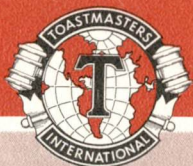


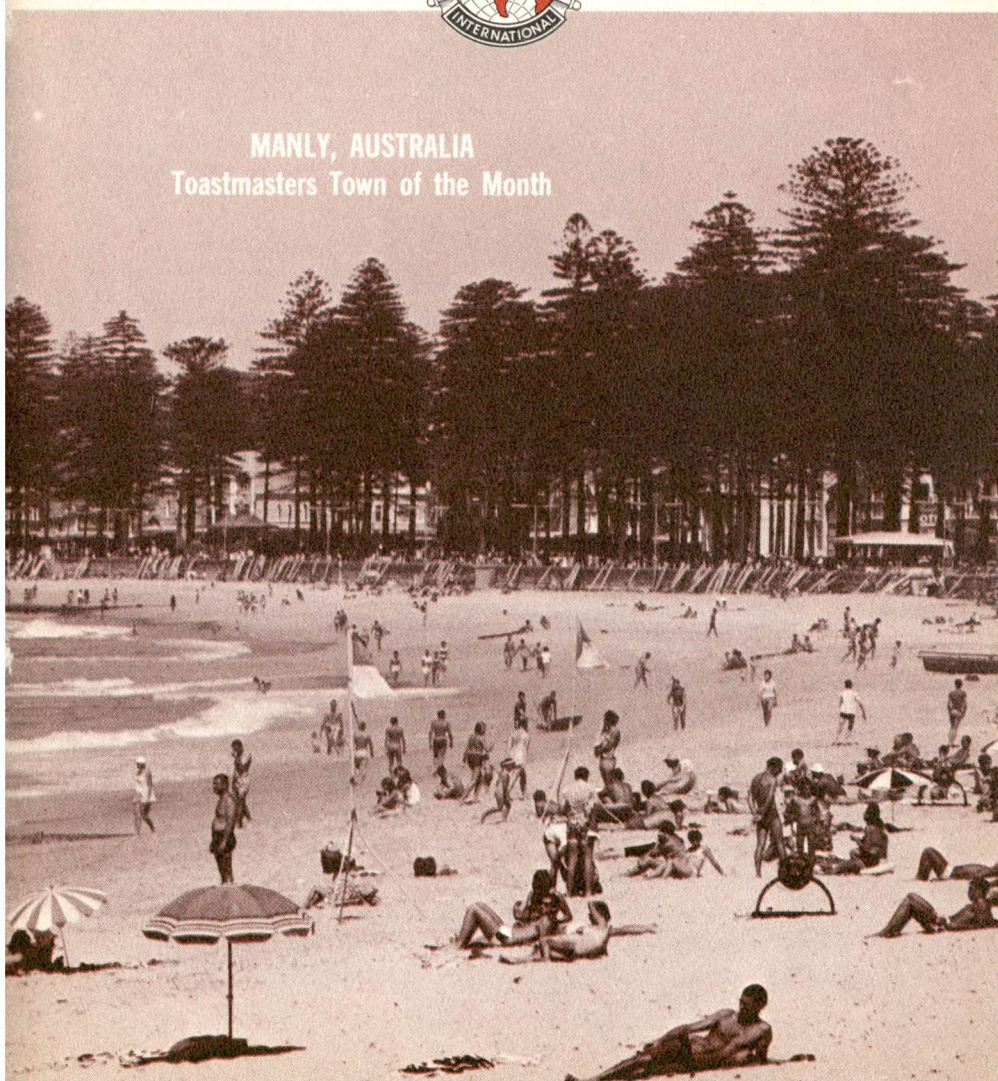
THE TOASTMASTER

MAY



1969

MANLY, AUSTRALIA
Toasters Town of the Month



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TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian organization of Toastmasters clubs throughout the free world. These clubs have a membership of 76,333.

The Toastmasters programs provide opportunities to develop skill in listening, thinking, and speaking, and in leadership by participating in a series of oral communications projects with constructive evaluation, leadership experiences, and community programs. These and many other opportunities to develop executive potential are presented in the fellowship of an organized group of men — the Toastmasters club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California 92711.

THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 35 NO. 5



MAY, 1969

INDEX

VIEWPOINT '69 — A Standard of Excellence — Continuity.....	3
BOARD OF DIRECTORS CONDUCTS MARCH MEETING.....	4
1969-70 TI OFFICER CANDIDATES ANNOUNCED.....	7
GET SET FOR A GRAND FINALE.....	10
THE MEMBER AND HIS MEMBERSHIP — by Dr. Carl Hammer, ATM..	12
EXPECT THE UNEXPECTED! — by Vaughn Stewart, ATM	14
PRESIDENT'S PROGRAM PROGRESS REPORT.....	18
SPECIAL CONVENTION SECTION	19
TI IN ACTION	23
TOWN OF THE MONTH — Manly, New South Wales	25
INTERNATIONAL NEWS	26
TOASTMASTERS IN THE NEWS	29
NEW CLUBS	31
STOP THE SQUAWK OF AWK — by George Redman	32
HONOR ROLL	36
SPEAKER'S PAGE	37
WORLD HEADQUARTERS IS AT YOUR SERVICE.....	38

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In This Issue...

DIRECTORS MEET — At its March meeting at World Headquarters the TI Board of Directors considered a variety of items of special interest to members, clubs, and districts. Policy statements and Standard District Bylaws amendments approved by the board are reviewed. See Page 4.

CANDIDATES INTRODUCED — The 1969 Toastmasters International Nominating Committee presents its slate of 1969-70 TI officer candidates for president, senior vice-president, second vice-president, and third vice-president. See Page 7.

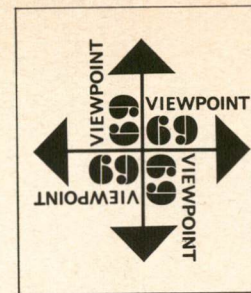
TM TESTIMONIAL — Dr. Carl Hammer, ATM, pens a letter to Toastmasters International President Earl M. Potter, expressing the value Toastmasters training has had in his communication and leadership development. See Page 12.

AVOID DISASTER — TM Vaughn Stewart authors an article that demonstrates why club meetings *must* prepare Toastmasters to anticipate and cope with unplanned catastrophes when speaking before new audiences and in unfamiliar surroundings. See Page 14.

SPECIAL SECTION — A preview of the programs planned for you at the 38th International convention, August 6-9, at the Sheraton-Cleveland Hotel in Cleveland, Ohio, is accompanied by advance registration and hotel reservation forms for your convenience. See Page 19.

FOR THE BIRDS — TM George Redman authors a clever article about the types of Toastmasters "birds" that squawk every time they give or receive an evaluation. Stop the squawk and get the "flock" back into formation. See Page 32.

AT YOUR SERVICE — Need ideas for club programming, assistance in planning your community programs, or guidance to improve your club bulletin? These and many more services are available to you, your club, area, and district through World Headquarters. What do *you* need help with? See Page 38.



A Standard of Excellence — Continuity

Your club will have the opportunity during the summer months ahead to meet its commitments to you in new, creative ways; you will have the opportunity to gain communication and leadership experience in new ways.

Summer weather and more daylight hours give your club the chance to meet in new places, with new people. Why not plan a picnic, bringing along the wives and children? Why not conduct your meeting after a round of golf? Has your club ever joined with another club to have a steak fry or barbecue? How about having a baseball game among fellow members . . . or with another club? The possibilities are almost unlimited.

Now, as during no other time of the year, your club can provide what it was created to provide: learning experiences in moments of enjoyment.

Does your club have an exciting summer program scheduled? If not, your executive committee should meet this month to start making plans.

Only by providing a *continuous* year around program of educational development during moments of enjoyment can your club meet its obligations to you and your fellow members. Plan now to be on the move with your club this summer.

Earl M. Potter
International President

CLUBS ON THE MOVE SERVE AND GROW



DIRECTORS IN SESSION—Pausing during a formal gathering of the board of directors are, (from left around table) Albert Nickerson, Richard S. Thomas, James L. Wu, Dr. Steve Rouss, Joe N. Westerlage Jr., Les W. Sutton, George C. Ireland, Everett D. Watson, Amos W. Randall, Joe Rinnert, Ralph E. Howland, Earl M. Potter, Lothar Salin, Robert T. Engle, Arthur M. Diamond, Clark E. Crouch, W. Don Buckner, Loring D. Dalton, William V. Smith, John F. Diaz, Frank J. Hurst, Cy Campbell, and George C. Scott.

Board of Directors Conducts

The Toastmasters International Board of Directors met at World Headquarters in Santa Ana, March 19-22, 1969, to consider a variety of items of specific interest to members, clubs, and districts.

The business acted upon included a statement of Toastmasters International corporate objectives and goals. The statement adopted by the directors sets forth long-range objectives to:

- Provide educational opportunities in communication and leadership
- Provide opportunities for individual development of the club member
- Better prepare men for participation in business, the professions, government, and the community
- Have the benefits of the Toastmasters program enjoyed by a maximum number of men.

On the recommendation of the Organization, Planning, and Administration Committee, the board amended Article II (a) of the Standard District Bylaws to read:

“Article II (a) Elective Officers. The elective officers of this district shall be a district governor, an educational lieutenant governor, a lieutenant governor, and one or more division lieutenant governors.* No district officer may be re-elected to succeed himself in the same office in which he has served a full term except that all but one of the division lieutenant governors may be re-elected to succeed themselves for one term. (balance of paragraph unchanged)”

* (The office of division lieutenant governor is optional).

