track #3)**

Tom Derreck, ATM

Discover how to lead people so that you'll never find yourself at the front of a parade with nobody in it. Build relationships with those you lead and ultimately serve.

► **"Becoming a Distinguished District" (Track #4)**

Tom B. Richardson, DTM

Sandy Gordon, DTM

Elizabeth M. Pasieka, DTM

Howard Steinberg, DTM

Alice Willhoite, DTM

Join Past International President Tom Richardson, DTM, as he moderates a distinguished panel of experts who served as governors of President's and Select Distinguished Districts. Listen to these Toastmasters as they share valuable information about what it takes to achieve Area, Division and District Success.

► **"Becoming a Professional Speaker" (Track #1)**

Hal Slater, DTM, Accredited Speaker

Understand the fundamentals of becoming a professional speaker. Make your messages marketable. Learn how to select and approach your next audience.

► **"Speakers Sampler" (Track #2)**

Listen to and enjoy a cross-section of Toastmasters speakers.

Clifford Gardner, ATM

Namon Harris Jr., DTM

Connie Maartense, ATM-S

Larry Thompson, ATM

Curtis S. Woods, ATM

► **"You Be The Judge" (Track #3)**

Lee Beattie, DTM

Jerry Starke, DTM

1988 International Speech Contest Champion Jerry Starke, DTM, and experienced speech contest judge Lee Beattie, DTM, will teach you techniques for becoming an excellent speech contest judge.

► **"Parliamentary Procedure" (Track #4)**

Bob Leiman, DTM

Get on track with expert parliamentarian Bob Leiman, DTM. Learn how to effectively use parliamentary procedure to conduct orderly and productive meetings.

PRESIDENT'S DINNER DANCE

Dine and dance in elegance at this magnificent closing event. Past International President **Pauline Shirley, DTM**, is the Toastmaster for the evening and will preside over the installation of the organization's newly elected Officers and Directors.



Hal Slater



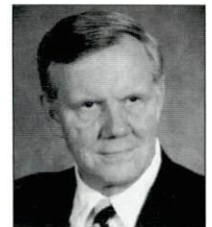
Bob Allen



Lee Beattie



Tom Derreck



Jerry Starke



Tom Richardson



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Sandy Gordon



Elizabeth M. Pasieka



Howard Steinberg



Alice Willhoite



Bill Hodges



TOASTMASTERS INTERNATIONAL 65TH ANNUAL CONVENTION

AUGUST 21-24, 1996 ♦ ADAM'S MARK HOTEL, ST. LOUIS, MISSOURI, U.S.A.

MAIL THIS PART TO: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors or District Governors elected for 1996-97.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 21.

ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.

FULL CONVENTION REGISTRATION allows you to attend ALL general and educational sessions during the Convention. *Full Convention Registration* also allows you to purchase tickets to any events of your choice. Event tickets are *not* included with registration and must be purchased separately. (See below)

- _____ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$90.00 \$ _____
- _____ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$165.00 \$ _____
- _____ Full Spouse/Guest Registration (Wed., Thurs., Fri., & Sat.) (each) @ \$75.00 \$ _____

ONE-DAY CONVENTION REGISTRATION allows you to attend general and educational sessions and purchase event ticket(s) for one day of your choice (Wednesday/Thursday, Friday, or Saturday). Tickets are not included with registration. If you wish to attend general and educational sessions or purchase event ticket(s) that take place on more than one day, then you must purchase a Full Convention Registration. No exceptions can be made.

- _____ Wednesday/Thursday (August 21 & 22) Convention Registration for Member/Spouse/Guest @ \$47.00
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ _____
- _____ Friday (August 23) Convention Registration for Member/Spouse/Guest @ \$47.00
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, DTM Luncheon and Fun Night.) \$ _____
- _____ Saturday (August 24) Convention Registration for Member/Spouse/Guest @ \$47.00
(With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.) \$ _____

EVENT TICKETS. To attend any of the events below, you must purchase a Full Convention Registration or purchase a One-Day Convention Registration for the day of the ticketed event(s).

