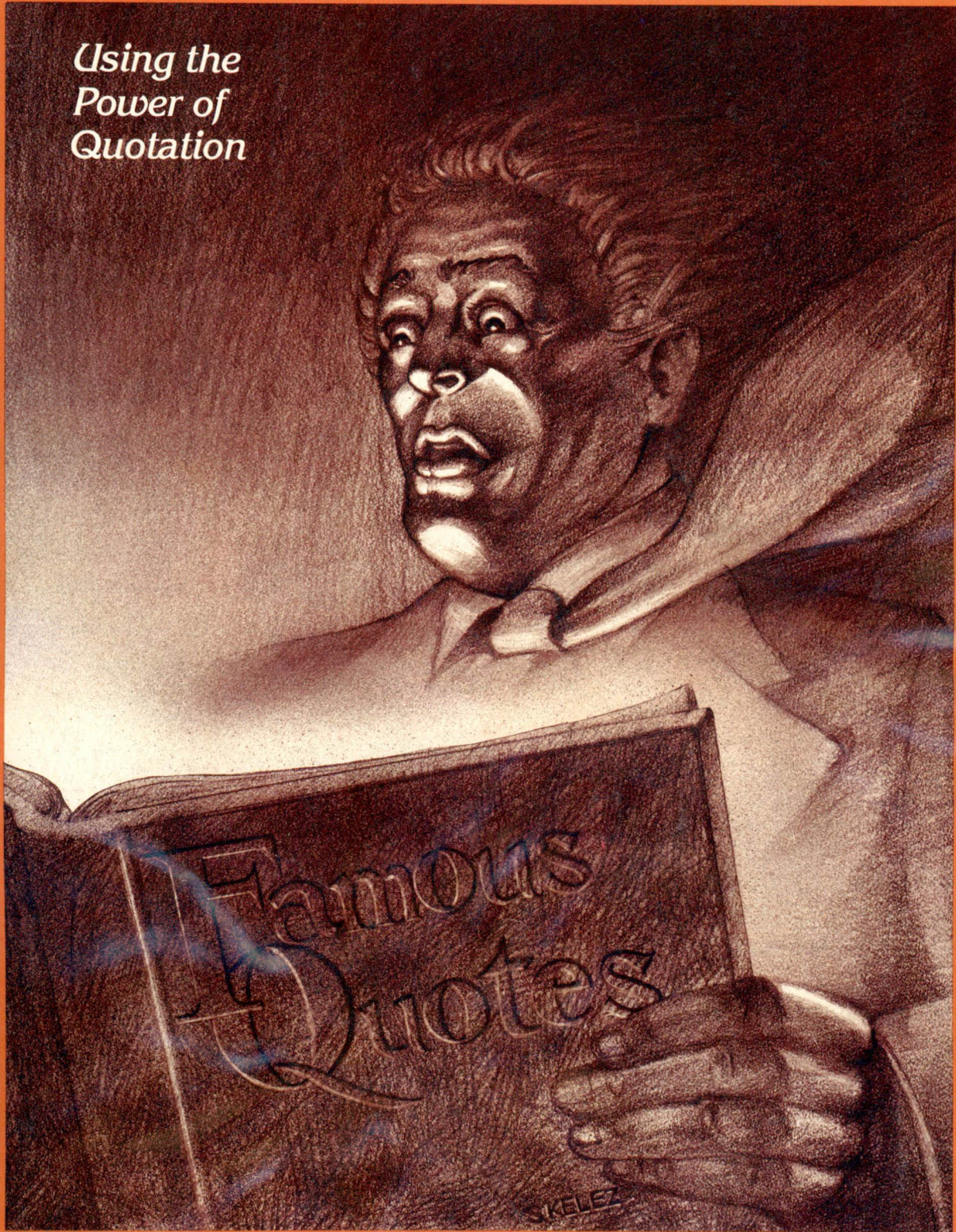


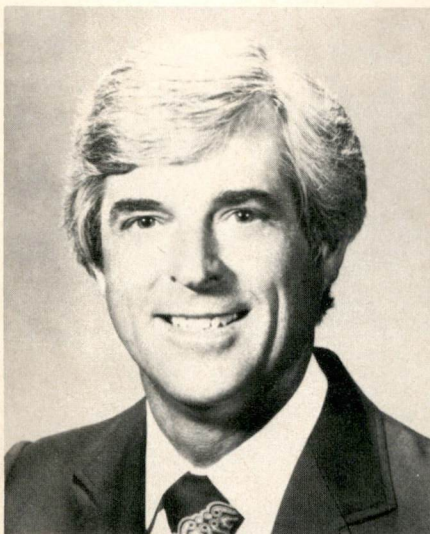
The Toastmaster

MAY 1982

*Using the
Power of
Quotation*



1982 Convention Preview, see Page 15



The Elements of a Great Club

At the TI Board of Directors meeting last February, I had a fascinating discussion with Patrick A. Panfile, DTM—the outstanding Toastmaster who preceded me as your International President. The subject was Toastmasters clubs and their role in helping us as members attain our self-development goals.

As we shared information about our own respective clubs, Pat and I were astonished to discover how similar our clubs are. Both Pat's club in New York and my club in Arizona are among the top clubs in Toastmasters International, as demonstrated by the achievements of their members, the size of their membership and their success in earning Club Management Plan recognition.

Yet several years ago both of these clubs were floundering. They were low in membership and had difficulty attracting new members. Meetings were dull and lifeless. Clearly, something had to be done.

What turned these clubs around and propelled them toward the success they enjoy today? In both cases, a small group of dedicated members took a hard look at their predicament and made a commitment to implementing change.

Both groups identified the type of behavior necessary for making their clubs the ideal Toastmasters club. They then set out to model that behavior until it would become the norm for all club members.