In addition, the board amended Article III of the Standard District Bylaws by adding a new section (d) and redesignating

March Meeting

existing sections (d), (e), and (f) as III (e), (f), and (g), respectively. The new Article III (d) reads:

“Article III (d) Division Lieutenant Governor. The division lt. governor shall coordinate the activities of the area governors within his particular division, and at the same time provide the area officers with a supervisory head for counsel, information, and service.”

The changes in District bylaws are to be effective for the 1970 district officer elections.

In another action, based on the recommendation of the District-Club Operations Committee, directors added the following standard to the minimum requirements for district operation:

The assignment of clubs to a specific area within the district will be established as of July 1 of each year and may not be reassigned during the fiscal year. New clubs chartered during the fiscal year will be assigned at the time of chartering to the area in which it is located and reported to World Headquarters.

A revision of TI policy relating to “Formation of New Districts and Consolidation of Existing Districts” also was adopted by the board on the recommendation of the DCO Committee. The revised Paragraph No. 2 now begins:

“The proposed new or consolidated provisional district contains within its boundaries at least 50 clubs in good standing and has a membership total of at least 1,000, and . . .”

TI policy on “Community Activities and Cooperation with

Other Organizations" was revised by the directors, on recommendation of the Community Relations Committee, to read:

"Toastmasters International, as a corporate body, does not sponsor causes designed to influence legislative action, public opinion or social change, nor does it endorse fund-raising projects of other organizations. Toastmasters International does, however, recognize its responsibility as an international corporate entity to provide opportunities for improved communication and leadership skills in a wide range of cultural, social, and economic situations. It also encourages Toastmasters to engage, either individually or collectively, in such activities where these are not detrimental or prejudicial to the declared objectives and interests of the organization.

It is therefore the policy of Toastmasters International that:

1) Opportunities for individual Toastmasters be provided to participate in the life of their communities and that the establishment of Speakers Bureaus be encouraged at club, area, and district levels.

2) Research be conducted to the extent that funds are made available in the Toastmasters International budget or from grants by other organizations, to correlate the need for cultural, social, or economic development with the processes of human communication and leadership.

3) The educational programs of Toastmasters International be utilized to fulfill the needs of a community—i.e., membership in Toastmasters Clubs or Gavel Clubs, Speechcraft, Youth Leadership, etc. Provided, however, that any adaptation, reprint, or paraphrase of existing program materials prepared for public use shall be reviewed in advance by World Headquarters for content, corporate, and copyright considerations.

4) Cooperation with other organizations be encouraged to the extent that the identity of Toastmasters International is maintained in the promotion and conduct of community action programs.

5) All contacts with other organizations at a National or International level be made by the President, the Executive Director, or by such other individual as may be specifically assigned to them.

6) Any contacts with other organizations be established with the understanding that they do not constitute, nor imply, formal endorsement of such organizations by Toastmasters International as a corporate body.

It shall be the responsibility of the Executive Director to advise or inform members of any activity or activities considered detrimental or prejudicial within the meaning and intent of this policy statement."

Guidelines proposed by the Community Relations Committee and approved by the board establish October as Toastmasters Month each year, with the International president to proclaim in July of each year the theme for Toastmasters Month activities. The board also heard a report by the International Development Committee about the structure of the overseas organization and opportunities for overseas growth.

The next meeting of the TI Board of Directors will be August 3-5, 1969, at the Sheraton-Cleveland Hotel in Cleveland, Ohio. The board's fall meeting will be conducted Nov. 12-15, 1969, at World Headquarters in Santa Ana, Calif.

1969-70 TI OFFICER CANDIDATES ANNOUNCED

The following report of the Nominating Committee is presented in accordance with Article VIII, Section I, of the bylaws of Toastmasters International.

The nominating committee presents the following candidates for election as officers of Toastmasters International at the annual business meeting to be held during the 38th annual convention of Toastmasters at Cleveland, Ohio, August 6-9, 1969.

(Listed Alphabetically)

For President	Ralph E. Howland
For Senior Vice-President	Arthur M. Diamond
For Second Vice-President	Russell G. Herron
	Amos W. Randall
For Third Vice-President	David A. Corey
	Donald W. Paape

(By) Charles C. Mohr, Chairman

John B. Miller	Robert J. Bolam	Bill J. Dunning
Aubrey B. Hamilton	Kenneth J. Hughes	James A. Leader
L. D. Anders	Arthur L. Fahland	Albert H. Koenig
	Win Chesley	

It is the duty of all clubs to vote either by proxy or through their representatives at the International convention. Because the officers elected will direct the activities of Toastmasters International for the coming year, members should give careful consideration to the qualifications of each candidate.

Toastmasters International officers and directors will be elected at the annual business meeting, August 7, 1969, at the Sheraton-Cleveland Hotel, Cleveland, Ohio. Director candidates are nominated at the eight regional conferences.



RALPH E. HOWLAND

is president of the Craftwood Corp. and senior vice-president of TI. He has been second vice-president and chairman of the OPA committee and CCM committees. A TM for 19 years, he was a TI director in 1963-65. A member of Breakfast Club 3569-35 in Oconomowoc, Wisc., he has been District 35 governor, twice district speech contest winner, and the district's "Mr. T." Mr. Howland is a member of the Oconomowoc Board of Education, a past Oconomowoc Rotary Club president, and recipient of the Oconomowoc Jaycees' 1966 Distinguished Service award.



ARTHUR M. DIAMOND

is a partner in the law firm of Diamond and Miller, second vice-president of TI, and chairman of the educational committee. Mr. Diamond was appointed a director in 1964 and elected for 1965-67. He has been chairman of the CCM, OPA, and DCO committees. A TM for 22 years, he is a member of Wednesday Noon Club 462-11 in South Bend, Ind., and is a former District 11 governor. He is chairman of the St. Joseph County Bar Assn.'s abstract problems committee, a past president of St. Joseph County Parole Sponsors Assn., and a member of the Indiana Bar Assn., the American Bar Assn., and the International Platform Assn.

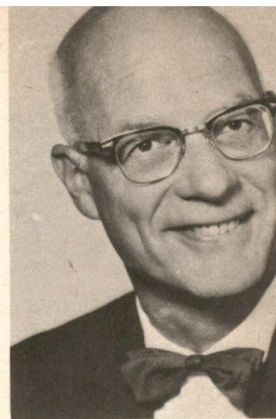


RUSSELL G. HERRON

is a commander in the U.S. Navy, retired; manager, space and strategic systems department of the Planning Research Corp.; and an associate professor at St. John's College. Dr. Herron was a TI director in 1966-68, serving on the educational and DCO committees. A former District 12 governor, he received a TI president's citation for conducting YLP class No. One. A TM for 17 years, he is a member of Los Caballeros Club 322-50 in Santa Monica, Calif., and Pt. Mugu Officers Club 3276-12 in Pt. Mugu, Calif. A Camarillo, Calif., resident, he is founding president of the Camarillo Community Coordinating Council and 2nd vice-president of the California Council for Retarded Children.

AMOS W. RANDALL

is an architect, third vice-president of TI, and chairman of the OPA committee. He was a TI director in 1964-66, serving on the OPA committee and the 1963 International nominating committee. He was Founders District governor in 1960-61, is a member of Pomona (Calif.) Club 12-F, is an Able Toastmaster, and has been a TM for 17 years. Mr. Randall is a member of the Pomona Urban Renewal Commission, the board of directors of LeRoy's Boys Home, the Salvation Army advisory board, and the Pomona Valley Masonic Temple Assn. He has twice been president of the Inland chapter of the American Institute of Architects, and was listed in the 1967 edition of "Outstanding Civic Leaders of America."



DAVID A. COREY

is a lieutenant commander in the U.S. Coast Guard, executive officer, Norfolk Coast Guard Station, and Alternate Captain of The Port, Hampton Roads area, Va. He was a TI director in 1966-68 and served on the community relations committee. A past president of Gosport Club 2896-66 in Portsmouth, Va., he was District 53 governor in 1964-65 and has been a TM for nine years. LCDR Corey is a member of the Portsmouth City Council's Citizens' Advisory Council, a Mason, a former director of the Hampton Roads Officers Assn., and past president of the Mitchell College Alumni Assn. He earned a United Fund "Good Citizenship Award" and twice has served on the Coast Guard Commandant's staff.



DONALD W. PAAPE

is an exploration group supervisor with the Pan American Petroleum Corp. He was a TI director in 1966-68 and chairman of the DCO committee. Mr. Paape was District 55 governor-elect in 1962 and District 26 governor in 1964-65. A TM for 12 years, he is a member of Bow Valley Club 1494-42 in Calgary, Alta., chairman of the Calgary Citizens for Better Schools, and a member of the American Association of Petroleum Geologists, the Alberta Society of Petroleum Geologists, Elks, and Masons. He was coordinator with the Colorado Speech Assn., chairman of the Natrona County speakers bureau for United Fund, and a lay counselor and probation officer to the Denver juvenile court.



Get Set For A GRAND FINALE



Toastmasters and Toastmasters clubs around the world are beginning their final weeks' drive for new members and Toastmasters International recognition in our special February-through-May membership building program.

Informal progress reports indicate several clubs will reach the 40-member limit, and scores of Toastmasters will earn international recognition as effective membership builders before the contest ends May 31.