- _____ Tickets: **Interdistrict Speech Contest** (Monday, August 19) @ \$10.00 \$ _____
 - _____ Tickets: **Golden Gavel Luncheon** (Thursday, August 22) @ \$28.00 \$ _____
 - _____ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 23) @ \$25.00 \$ _____
 - _____ Tickets: **DTM Luncheon** (Friday, August 23) (Note DTM # _____) @ \$25.00 \$ _____
 - _____ Tickets: **"Waterworld" Fun Night** (Friday, August 23) @ \$43.00 \$ _____
 - _____ Tickets: **International Speech Contest** (Saturday, August 24) @ \$15.00 \$ _____
 - _____ Tickets: **President's Dinner Dance** (Saturday, August 24) @ \$43.00 \$ _____
- TOTAL \$ _____

Check enclosed for \$ _____ (U.S. Dollars) payable to Toastmasters International. **Credit cards not accepted. Cancellation reimbursement requests not accepted after July 15. Cancellations not accepted on site. NO EXCEPTIONS!**

(PLEASE PRINT) Club No. _____ District _____

Name _____

Spouse/Guest Name _____

Address _____ City _____

State/Province _____ Country _____ Zip Code _____

Daytime Telephone () _____ If you are an incoming Club or District officer, indicate office: _____

I need special services due to a disability. Please contact me before the Convention. This is my first TI Convention.

Getting to ST. LOUIS

Getting to St. Louis is easy. The Adam's Mark Hotel is located just minutes from Lambert-St. Louis International Airport. Make your travel plans now and take advantage of travel discounts. Remember, the convention registration desk opens at 10 a.m. on Wednesday, August 21, 1996.

- ▶ **BY AIR** – Lambert-St. Louis International Airport serves more than nine major airlines and five commuter airlines. Airport Express departs from the airport every half hour at the cost of \$10 one-way or \$15 round trip. A cab ride between the airport and the hotel costs about \$20 to \$22.
- ▶ **BY BUS** – Greyhound bus lines provides national service to St. Louis. A cab ride from the bus depot to the hotel costs about \$10 to \$15.
- ▶ **BY TRAIN** – Amtrak provides rail service from the north, south, east and west to St. Louis. A cab ride from the depot to the hotel costs about \$10 to \$15.
- ▶ **BY CAR** – Several major interstate highways serve St. Louis. There are four interstate highways that converge on the downtown area.
 - Traveling on I-55 north, take the Memorial Drive exit to Market Street and turn left. Follow Market Street to 4th Street and turn right. Follow 4th Street to Chestnut and turn right.
 - Traveling on I-40 east, take the Broadway exit to Cerre Street and turn left. Follow Cerre Street to 4th Street and turn left. Follow 4th Street to Chestnut Street and turn right.
 - Traveling on I-70 east, take the Memorial Drive exit to Market Street and turn right. Follow Market Street to 4th Street and turn right. Follow 4th Street to Chestnut and turn right.
 - Traveling on I-55, I-70, I-40, and I-64 west from Illinois, cross the Poplar Street Bridge to Memorial Drive exit. Follow Memorial Drive to Market Street and turn left. Follow Market Street to 4th Street and turn right. Follow 4th Street to Chestnut and turn right.

Tax Deductible?

Did you know that U.S. Treasury regulations permit an income tax deduction for educational expenses – registration fees and costs of travel, meals and lodging – when the education is undertaken to maintain or improve one's employment or other trade or business? Also, if you're a duly appointed, voting delegate representing your club at the convention, attend all the meetings as the delegate and report back to your club, many of your out-of-pocket expenses are deductible as charitable contributions if your club does not reimburse you and there is no significant element of personal pleasure or recreation. Toastmasters International is recognized by the U.S. Internal Revenue Service as a tax-exempt, nonprofit educational organization. (Contributions may be deducted on U.S. Tax returns.)