Noticeable gains have been made in recent weeks, indicating that your efforts early in the program are beginning to pay off. Even greater progress is anticipated in the closing days of the competition.

Club reports reaching World Headquarters show that Toastmasters International added about 4,300 new members during the first two months of the program. Increasing success is anticipated when new member reports for April and May are tallied.

Records indicate that more than half of all Toastmasters clubs made membership gains during the first two months of the special program.

The latest available figures show that the districts experiencing the greatest progress are: District 4, District 27, and District 60, all with an av-

erage gain of two new members per club. District 39 and District 42 are on the verge of averaging two new members per club, and all told, all but eight districts are inducting new members at a rate that exceeds an average of one new member per club.

Recognition

Recognition for outstanding success in our membership building contest will be given on the basis of reports from club administrative vice-presidents, club secretaries, and area governors.

Administrative vice-presidents are to report the names of individual members who sponsor three or more new Toastmasters, and these members will receive a certificate of recognition for effective membership building. Toastmasters who sponsor five or more new members will receive international recognition in The Toastmaster. The administrative vice-presidents' lists of Toastmasters eligible for special recognition are due at World Headquarters by June 10.

Club secretaries are advising World Headquarters of new members as they are voted into the clubs, and of clubs' achieving and maintaining 40 members. Recognition to clubs in the 40-member category will be given at the 38th Inter-

national convention in Cleveland, Ohio, when they will be named as an elite President's 40 Club, the highest membership achievement clubs can attain.

Club recognition also is planned on the area level. **Area governors** who report the three most successful clubs in their area will be furnished certificates of recognition for presentation to these clubs.

In addition to recognition for outstanding performance during the membership building contest, your club will be increasing its chances to meet International President Earl M. Potter's 1968-69 challenge that each club make a net gain of five members. Presidential awards for meeting this goal will be presented at the convention in Cleveland.

On The Move

Keep *your* club on the move during the closing weeks of our membership building contest. A larger membership benefits you and your club through a wider range of member-interests, increased fellowship, and greater community activity through Youth Leadership, Speechcraft, and speakers bureau activities in your community. And, it benefits your new members through their participation in the Toastmasters communication and leadership program.

THE MEMBER AND HIS MEMBERSHIP

(Editor's Note: This unsolicited letter, testifying to the value of Toastmasters training and the need for improved communication and leadership, was received recently by Toastmasters International President Earl M. Potter. The author of the letter is Dr. Carl Hammer, ATM, of Civil Service Commission Club 1847-36 in Washington, D.C. Dr. Hammer is director of scientific and computer services at the Univac Division of Sperry Rand Corp., and recently was featured in Time magazine for his outstanding contributions to the advancement of cybernetics. Possibly Dr. Hammer's feelings are shared by you and your fellow members. Why not share these feelings about Toastmasters with friends, business associates, and acquaintances so they can enjoy the same benefits that are expressed here so well.)

Dear Toastmaster Potter:

Over sixteen years ago I joined Toastmasters International as a charter member of Pennypot Club 1202 at the Franklin Institute in Philadelphia. Upon completion of Basic Training in 1960, I entered the Beyond Basic Training Program, because I realized even then how helpful it would be to my professional growth and development. Today I can honestly say that taking this step has affected my career and even my outlook on life more profoundly than I ever anticipated.

Now that I have completed the Beyond Basic Training assignments, I could make a long list of the many benefits which I have derived from this work. Naturally, I would include such

items as that I have risen to the top of my profession, that I am invited to speak or lecture before small and large groups more often than my schedule permits, and that I actually enjoy the challenge of commanding the attention of my audience. These rather tangible results are not without importance in a society that still stresses material affluence. However, much more important is the deep understanding of my fellow man which I have been able to develop. I have come to realize that we can acquire qualities of leadership only through practicing the skills of communication on all levels; foremost, we must become spiritually attuned to the personally felt needs of audiences and individuals. Perhaps the greatest legacy that we can pass on to the next generation of leaders in our troubled society is the need to replace superficial contacts with our fellow man by the more lasting bonds of deep and spiritual understanding.

As a recent graduate of the Beyond Basic Training Program I see therefore a great need to continue my active role in the Toastmaster organization. If our way of life and our democratic society are to survive, we must improve the process of communication by "becoming involved." We must help the younger members of our society to understand this need to participate, create in them a desire and an enthusiasm for taking an active part in the mainstream of American life, and set examples and high standards of conduct so that we may be able to salvage the great heritage and history of our forefathers.

As Eric Hoffer recently put it so neatly, we can overcome injustice but not disorder. Toastmasters can help by devoting their talents and resources to continued progress, by becoming involved where it counts, and by improving communications between all segments of our society. I shall consider it a privilege to continue my work in our organization with these aims in mind and thus repay society in a small way for having given me an opportunity to enjoy its many benefits.

Yours sincerely

(Signed)

Carl Hammer, Ph.D.
Director, Scientific and Computer Services

Mr. Toastmaster, Prepare Yourself to...

Expect The Unexpected!

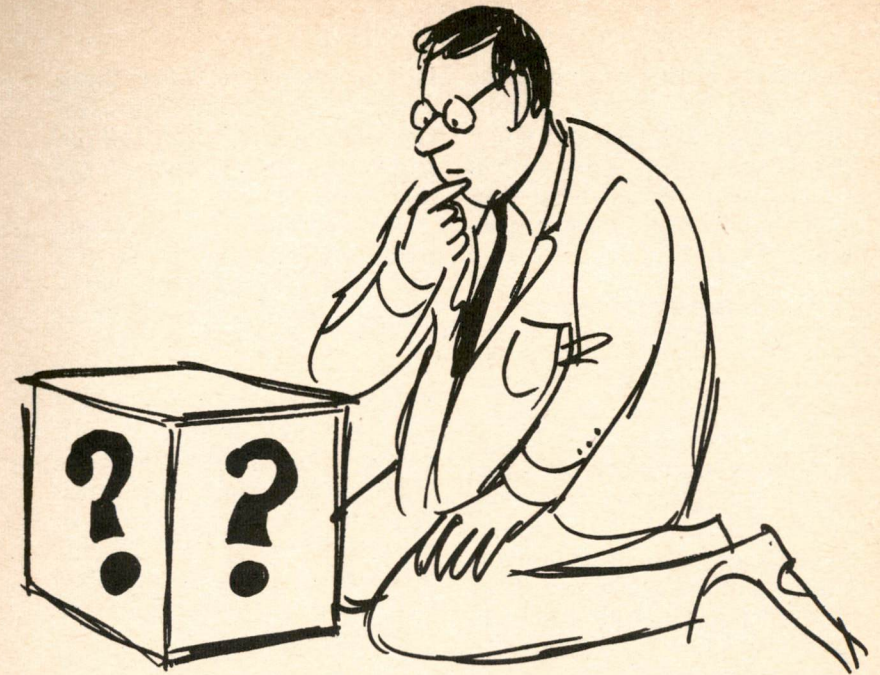
by VAUGHN STEWART, ATM

He came loaded with a sheaf of notes and the neatest assortment of props imaginable. But there was no table for props and no lectern for notes. He was a Toastmaster — a good one. In the excitement of addressing an audience other than his Toastmasters club, he had worked and rehearsed, synchronizing the talk and the props. Flattered at being chosen to represent his club, he drilled in front of the mirror for gestures, timed himself meticulously, and thought through the theme.

But it all went down the drain when all he found was a big barn of a room with a stack of rattly folding chairs

and bad acoustics to go with a straggly audience. He looked and sounded like anything but an experienced, trained speaker. He did little for the image of Toastmasters.

How much of his Toastmasters training was at fault? On his way through our communication and leadership program he had stood and spoken in the comfort and serenity of his familiar meeting room. When the piped-in music bothered the speaker or listeners, somebody called the waitress and had it turned off. If there was disorder or heckling, the perpetrators got reprimands or dirty looks. An ingenious member even devised a code system



of colored buttons so the waitress could see what the members wanted to eat—so there would be no turbulence. No disturbances.

It was an ivory tower at its apparent best. It was a painless way to grow a speaker in a hothouse. The place was as quiet and hallowed as a solitary walk in the woods—or a speaking session in your bedroom while you rehearse your talk in front of a mirror.

Recently, in another Toastmasters club, a member was asked to speak before a society of engineers. The speaker of the meeting had failed them at the last minute. The Toastmaster, an experienced speak-

er, was told that something light and entertaining would provide a relief from the usual technical paper presentations. He prepared a talk for a group of rough and ready outdoorsmen — typical engineers. It was a humorous talk, clean, nonsuggestive, all in good taste.

But when he arrived he was shocked to see that a small part of the audience was made up of women — female engineers. He sputtered and stuttered, not because mixed groups were new to him, but because he wasn't *expecting* women in his audience.

To a person trained in, and accustomed to a hothouse at-

mosphere, little things can unnerve him easily. Cars, air conditioners, airplanes, and noisy waitresses can elevate his blood pressure and send him home frustrated and exhausted.

Irritating Noises

Several Toastmasters recently traveled nearly 300 miles to hear a team of political aspirants. The hall where the banquet was served was adjacent to the kitchen. The waitresses entered by one swinging door and returned through another. Besides the noises that filtered into the hall from the busy kitchen, each time the doors opened and closed there was a loud and irritating cacophony from the hinges and springs. On their way home, the Toastmasters realized that their sole conclusion from the expensive meeting was that the kitchen doors should be *oiled* or *tuned!* What difference did it make if the speakers spoke with conviction, or whether their jokes and gestures were good or bad?

A member of the group later spoke to a large audience about the work being done by the Peace Corps. An important adjunct to his talk was a movie that was to be shown before he spoke. He had given the talk before, and had tailored his remarks and the question pe-

riod to the movie. Everything was in order, but the projectionist forgot to come, and nobody knew how to operate the machine.

Most public address systems don't work properly. If you can handle the situation without a booster for your voice, you're in luck. If not, you'll sweat.

With all these unplanned catastrophes, speakers can control their blood pressure by anticipating the difficulties. Why not have a card table in the trunk of your car? It won't make much of a lectern, but it's better than the floor for notes and props.

Arrive Early

Arriving 30 minutes early, instead of five, can mean the difference between a good meeting and a travesty. Thorough preparation is hard to beat. If everything has been fitted together ahead of time it will be more difficult to knock apart. Do your homework. Even so simple an act as a visit to the hall a few days ahead is not a bad idea.

Our club has instigated some practices designed to toughen us up—and they work. We turn up the volume on the piped-in music. The speaker isn't aware of the increase in the volume of his voice, but we all can hear him

above the contrived noise. A tape-recorder blaring the noises of a busy thoroughfare when traffic is heavy is a great actuator of vocal cords and belly breathing.

A hecklers' meeting isn't polished or civilized but you learn a lot if you're speaking that day. Standing at the other end of the room from the lectern will make you feel underdressed, and where to put your lazy hands will be a problem, but you'll learn how to deliver your speech without the benefit of a lectern for notes and props.

Having a few outdoor meetings during the summer will teach you to compete with outdoor noises—especially if the meeting place is in the flight path of an airport!

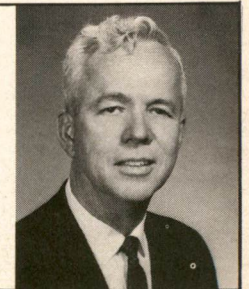
The best of all ways to mature as a speaker is to become active in your club's speakers bureau and the speakers bureaus of other community

groups. But, before you perform, learn how to cope with rattly air conditioners, chattering waitresses, and audiences that would rather visit than hear what you have to say.

Your club meeting is a laboratory in which you should be learning to expect the unexpected and form ideas about how to overcome any potential catastrophe. Then, for example, you won't become upset when you speak before a new audience in a new setting and the presiding officer gets your speech title wrong, your occupation wrong, and your name wrong.

Someday *you* might have to speak in a barn without a lectern or table, and you'll probably sweat a little. But, you will have learned to communicate in these unusual situations in the comfort of the ivory tower of your Toastmasters club meeting.

Dr. Vaughn Stewart is a member of Eye-Opener Club 2607-3 in Tucson, Ariz. He has earned Able Toastmaster recognition twice during his 18 years as a Toastmaster and has held all club offices. Dr. Stewart is a previous contributor to The Toastmaster.



Membership Program Success...

President's Program Progress Report

In response to the president's membership building challenge, the following clubs showed outstanding member gains during March, the second month of the International membership building program and the drive to earn special recognition as a President's 40 Club.

Communicators Club 1129-11, Louisville, Ky. (14)	Hershey (Pa.) Club 2990-38 (8)
Lee Emerson Bassett Club 33-4, Palo Alto, Calif. (12)	Oshawa (Ont.) Club 2398-60 (8)
Ferney-Voltaire (France) Club 2572-U (12)	Ramstein Club 2442-U, Ramstein Air Base, Germany (8)
Club Toastmasters de Monterrey Club 3357-56 (11)	Mill-Bra'ers Club 2168-4, Millbrae, Calif. (7)
Bloomington (Ind.) Club 482-11 (9)	Point Mugu (Calif.) Officers Club 3276-12 (7)
Pomona (Calif.) Club 12-F (8)	Downtowners Club 3663-25, Dallas, Tex. (7)
Salmon River Area Club 2226-15, Salmon, Ida. (8)	Groton (Conn.) Club 3007-53 (7)
	Uptown Club 1458-56, Houston, Tex. (7)

The following areas within the designated districts registered two or more Speechcraft courses between July 1, 1968, and March 31, 1969:

District 21, Area C-Seven (2)	District 36, Area Fifteen (4)
District 25, Area Four (2)	District 4, Area Six (3)
District 32, Area Two (2)	District 5, Area Three (3)
District 34, Area Five (2)	District 42, Area Three (3)
District 36, Area Ten (2)	District 53, Area Three (3)
District 38, Area One (2)	District 65, Area Four (3)
District 42, Area One (2)	District 4, Area Eight (2)
District 45, Area Four (2)	District 5, Area Four (2)
District 50, Area Three (2)	District 5, Area Seven (2)
District 60, Area Three (2)	District 11, Area Two (2)

The following districts recorded club gains (the number in parentheses) between July 1, 1968, and March 31, 1969: **TCA** (seven); **District 14**, **District 35**, and **District 46** (six each); **District 11**, **District 19**, **District 42**, **District 45**, **District 56**, and **TCBI** (five each).

SPECIAL CONVENTION SECTION

TOASTMASTERS INTERNATIONAL'S 38TH CONVENTION

AUGUST 6-9, 1969

CLEVELAND, OHIO • SHERATON-CLEVELAND HOTEL

REGISTER NOW!



ADVANCE CONVENTION REGISTRATION
1969 TOASTMASTERS
INTERNATIONAL CONVENTION
AUGUST 6-9 SHERATON-CLEVELAND HOTEL,
CLEVELAND, OHIO

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1969-70.)

Registration will be required at all general sessions on Wed., Thurs., Fri. The registration fee does not include admittance to meal events. Convention meal events are limited capacity affairs and generally are sold out in advance of the opening of the convention. Avoid disappointment. Pre-register and order meal event tickets now! **ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY.** All advance registrations received by June 30 will include at no cost a \$10,000 accident travel policy covering each person registered. The policy covers the convention period, plus three days immediately before and after the convention. *Advance registrants will also receive a claim ticket for a packet of new Toastmaster material. No material will be distributed in the exhibit area as in the past.*

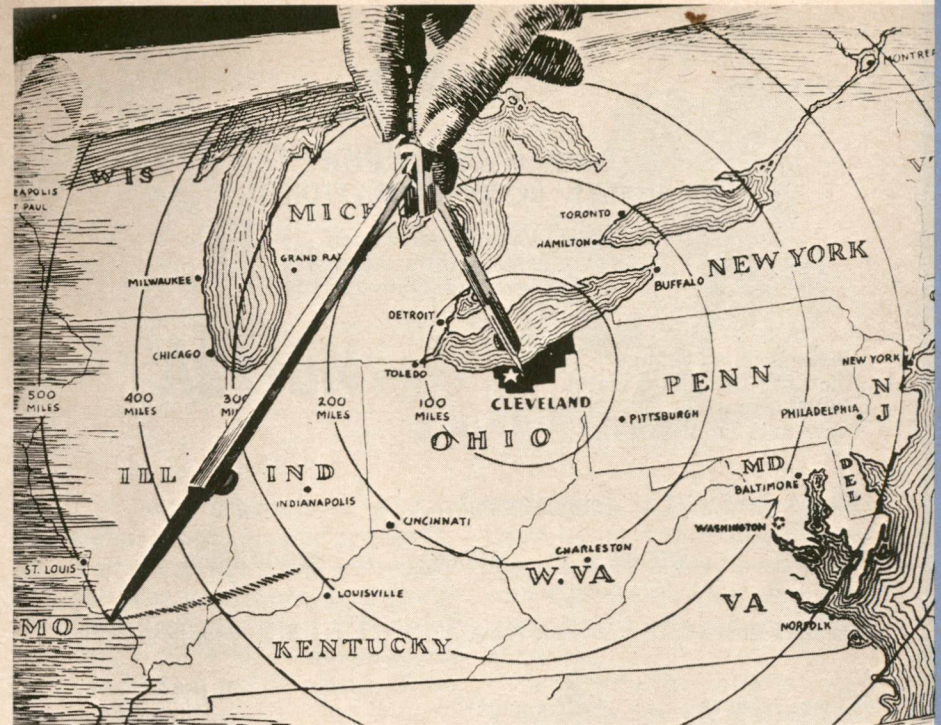
To: Toastmasters International
 Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration Desk.

- _____ Member Registration @ \$6.00\$ _____
 (Includes free travel insurance)
- _____ Ladies Registration @ \$2.00\$ _____
 (Includes free travel insurance)
- _____ Tickets District Governors' Luncheon @ \$5.00\$ _____
 (Wed., 12 noon, Aug. 6)
- _____ Tickets Augustfest @ \$8.50\$ _____
 (Thurs., 6:30 p.m., Aug. 7)
- _____ Tickets President's Dinner Dance @ \$9.00\$ _____
 (Fri., 7:30 p.m., Aug. 8)
- _____ Tickets Hall of Fame Brunch @ \$4.00\$ _____
 (Sat., 10:30 a.m., Aug. 9)

Total \$ _____

I enclose my check for \$ _____ payable to Toastmasters International.
PLEASE PRINT

NAME _____ CLUB NO. _____ DISTRICT NO. _____
 WIFE'S FIRST NAME _____ NICKNAME _____
 ADDRESS _____
 CITY _____ STATE (PROVINCE) _____ ZIP _____
 NO. CHILDREN ATTENDING (Elementary School Age) _____
 (Junior High School Age) _____ (Senior High School Age) _____
 If you are an *incoming* district officer, please indicate office _____



YOUR 1969 CONVENTION

This year's convention city, Cleveland, Ohio, is ideally located, as shown in the illustration above, for easy access by thousands of Toastmasters in Eastern Canada, and the United States' midwest and eastern areas. Many interstate highways and toll roads lead to the convention site, and there are many historic sights to see and interesting places to visit along the way. Pre-registered Toastmasters and their wives will have a free \$10,000 travel insurance policy, which provides coverage while traveling to and from the convention and during the convention.