Guaranteed Lowest Airfares to St. Louis

Get there for less! Uniglobe South Coast Travel in conjunction with TWA, United Airlines, and Alamo Rent-A-Car have been selected to provide special services and benefits to Toastmasters and guests attending the 65th Annual International Convention in St. Louis, Missouri, August 21-24, 1996.

▶ **SAVE 5%** on lowest available airfares on TWA and United Airlines (some restrictions apply).

▶ **SAVE 10%** on unrestricted coach class fares on TWA and United Airlines (7 day advance purchase required). Travel between August 16-27, 1996.

▶ **ALAMO RENT-A-CAR** has been selected to provide ground transportation for Toastmasters International and is offering special rates on car rentals, starting as low as \$30/day (U.S.) or \$135/week (U.S.) with UNLIMITED MILEAGE.

▶ **LOWEST FARES ARE GUARANTEED** on any airline at time of booking through Uniglobe South Coast Travel. To make reservations, call Uniglobe and receive:

- Special discounted car rental rates
- Frequent flyer miles on all flights
- Seat assignments and advance boarding passes
- Tickets mailed promptly upon receipt of payment
- Lowest fares on any airline guaranteed at time of booking
- Discounts on TWA and United Airlines
- Emergency "Toll Free" 7 day/24 hour worldwide service

UNIGLOBE
Travel

CALL UNIGLOBE SOUTH COAST TRAVEL
TOLL FREE IN THE U.S. AND CANADA

1-800-346-3024 REFER TO GROUP # 575TM
(OR CALL (714) 727-0551 or fax (714) 727-1285)
or e-mail at: sw.southcoast@uniglobe.com

Reservation hours: M-F 8:30 a.m. to 5:00 p.m. Pacific Time
or

Alamo Rent-A-Car at 1-800-732-3232,
refer to Group No. 372943-GR

The Adam's Mark
Hotel Welcomes

TOASTMASTERS INTERNATIONAL
1996 CONVENTION
AUGUST 21 - 24, 1996

Mail this form to:
Adam's Mark - St. Louis
Fourth & Chestnut
St. Louis, MO 63102
(314) 241-7400

HOTEL REGISTRATION FORM

Arrival date: _____

Number of nights you will stay: _____

Number of people in room: _____

Approx. arrival time: _____

(CHECK-IN 3:00 P.M. - CHECK-OUT 12 NOON)

Method of transportation: Car Air Other

Special Conference Rates (circle rate desired)*			
	SINGLE BEDDED ROOM	TWO BEDDED ROOM	SUITES
Single (1 person)	\$92.00	\$92.00	Phone hotel directly if suite is desired.
Double (2 people)	\$92.00	\$92.00	

Check here _____ if rollaway is needed (\$15.00 ea.)

Please Note: Special conference rates are based on reservations received by July 15, 1996. After this date, all subsequent reservations will be subject to availability and current hotel rack rates.

PLEASE RESERVE ACCOMMODATIONS FOR: (please print or type)

Name (last) _____ (first) _____ (initial) _____ Company _____

Address _____ City _____ State/Province _____ Country _____ Zip _____

Phone () _____ Sharing room with: _____

Special Requests: Prefer non-smoking Other (specify) _____

(Note: Every attempt will be made to honor your request, however we cannot guarantee a special request.)

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 14.1% city room tax with deposit. DO NOT SEND CASH. Make check or money order payable to the Adam's Mark Hotel.

Credit Card # _____ Exp. _____

Check # _____ Amount _____

The preceding methods of payment are acceptable to guarantee your guest room. Upon arrival we also accept Visa/Mastercard, C.B./Diners and Discover Card.

DON'T BE A NO-SHOW

To cancel your reservation call (314) 241-7400. Deposit refunded only if reservation is cancelled 48 hours prior to arrival and you have your cancellation number.

SIGNATURE

DATE

A room confirmation will be mailed to you within 1 week.

DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL

CONFERENCE/CONVENTION CALENDAR

1996 REGIONAL CONFERENCES

REGION I/JUNE 21-22

Seattle Airport Hilton
Seattle, Washington
Contact: Betty Eisenzimmer, DTM
8932 240th St., S.W.
Edmonds, WA 98026-9020

REGION III/JUNE 21-22

The Ramada Hotel Classic
Albuquerque, New Mexico
Contact: Carol M. Cochran, DTM
9434 De Vargas Loop N.E.
Albuquerque, NM 87109-6321

REGION V/JUNE 28-29

Radisson Inn - Green Bay
Green Bay, Wisconsin
Contact: Norm Maier, DTM
6101 Queens Way
Monona, WI 53716-3923

REGION VII/JUNE 7-8

The Westin Hotel
Waltham, Massachusetts
Contact: Dave McIlhenny, DTM
c/o Azrex, Inc.
P.O. Box 416
Burlington, MA 01803

REGION II/JUNE 14-15

Ontario Airport Hilton
Ontario, California
Contact: Carol Averill, DTM
12535 Kumquat Place
Chino, CA 91710

REGION IV/JUNE 7-8

Collins Plaza Hotel & Convention Center
Cedar Rapids, Iowa
Contact: Bettie Hanson, DTM
2985 - 3rd Avenue
Marion, IA 52302

REGION VI/JUNE 14-15

The Holiday Inn Convention Center
Lansing, Michigan
Contact: Beverly Wall, DTM
3207 Shadyside NE
Grand Rapids, MI 49505

REGION VIII/JUNE 28-29

Raleigh Marriott Crabtree Valley
Raleigh, North Carolina
Contact: Patricia Tierney, DTM
P.O. Box 12102
Research Triangle Park, NC 27604

1996 INTERNATIONAL CONVENTION

The Adam's Mark Hotel
August 21-24, St. Louis, Missouri

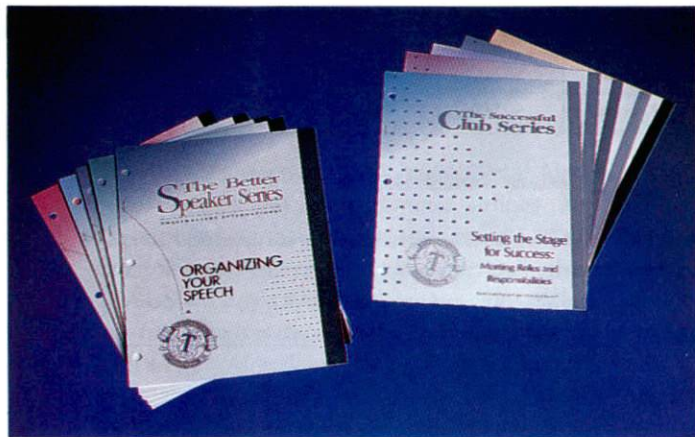
1997 INTERNATIONAL CONVENTION

The Sheraton New Orleans Hotel
August 20-23, New Orleans, Louisiana

1998 INTERNATIONAL CONVENTION

Marriott's Desert Springs Resort & Spa
August 19-22, Palm Desert, California

Better Speeches and Better Meetings



Looking for a way to add new life to your Club? Present one or two of these 10-15 minute modules in your Club each month and you'll be surprised how your meetings will improve, and how your Club's members will incorporate the tips into their speeches.

The Better Speaker Series

Beginning Your Speech

Suggestions for starting off your speech right.

___ 270 SCRIPT AND OVERHEADS \$3.50 ___ 270 A SCRIPT ONLY \$2.25

Concluding Your Speech

Tips for ending your speech with power.

___ 271 SCRIPT AND OVERHEADS \$3.50 ___ 271 A SCRIPT ONLY \$2.25

Take the Terror out of Talk

Techniques for overcoming nervousness when speaking.

___ 272 SCRIPT AND OVERHEADS \$3.50 ___ 272 A SCRIPT ONLY \$2.25

Impromptu Speaking

Don't be caught off balance when speaking off-the-cuff!

___ 273 SCRIPT AND OVERHEADS \$3.50 ___ 273 A SCRIPT ONLY \$2.25

Selecting Your Topic

Running out of speech ideas? Here's how to develop new ones.