These center pages of *The Toastmaster* magazine are designed for your convenience in completing and mailing your advance registration and hotel reservation forms. Register now!

Come to Cleveland, August 6-9, for the busiest and best convention ever!

COMPLETE

CLIP

MAIL

APPLICATION FOR HOTEL ACCOMMODATIONS

38th Annual Convention
Toastmasters International
Cleveland, Ohio

Reservations Manager
Sheraton-Cleveland Hotel
Public Square
Cleveland, Ohio 44101

Please reserve _____ single room(s)

at _____ \$16.00, _____ \$18.00, _____ \$20.00 daily.

Please reserve _____ double room(s) at _____ \$19.00 daily.

Please reserve _____ twin room(s).

at _____ \$21.00, _____ \$23.00, _____ \$25.00 daily.

All rates European Plan (no meals included).

For information on suites, please write to the hotel reservations manager.

I will arrive approximately _____ a.m. _____ p.m. on _____ (date).

I am sharing the room with _____

NAME (Please print) _____

STREET _____

CITY _____ STATE (Province) _____

ZIP _____

To be assured accommodations at the Sheraton-Cleveland, this form must be mailed by July 15th.

Toastmasters Members
Serve and Grow...
At The Convention

Tl in ACTION



A busy schedule of educational programs and speakers, coupled with special activities for Toastmasters and their families, has been arranged for your 1969 International convention in Cleveland, Ohio, August 6-9.

The Toastmasters of host District 10 are assisting World Headquarters with plans for the busiest and best convention ever, under the leadership of host District Governor William R. Armstrong and Host District Committee Chairman Eldon Phillips.

Dr. Robert T. Oliver, research professor of international speech at Pennsylvania State University and a member of the Toastmasters International Educational Advisory Committee, is the keynote speaker of the convention. Dr. Oliver is past president of the Speech Association of America. He is the author of such books

as *History of Public Speaking in America*, *Culture and Communication*, *Effective Speech*, and *Conversation: Development and Expression of Personality*.

A welcome by International President Earl M. Potter will open the convention activities **Wednesday, August 6th**, at your convention headquarters, the Sheraton-Cleveland Hotel. The annual, general business session will precede the District Governors Luncheon, honoring our 1969-70 district governors.

A Wednesday afternoon seminar for your club, area, and district officers will be conducted by a panel of World Headquarters staff members. Next on the program will be a briefing, conducted by International officers and chairmen of the board of directors committees.

Wednesday evening is re-

served for district caucuses prior to **Thursday** morning's election of 1969-70 Toastmasters officers and directors.

An Idea Fair, featuring member and club development materials, will debut Thursday afternoon and continue through Saturday. Packets of materials displayed at the Idea Fair will be provided to Toastmasters in return for a special coupon they will receive when they register for the convention.

"Community Awareness of Your Club" is a Thursday afternoon panel program to explain how to present the Toastmasters program to your community through the mass media. The tools and techniques of an effective community awareness program will be presented.

Fellowship and entertainment are in store for you at Thursday night's Augustfest banquet-program for Toastmasters and their families. The Augustfest will be a festive costume party. Toastmasters and their ladies are invited to dress in international costumes. Special entertainment and dancing are planned for your pleasure.

The third day of your convention will be devoted to a series of educational sessions highlighting how Toastmasters are meeting new demands

in communication and introducing our new listening program.

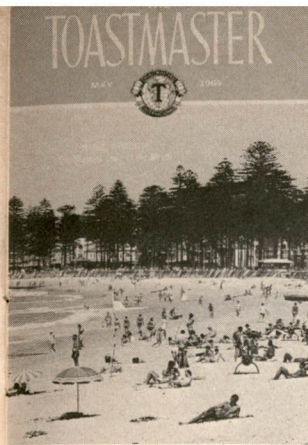
The convention's keynote address by Dr. Robert T. Oliver, "You and Communication—Patterns and Progress," will be **Friday** morning's featured event. A continuing program of educational sessions will follow Dr. Oliver's address, leading up to Friday evening's president's dinner-dance, a gala climax to an exciting day.

In the spotlight **Saturday** morning will be the Hall of Fame brunch, with the International speech contest and International Hall of Fame program, honoring outstanding members, clubs, and districts, winding up the convention.

Don't miss the 1969 International convention. Complete and return the convention advance registration form on page 20 of this issue. If you plan to attend meal events be sure to order tickets in advance as capacity is limited and admittance will be by ticket only. For your convenience, a hotel reservation form is provided on page 22.

Convention activities for ladies and children will be previewed in the June issue of *The Toastmaster*.

See you in Cleveland, August 6-9, for the 38th International convention!



TOASTMASTERS TOWN OF THE MONTH — MANLY, AUSTRALIA

MANLY, AUSTRALIA, is the site of this month's 10th anniversary convention of the Toastmasters Council of Australia. Toastmasters representing several countries and each of Australia's six states and two territories are planning to attend the May 16-18 convention. There are 15 Toastmasters clubs in the vicinity of Manly, and the Manly Municipal Council has proclaimed Toastmasters Week to coincide with the annual meeting.

Manly is a coastal city located 10 miles north of Sydney, the capital of New South Wales, and is on an isthmus between the rolling Pacific Ocean and the tranquil waters of Sydney harbor. Manly is a leading beach resort in the Sydney area and a South Pacific playground for thousands of visitors annually. Ocean bathing today is a matter of course, but until 67 years ago it was prohibited during the day by an 1838 Act of Parliament.

Manly is known as a gateway to a 19-mile chain of ocean beaches and for its Norfolk Island Pine trees, which were first planted on its shores in 1854. Manly provides its visitors a marineland oceanarium, the only oceanarium on Australia's east coast; an amusement park; and an art gallery.

The history of Manly dates from 1788 when Capt. Arthur Phillip of the Royal Navy sailed into the harbor and encountered a tribe of aborigines who displayed such confidence and manly behavior that Phillip named the district Manly.

An ocean resort and one of New South Wales' most attractive cities, that is the Manly of today—The Toastmasters Town of the Month.



Club Reference File

Members of **Space Center Club 2189-50** in Inglewood, Calif., don't need to visit the public library to find books about communications . . . they have their own club library of Toastmasters books, handbooks, and manuals. The books were acquired with surplus funds and are borrowed by members on a one or two-week basis.

ANNIVERSARY FEATURE — During the 15th anniversary program conducted by **Shelton (Wash.) Club 1236-32**, John Montgomery (left) and Norman Eveleth (right) completed the advanced Toastmasters communication and leadership program and became Able Toastmasters. Congratulating them is club President Carl Johnson.



Top Storyteller

New Albany (Ind.) Club 410-11 has selected its storyteller of the year for the past 18 years and the "torreadorical contest" has grown in popularity among Toastmasters, their ladies, and guests. This year the title is held by George Richards, who was proclaimed by the area governor as the storyteller of Area 4, District 11.

COMMUNICATION AWARD — William H. Orr (left), president of **Tinker Club 1362-16** in Midwest City, Okla., presents the club's first annual communication award to John Clabes, managing editor of the "Oklahoma Journal." The award is given to the individual who has made outstanding contribution in the area of communication.



AIRBORNE MEETING—

The executive committee of **Quebec (Ont.) Club 1838-61** conducted a club extension meeting aboard a Canadian airliner. Ready for the take off are TMs Andre Breton, Paul E. Parent, Fernand Dion, Albert Turgeon, Jean Thomas, Jacques Gaucher, Louis Tremblay, and Jean-Claude Amyot.



Evaluating the Police

Two fine groups of men interested in better communication between men recently joined forces to share the benefits of Speechcraft. Twenty officers and patrolmen of the **Los Angeles Police Department's Hollywood Station** participated in a Speechcraft course presented by **Hollywood & Vine Club 328-50** in Hollywood.

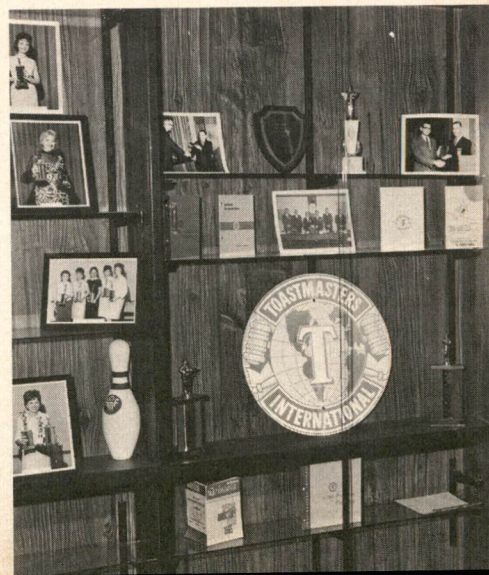
Guest Speakers

Newspaper coverage of an occasional guest speaker at meetings of **Culver City (Calif.) Club 2583-50** has boosted public awareness of the club and has attracted many guests and new members. Guest speakers have included a radio-news managing editor and the chairman of the California Jaycees Board of Directors.

TOASTMASTERS DISPLAY — A display case at the McDonnell Douglas Corp. in St. Louis, Mo., is devoted regularly to highlighting Toastmasters materials and the activities of **McDonnell Douglas Club 2389-8** and **McDonnell Club 2753-8**. Personal contact and company bulletin board displays also are membership building techniques of these two company-associated clubs.

Want to Bet?

Legalizing pari-mutuel betting in Indiana provided a lively topic for debate between members of **Jesse L. Arnold Club 42-11** in Indianapolis and the host Riley Toastmistress Club. The ladies debated the negative and were declared the winners. Both clubs praised the debate as an educational, worthwhile experience.



Anniversary Publicity

Spot announcements on three local radio stations, 20 minutes of television interviews, and several newspaper articles constituted the publicity for the 15th anniversary celebration of **Hub City Club 1431-43** in Jackson, Tenn. A **Toastmasters Day** proclamation by Mayor Bob Conger and an editorial in "The Jackson Sun" newspaper added to the success of the celebration.

Authors Article

TM Bill Perkins of **Miami Herald Club 3804-47** authored a feature story in the Miami, Fla., "Heraldette" about a capital punishment debate staged by the club. The "Heraldette" is a newspaper produced by employees of the **Miami Herald Publishing Co.** Two color photographs of the debate helped to attract readers' attention to the story.

CLUB ANNIVERSARIES — JUNE

30 YEARS

General Club 136-52
Los Angeles, Calif.

25 YEARS

Bakersfield Club 270-12
Bakersfield, Calif.
Pioneer Club 272-20
Moorhead, Minn.
Rochester Club 271-6
Rochester, Minn.

20 YEARS

Kamehameha Club 720-49
Honolulu, Hawaii
Park Ridge Club 381-30
Park Ridge, Ill.
YMCA Club 715-11
Anderson, Ind.
Wellesley Club 743-31
Wellesley, Mass.
South Bay Club 161-5
Imperial Beach, Calif.
Mile High Club 741-26
Denver, Colo.
Rocky Mountain Club 739-26
Denver, Colo.
High Dawn Club 730-7
Portland, Ore.
Columbian Club 727-7
St. Helens, Ore.

15 YEARS

Wednesday Bell Club 1598-30
Chicago, Ill.
Tuesday Bell Club 1599-30
Chicago, Ill.
1577 Club 1577-4
San Jose, Calif.
Centennial Club 1535-24
Omaha, Neb.
Queen City Club 1593-45
Manchester, N.H.
Asbury Park Club 1597-46
Asbury Park, N.J.
Nassau Club 1592-46
Nassau, N.Y.
Gaston Club 1527-37
Gastonia, N.C.
Seven Hills Club 1578-40
Cincinnati, Ohio
Findlay Club 1563-28
Findlay, Ohio
Doylestown Club 1540-38
Doylestown, Pa.
Heart of Texas Club 716-25
Waco, Texas
Bow Valley Club 1494-42
Calgary, Alta., Can.
Ambitious City Club 1586-60
Hamilton, Ont., Can.

TOASTMASTERS IN THE NEWS



Master of Ceremonies

TI Director **Dr. Steve Rouss** was master of ceremonies for the 10th annual Alabama Society of Professional Engineers **Engineering Council of Birmingham's** dinner-dance, during Engineering Week in that city. Director Rouss' directorship in TI was acknowledged in newspaper accounts of the engineering week activities.

Can You Top This?

David E. Fairers of Cronulla (N.S.W.) Club 3034-TCA has 100% attendance record in his club, which was chartered in June 1960 and which meets weekly. A charter member, TM Fairers has attended more than 450 meetings of the club. He is a former TCA secretary.

Featured Speaker

Dr. Edgar Paul Booth of Jackson County Club 1871-29 in Pascagoula, Miss., was featured speaker at the March convention of the **National Health Federation**. TM Booth's topic was "How to Physically Prosper in a Poisoned Ecology." Dr. Booth was recently appointed governor of District 29-Area I.

Cites TM Training

Willis J. Winn, dean of the **Wharton School of Finance and Commerce**, said in an article published in "Princeton Business Today" that "participating in Toastmasters groups" is part of the making of an executive in today's business world.

TOASTMASTERS WEEK—Wisconsin Governor Warren Knowles (left) presents **District 35 Governor Milan 'Mickey' Horvate** a proclamation designating the week of May 3 as **Toastmasters Week** throughout the state.



On The Move

TI Director **Clark E. Crouch** has been elected to the board of directors of the **National Contract Management Assn.** In addition, he recently was promoted to contract administration specialist with the **Atomic Energy Commission** in Richland, Wash. . . **Sid Marcus** of Tappan Zee Club 3232-46 in West Nyack, N.Y., has been elected president of the **Rockland County Builders Assn.** in Spring Valley, N.Y. . . **Wayne F. Kelly** of Temple City (Calif.) Club 554-F has been included in the latest edition of "Who's Who In America — Western Division" . . . **Clark Graninger** of VA Topicmasters Club 3273-36 in Washington, D.C., has been selected by the **National Institute of Public Affairs** as a fellow in its graduate study program for academic 1969-70 . . . **Harold Wong**, governor of Area 3-District 49, has been promoted to manager, **Kalihi-Palama Concentrated Employment Intake Center** at Honolulu, Hawaii . . . **Edward Y. Hirata** of Municipal Club 1668-49 in Honolulu, Hawaii,

KEY TO BALTIMORE—TI Executive Director **Robert T. 'Buck' Engle** (left) is presented a key to the city by Baltimore, Md., City Comptroller **Hyman A. Pressman**. District 18 Governor **Francis J. Butler** (right) witnesses the presentation during the executive director's recent visit to the district.

has been appointed Honolulu's building superintendent . . . **Clyde M. Biddinger**, **Donald E. Easdon**, **John J. Fuller**, and **Edward F. Monahan**, former members of Equitable Club 3507-46 in New York, N.Y., have been appointed assistant vice-presidents of the **Equitable Life Assurance Society of the United States** . . . **Thomas J. Harrington** of Wellesley (Mass.) Club 743-31 has been elected to membership in the **Administrative Management Society**.

Let Us Know

Mr. Toastmaster, when you are promoted in your company or business, or recognized in the community, **The Toastmaster** would like to hear about it. Send a postcard or newspaper clipping that tells who, what, when, where, why, and how. Remember to list your club and district numbers. These items are the source of material for the "Toastmasters In The News" section of **The Toastmaster** and other World Headquarters publications.

PROCLAIMS TM WEEK—Renton (Wash.) Mayor **Donald W. Custer** signs a **Toastmasters Week** proclamation in the presence of Renton-area Toastmasters Reg Cole, Derek Pearce, Gary Lornston, Bill Shumate, Ben Almoite, and Calvin Johnson.