___ 274 SCRIPT AND OVERHEADS \$3.50 ___ 274 A SCRIPT ONLY \$2.25

Know Your Audience

If you can relate to your audience, they will relate to you.

___ 275 SCRIPT AND OVERHEADS \$3.50 ___ 275 A SCRIPT ONLY \$2.25

Organizing Your Speech

Once you know what to say, consider next the when and the how.

___ 276 SCRIPT AND OVERHEADS \$3.50 ___ 276 A SCRIPT ONLY \$2.25

Creating an Introduction

Great introductions should precede great speeches.

___ 277 SCRIPT AND OVERHEADS \$3.50 ___ 277 A SCRIPT ONLY \$2.25

Preparation and Practice

Techniques for preparing and rehearsing your next speech.

___ 278 SCRIPT AND OVERHEADS \$3.50 ___ 278 A SCRIPT ONLY \$2.25

The Successful Club Series

The Moments of Truth

How to recognize and deal with situations critical to Club success, from a visitor's first impressions to recognition of member achievement. Includes a Club evaluation chart.

___ 290 SCRIPT AND OVERHEADS \$10.95 ___ 290 A SCRIPT ONLY \$2.25

Finding New Members for Your Club

Proven methods to help you seek out those vital new members!

___ 291 SCRIPT AND OVERHEADS \$3.50 ___ 291 A SCRIPT ONLY \$2.25

Evaluate to Motivate

Your Club members will learn to give evaluations that benefit the speaker, the evaluator and the audience!

___ 292 SCRIPT AND OVERHEADS \$3.50 ___ 292 A SCRIPT ONLY \$2.25

Closing the Sale

Exercise your powers of persuasion during those moments when a guest is deciding to join.

___ 293 SCRIPT AND OVERHEADS \$3.50 ___ 293 A SCRIPT ONLY \$2.25

Creating the Best Club Climate

Techniques for creating and maintaining a healthy Club environment.

___ 294 SCRIPT AND OVERHEADS \$3.50 ___ 294 A SCRIPT ONLY \$2.25

Meeting Roles and Responsibilities

How members can successfully fill each meeting role.

___ 295 SCRIPT AND OVERHEADS \$3.50 ___ 295 A SCRIPT ONLY \$2.25

PAYMENT MUST ACCOMPANY ORDER

- Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)
 Please charge my MasterCard / Visa (CIRCLE ONE)

Card No. _____

Exp. Date _____ Signature _____

Club No. _____ District No. _____

Name _____

Address _____

City _____ State/Province _____

Country _____ Zip _____

Merchandise Total _____

Shipping _____

CA residents add _____

7.75% sales tax _____

TOTAL _____

Standard Domestic Shipping Prices

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.10	\$5.01 to \$10.00	\$1.10
2.51 to 5.00	2.30	10.01 to 20.00	2.30
5.01 to 10.00	2.95	20.01 to 35.00	2.95
10.01 to 20.00	4.05	35.01 to 50.00	4.05
20.01 to 35.00	5.55	50.01 to 100.00	5.55
		100.01 to 150.00	7.60
		150.01 to 200.00	9.95
		200.01 to 250.00	12.25
		250.01 to 300.00	15.00
		300.01 to 350.00	17.75
		350.01 to 400.00	20.50
		400.01 to 450.00	23.25
		450.01 to 500.00	26.00
		500.01 to 550.00	28.75
		550.01 to 600.00	31.50
		600.01 to 650.00	34.25
		650.01 to 700.00	37.00
		700.01 to 750.00	39.75
		750.01 to 800.00	42.50
		800.01 to 850.00	45.25
		850.01 to 900.00	48.00
		900.01 to 950.00	50.75
		950.01 to 1000.00	53.50

Mail to:

Toastmasters International
P.O. Box 9052, Mission Viejo, CA 92690 USA
(714) 858-8255 • FAX (714) 858-1207

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed through your Club's account. California residents add 7.75% sales tax.