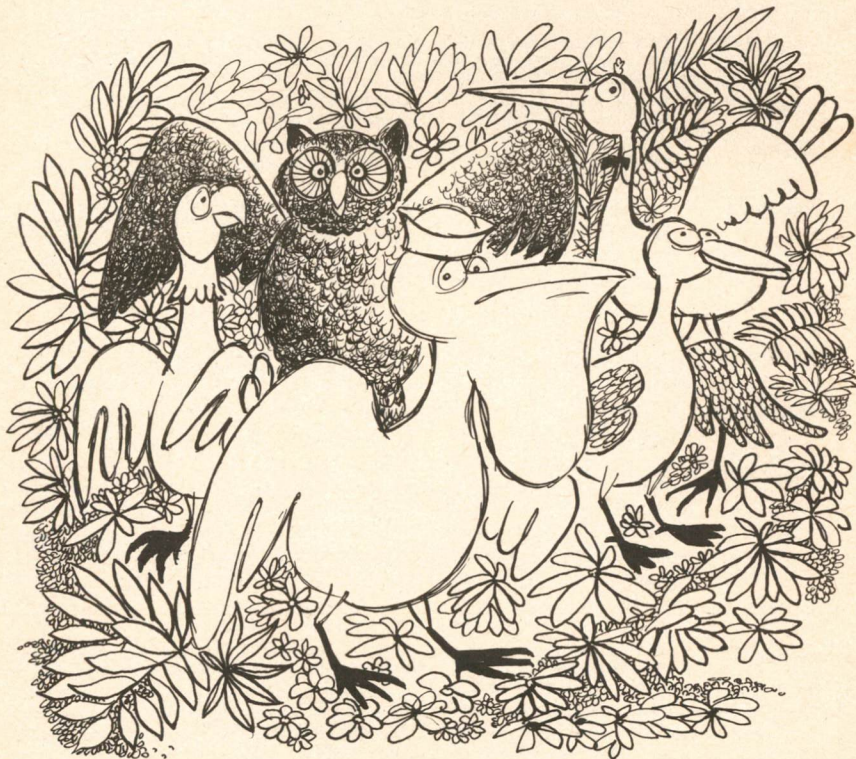
NEW CLUBS

As of March 31, 1969

- District F** ASTROMASTERS Club No. 484-F. Meets Tues., 5:00 p.m., McDonnell Douglas Astronautics Co., 5301 Bolsa Ave., HUNTINGTON BEACH, Calif. Contact: 897-0311, Ext. 4720.
- District 6** NWNL Club No. 3107-6. Meets 2nd-4th Thurs., 5:15 p.m., Monte Carlo, 219 Third Ave. N., MINNEAPOLIS, Minn. Contact: 372-5203.
- District 7** REDMOND Club No. 468-7. Meets Tues., 6:30 a.m., 86 Corral Rest., 250 N. 6th, REDMOND, Ore. Contact: 548-2464. Sponsoring Club: BEND (Ore.) CLUB 2999-7.
- District 8** CHECKERBOARD ORATORS Club No. 3904-8. Meets 2nd-4th Thurs., 6:30 p.m., Salem House Cafe., 9997 Manchester Rd., ST. LOUIS, Mo. Contact: 982-3749. Sponsoring Club: CHECKERBOARD CLUB 1590-8, St. Louis, Mo.
- District 9** NEZPERCE PRAIRIE Club No. 499-9. Meets 1st-3rd Mon., 6:30 a.m., Nezpercan Hotel, NEZPERCE, Ida. Contact: 937-2420.
- ORAL OILERS Club No. 1291-9. Meets Wed., 7:30 p.m., Washington Trust Bank, 110 N. Pines Rd., SPOKANE, Wash. Contact: 924-3062 or 926-9715.
- District 10** TRW CLARKWOOD Club No. 3611-10. Meets 1st-3rd Wed., 4:45 p.m., TRW Inc., 2196 Clarkwood Rd., CLEVELAND, Ohio. Contact: 344-4314 or 344-4153.
- District 13** COMMERCIAL PRODUCTS GROUP Club No. 8555-13. Meets Mon., noon, North American Rockwell Bldg., 5th & Wood, PITTSBURGH, Pa. Contact: 565-5827. Sponsoring Club: ALCOA CLUB 1092-13, Pittsburgh, Pa.
- District 19** DOWNTOWNERS Club No. 1325-19. Meets 1st-3rd Mon., 8:00 a.m., Federal Bldg., 4th & Perry, DAVENPORT, Ia. Contact: 324-1961, Ext. 446. Sponsoring Club: LORIS CLUB 3428-19, Davenport, Ia.
- FLOYD VALLEY Club No. 1753-19. Meets Wed., 6:30 p.m., Club Cafe, 20 Plymouth St. SW, LE MARS, Ia. Contact: 546-5636. Sponsoring Clubs: KEYSTONE CLUB 579-19, Sioux City, Ia., and CHEROKEE (Ia.) CLUB 3690-19.
- District 24** ROAD TOASTERS Club No. 1761-24. Meets 1st-3rd Fri., 11:30 a.m., Dept. of Roads, 14th & Burnham, LINCOLN, Nebr. Contact: 473-4512.
- District 25** BARKSDALE Club No. 2480-25. Meets Mon., 6:00 p.m., Officers Open Mess, BARKSDALE AFB, La. Contact: 746-2203. Sponsoring Club: SHREVEPORT (La.) CLUB 718-25.
- District 27** VISALIA BREAKFAST Club No. 909-27. Meets Tues., 7:00 a.m., Sambo's Rest., 610 W. Main St., VISALIA, Calif. Contact: 732-1344.
- District 35** TWI-NITERS Club No. 2967-35. Meets 2nd-4th Wed., 5:30 p.m., Swiss Wheel Rest., Hwy. 69 So., MONROE, Wisc. Contact: 325-9161. Sponsoring Club: CHEESE CITY CLUB 1248-35, Monroe, Wisc.
- District 36** SARTO Club No. 3371-36. Meets alt. Thurs., 6:30 p.m., Riordan's Rest., 3210 Branch Ave., HILLCREST HEIGHTS, Md. Contact: 894-1398.
- District 37** CHARLOTTE POST TOASTERS Club No. 2939-37. Meets Thurs., 7:30 p.m., Charlotte Post Office, 401 W. Trade St., CHARLOTTE, N.C. Contact: 523-8082. Sponsoring Club: WESTERN CLUB 2451-37, Charlotte, N.C.
- District 40** LOCKBOURNE Club No. 3718-40. Meets 1st-3rd Mon., 6:30 p.m., NCO Club, LOCKBOURNE AFB, Ohio. Contact: 491-4300.
- District 45** CAMPBELLTON Club No. 2589-45. Meets Wed., 6:00 p.m., Chateau Inn Hotel, 122 Roseberry St., CAMPBELLTON, New Brunswick. Contact: 753-3481 or 753-7767.
- LAKES REGION Club No. 2559-45. Meets 1st-3rd Wed., 6:30 p.m., Laconia Tavern Hotel, 666 Main St., LACONIA, N.H. Sponsoring Club: QUEEN CITY CLUB 1593-45, Manchester, N.H.

Continued on page 40

STOP THE SQUAWK OF AWK



Bird hunters were wafting the autumn air with buckshot while we Toastmasters were meeting in educational session and deciding to ruffle a few feathers of another sort. Our aim was to bag a bird of another feather: the Toastmaster who refuses to accept his club's evaluation of his performance as a speaker, Toast-

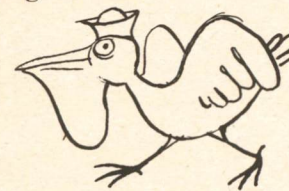
master of the meeting, or evaluator.

We established a year-round, no bag limit, season, and our license to hunt was to be renewed constantly by providing effective, meaningful, and enjoyable evaluations whenever one of us served as an individual or general evaluator. Our ammunition: the

By GEORGE REDMAN

communication and leadership manuals, evaluation material, and the "Effective Speech Evaluation" handbook are all of the correct caliber.

At what do we shoot and how do we recognize the birds most in need of having a feather or two plucked? Although our birds are of varying species, all can be recognized by their strut, and particularly by their squawk, which is heard during their evaluation: "AWK! You did wonderful! Fine! Fine talk! I liked it very much and could find nothing wrong with it."

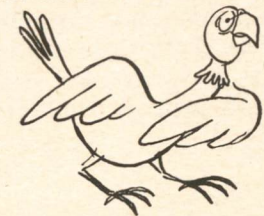


Pelican Sam

This squawk of "AWK" is especially irritating to the ears of a hard-working, conscientious Toastmaster who expects an evaluation that will help him improve his communication skill. "AWK," you see, is the clipped form of "AWKWARD" and is translated as: "There was something 'awkward' about your delivery, but I can't tell you what it was or how to improve." This is the

lazy bird's way of saying that he doesn't want to take the time to develop the most important skill Toastmasters can help him develop—the skill of effective listening.

Top-flight leadership was needed to accomplish our goal and, taking a hunting tip from *The Toastmaster* magazine, we adopted Pelican Sam (Tale of Pelican Sam, by John F. Diaz, Feb. '68) as the symbol of our project. Our leaders quickly identified other game birds and set as their goal the job of having the membership fly in formation. Here is a catalog of a few of the birds with which we all have to contend.



American Bald Ego

At times you'll find a bird who hasn't realized that he wins his audience by his speech, not his sociability quotient. This bird is too confident and cannot be helped by evaluation. He struts away from helpful suggestions. He flutters into meetings to help others—he is perfect, and he

doesn't need the practice, although he is the only one who thinks so.

This uncoordinated bird eventually will derive immense benefits from Toastmasters, but first he needs our help in getting organized. His particular squawk is the "Extra Talk" which means he didn't bother to prepare a manual project. Far worse than his dwelling on extra talk are his "stop light" talks, those gems he composes while he's waiting for the traffic lights to change as he drives to the meeting.

This bird never turns past evaluations into improvements. He's never on time, never in command of the situation, and never knows the program. In fact, when he is given a command assignment, such as Toastmaster of the meeting, everyone suffers from his lack of check-it-out-itis.



Near-sighted Brainless Barnowl

Faster than the speeding roadrunner when introducing a speaker, the Brainless Barnowl leaves the speaker stranded and facing an ice-cold audi-

ence with no more of a bridge than "... here's a man who needs no introduction!"

Our club leaders are adamant about proper introductions. They insist that *everyone needs an introduction!* To insure this, whenever our Near-sighted Brainless Barnowl has a control assignment, he is given an introduction checklist to tie the speaker, the talk, and the audience together. The Toastmaster of the Meeting checklist, the "Effective Speech Evaluation" handbook, and other aids are mandatory equipment for this bird. Someday, organized and efficient, this bird will thank us.



Cliche Flatterer Whitewash Bird

Meanwhile, back at the coop, the loudest squawker of "AWK!" is the personality type suffering from the "apple polishing" syndrome.

Compliments are nice to hear, but what do we learn from them? The Cliche Flatterer Whitewash Bird is always vague, because he cheerfully chirps cliches. This "Flatterer" is most in need of "straightening out and flying

right." His whitewash evaluation is used to obscure any specific help the speaker might be able to use on future assignments. Because he doesn't want to ruffle anyone's feathers, the Cliche Flatterer Whitewash Bird is the evaluator who needs *his* feathers ruffled until he provides exact, specific, and demanding evaluations.

This Whitewash bird believes an evaluator never should "blast" or "roast" the speaker, otherwise he will stand there in his pin feathers and shiver. Our Whitewash fowl reserves such treatment for the older, "tougher" birds who can benefit from, and who sometimes need, a more frank evaluation.

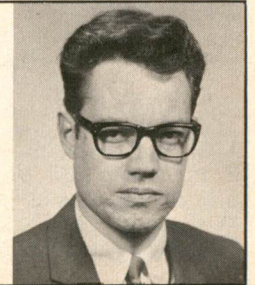
His friend, the Slurbird, on the other hand, doesn't realize that a relaxed manner often is appreciated, but there is such a thing as being "too casual." The Slurbird means well, is sincere, and works hard, but he remains inefficient.

He slurs words because he won't open his small beak and project his twitterings. The gestures he makes with his tiny wings don't provide the necessary emphasis. He needs to follow the manuals. Note: Slurbirds lurk among us both as speakers and evaluators.

Having identified our particular problem birds, we "got the flock busy," put it into formation, and squelched the squawk of "AWK!" No longer do we suffer from awkward evaluations or Toastmasters who fail to take advantage of the club's evaluation of their efforts.

The way to improve our communication and leadership skills includes the fluffing, ruffling, and, at times, the forceful removal of a few feathers. Only by providing specific, meaningful evaluations can we afford to preen, or even crow a little, as we wait for the feathers to float gracefully back to earth!

George Redman is educational vice-president of Skyline Club 3258-41 in Rapid City, S.D., and an instructor of English and English Education courses at Black Hills State College in Spearfish, S.D.



Honor Roll



Congratulations to the following Toastmasters who have completed the advanced Toastmasters speech programs:

ABLE TOASTMASTERS (ATM)

Certificates of Achievement

These Toastmasters are entitled to include ATM after their printed name.

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Thunderbird Club 396-21
C. M. Wood, ATM
Kirtland Air Force Base Club
2065-23
C. R. Dinauer, ATM
Madison (Wisc.) Club 173-35
F. G. Mitchell, ATM
Town and Gown Club 3337-39
S. J. Spiro, ATM
Somerville (N.J.) Club 1103-46
V. F. Phillips, ATM
Texaco Star Club 3088-46
J. G. Louvier, ATM
Northrop Club 212-50
L. Martin, ATM
Pathfinder Club 3635-57

E. K. Henry, ATM
Tippecanoe Club 3824-F
F. M. Jongsma, ATM
Oak Harbor (Wash.) Club 514-2
R. H. Selover, ATM
Los Gallos de la Bahia Club 3400-4
P. L. Sanford, ATM
Hospitality Club 683-5
P. G. McCarthy, ATM
Augusta (Ga.) Club 326-14
R. A. Fraser, ATM
Thunderbird Club 1566-16
R. W. Fleck, ATM
Town Criers Club 2898-18
G. L. Schmidt, ATM
Westinghouse Gaveliers Club
3160-18

LEADERSHIP THROUGH SPEECH

Certificates of Progress

T. G. Reynolds Jr. 3278-48
J. Y. Kumagay 11-51
A. D. Anderson 856-19
C. G. Weber 131-35

THE ADVANCED SPEAKER

Certificates of Progress

L. W. Henderson 99-22
F. P. O'Brien 1852-24
J. R. Bagley 2114-24
D. D. Smith 2114-24
M. D. Kleinkopf 254-26
S. K. Szeto 1635-U
N. Morelli 1736-U
C. Carver 65-4
S. F. Cardinale 65-4
J. Small 65-4

Continued on page 40

The Speaker's Page



POINT OF EMPHASIS

Do your club programs provide opportunities for you to gain experience in effective discussion? One way you can secure this valuable training is for your educational committee to schedule a discussion of your club's operations. It provides you a meaningful exercise in effective discussion, an opportunity to examine the strong and weak points of club management, and a chance to explore methods which may be used for improvement.

A few of the subjects your educational committee can schedule for discussion are: what you expect from your club, the business meeting, speech evaluation, community programs, parliamentary sessions, joint meetings, and membership building.

Your participation in this learning experience is to join in the investigation of facts and conditions, share your knowledge and ideas with other members, and compare and evaluate the ideas to arrive at helpful conclusions.

The program may be presented as a symposium, debate, panel discussion, or a conference. Another means to present the program is in the format of Table Topics. Ask your educational committee to plan a program devoted to "talking things over." While you are gaining experience with discussion techniques, you also have the opportunity to examine and air your views about your club's operations. Both you and your club benefit!

WHAT TO TALK ABOUT

As you flip through the pages of your Toastmasters communication and leadership manual to look ahead to future speaking projects, does the title of each assignment suggest to you what your subject will be when it's time for you to begin preparing each speech? When you review the purpose of each project, does the purpose further help you decide what you will talk about?

Selecting an effective subject for each prepared-speaking opportunity is the first step in preparing your speech. Without it you cannot gather your material, organize your speech or determine how you will use gestures, visual aids, or vocal variety.

If you need help finding speech subjects, here is an item available from World Headquarters to assist you: "What to Talk About" (Code B-16), a 71-page booklet containing 1,001 speech ideas. Consult your club's **Supply Catalog** for instructions about ordering.

WORLD HEADQUARTERS IS AT YOUR SERVICE

Do you need ideas for club programming, assistance in planning your Speechcraft course, or guidance to improve your club bulletin? World Headquarters is at your service!

Your World Headquarters staff services the entire organization, implements the policies and procedures established by the board of directors, and handles your club, area, district requests for administrative and program guidance and materials.

Club officers and members are encouraged to write to World Headquarters for assistance with educational activities, club programming, membership building and retention, new club sponsorship, and community activities. Here is a list of the services most frequently sought and the World Headquarters department to which you should address your requests:

Community Relations
District Educational Programs

Regional Educational Programs

Coordination of the development of new ideas from members

Coordination of the development and preparation of Toastmasters programs

These services are provided by the office of the Executive Director.

★ ★ ★

International convention coordination

Regional conference coordination

District Assistance Program administration

These services are conducted by the office of the General Manager.

★ ★ ★

District administration
New clubs

DATA, monthly newsletter to district officers

Communication and Leadership Program completion certificates

If you desire any of the above services, address your request to the Administrative Services Department.

★ ★ ★

Club, district, council accounts

Orders for supplies, materials, or services listed in the *Supply Catalog*

Semiannual membership reports

Member records

Contact the Finance and Order Department for assistance in these areas.

★ ★ ★

Club and member educational and administrative programs

Parliamentary Procedure Program

Speech contests

Membership Building Program

Distinguished Club Program

Gavel Club administration
Youth Leadership Program administration

Speechcraft administration

Club Assistance Program

Toastmasters recognition programs

For assistance in these areas, direct your request to the Membership and Club Services Department.

★ ★ ★

The Toastmaster magazine
TIPS, monthly newsletter to club officers

TAG Line, newsletter to area governors

Club and district bulletin aid

Promotional materials

Educational materials

Administrative materials

Media programming and relations

Address your request for these services to the Publications Department.

★ ★ ★

Shipping and receiving

Addressing and inserting

These services are provided by the Production Department.

★ ★ ★

If you are not certain which of these seven departments should handle your inquiry, send it to World Headquarters and it will be routed to the proper department.

Address your requests to Toastmasters International, Box 10400, Santa Ana, Calif. 92711. Remember to include your club and district numbers on all correspondence.

NEW CLUBS

CONTINUED FROM PAGE 31

- District 46** 1210 TOASTMASTERS Club No. 3375-46. Meets 2nd-4th Mon., noon, American Cyanamid Co., Bound Brook Plant Cafe., BOUND BROOK, N.J. Contact: 356-2000, Ext. 2515.
- District 53** UNIVERSITY Club No. 3873-53. Meets Wed., 5:00 p.m., Campus Center, Fairfield Univ., FAIRFIELD, Conn. Contact: 255-1101.
- District 56** CONOCO Club No. 657-56. Meets Mon., 11:45 a.m., Continental Oil Co. offices, 1300 Main, HOUSTON, Tex. Contact: 225-1511, Ext. 2856.
- District 60** TIMMINS-PORCUPINE Club No. 1845-60. Meets 1st-3rd Mon., 6:30 p.m., McIntyre Community Centre, SCHUMACHER, Ont. Contact: 264-4100.
- TCA** INGHAM Club No. 3208-TCA. Meets 2nd-4th Thurs., 7:00 p.m., Lees Hotel, Lannercoast St., INGHAM, Queensland. Sponsoring Club: TOWNSVILLE (Qld.) CLUB 3632-TCA.
- U** VIKING Club No. 2859-U. Meets Mon., 8:00 p.m., Mt. Pearl Legion Club, Park Ave., MT. PEARL, Newfoundland. Contact: 368-3987.

Honor Roll

CONTINUED FROM PAGE 36

THE ADVANCED SPEAKER Certificates of Progress

- | | |
|----------------------------|-------------------------|
| J. F. Bean 3653-36 | W. E. Smith 2038-4 |
| N. S. Neu 2314-38 | M. R. Bacon 3012-4 |
| J. T. Severinghaus 1849-46 | R. Renteria 3400-4 |
| R. W. Webb Jr. 3774-47 | C. C. Boerger 374-6 |
| J. Simon 512-48 | R. J. Parnell 855-6 |
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| W. H. Schultz 3841-49 | G. L. Bennett 902-13 |
| R. S. Thompson 1042-50 | W. A. Schweitzer 326-14 |
| H. W. Leeson 243-51 | A. C. Shives 3129-15 |
| O. F. Burd 2109-54 | E. B. Lopez 148-16 |
| B. D. Nash 598-57 | L. R. Evers 1320-16 |
| F. J. Hurst 2245-60 | J. H. Jones 1566-16 |
| N. McLean 3045-61 | C. Avery 1585-16 |
| R. C. Hart Jr. 3700-62 | W. Spieth 685-19 |
| H. Lingerfelt 2958-63 | H. C. Bonde 2776-21 |

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66. Marion B. Lilienthal 4728 Haywood Dr., Portsmouth, Va. 23703
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