Not only did Pat's club and my club share

the same situation and the same method for implementing change, we also discovered that both clubs created the same kind of atmosphere which caused both clubs to flourish. I'd like to share the elements of this atmosphere with you because I believe they are the keys to building success in a Toastmasters club.

- *Smooth meetings.* My club eliminated the business portion of our meetings, letting the executive committee handle most of the club's business. Pat's club, on the other hand, still has a business meeting, but officers are so well-prepared that the business is run crisply and briefly.

- *A positive, supportive atmosphere.* In my club and Pat's club, the members really care about one another, and they constantly provide support and enthusiasm. Everything is kept positive.

- *An atmosphere of enjoyment.* Meetings should be fun. I'm a firm believer in what our founder, Dr. Ralph C. Smedley, said: "We learn best in moments of enjoyment." This belief is embodied in my 1981-82 theme: Toastmasters . . . Learning + Enjoyment = Achievement.

- *Manual speeches.* Pat and I agree that getting away from manual speeches was a big reason our clubs began to flounder. Three things happen when you give manual speeches: First, the speaker has specific objectives to accomplish. Second, the evaluator has a guide. And third, you educate the audience on a method of attacking that particular project. If you don't have manual speeches, none of those things happen.

- *Use of the Club Management Plan.* My club and Pat's club use the CMP—both as a tool for planning and goal-setting, and as a recognition system for evaluating our performance. A club that uses the CMP almost automatically does the things a club must do in order to meet members' goals.

When several club members begin to model these behavioral elements, it becomes infectious. Guests are impressed with the positive attitude and enthusiasm of the club and want to be a part of it. And when they do, they contribute to the norms because positive evaluations, manual speeches and enthusiasm are the only things they know. Pretty soon, you've got a great Toastmasters club! It worked for Pat's club, and it worked for mine. Maybe it will work for your club, too.

William D. Hamilton

William D. Hamilton
International President

TI Officers and Directors

Founder

Dr. Ralph C. Smedley (1878-1965)

Officers, Toastmasters International President

William D. Hamilton, DTM
Artificial Limb & Brace Center
2323 N. 7th St., Phoenix, AZ 85006

Senior Vice-President

William O. Miller, DTM
12101 Hunters Lane, Rockville, MD 20852

Second Vice-President

Eddie V. Dunn, DTM
3106 7th St. North, Fargo, ND 58102

Third Vice-President

John S. Latin, DTM
1010 Calle Ortega, San Dimas, CA 91773

Past President

Patrick A. Panfile, DTM
78 Stoneleigh Court, Rochester, NY 14618

Executive Director

Terrence J. McCann
2200 N. Grand Avenue, Santa Ana, CA 92711

Secretary-Treasurer

Donald E. Smith
2200 N. Grand Avenue, Santa Ana, CA 92711

Directors

A. Edward Bick, DTM
635 North Menlo, Sioux Falls, SD 57104

Ray E. Brooks, DTM
33114 Lake Garrison Street, Fremont, CA 94536

Russell L. Collins, DTM
R.R. 2, Box 93A, Daleville, IN 47334

Don Ensich, DTM
410 Del Norte Road, Ojai, CA 93023

John A. Fauvel, DTM
P.O. Box 3114, Auckland 1, New Zealand

Richard P. Flis, DTM
181 Kirk Drive, Thornhill, Ontario, Canada L3T 3L7

Albert H. Friedrich, DTM
7406 Galanis Drive, Annandale, VA 22003

Ralph W. Joslin Jr., DTM
7810 E. 77th Street, Tulsa, OK 74133

Louis M. Kiriazis, DTM
1329 S. 61st Avenue, Cicero, IL 60650

Jack Kiuru, DTM
5959 Spring Garden Road, Suite 1207
Halifax, Nova Scotia, Canada B3H 1Y5

Marvin E. Kline, DTM
529 Sykes Drive, Idaho Falls, ID 83401

Ruth M. Kraft, DTM
4930 California Street, Omaha, NE 68132

B. Jack McKinney, DTM
8114 Canterbury Drive, Orange, TX 77630

Nate A. Parries, DTM
1599 Iveydale Road, Cleveland Heights, OH 44118

Marcia L. Peters, DTM
1092 Salmon Drive, Roseville, CA 95678

John V. Slyker, DTM
2812 Marmon Drive, Midland, TX 79701

M.B. Sifton, DTM
212 Dove Tree Road, Greenville, SC 29607

Magazine Staff

Editor

Debbie Horn

Editorial Assistant

Michelle Cabral

Art Director

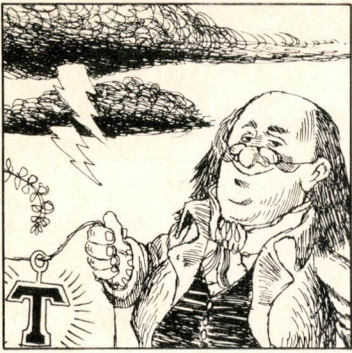
Judy Turk

To Place Advertising, Contact:

Toastmasters International
Publications Department
2200 N. Grand Ave., P.O. Box 10400
Santa Ana, CA 92711
(714) 542-6793

Contents

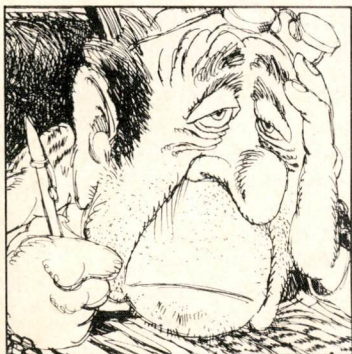
MAY 1982
Vol. 48, No. 5



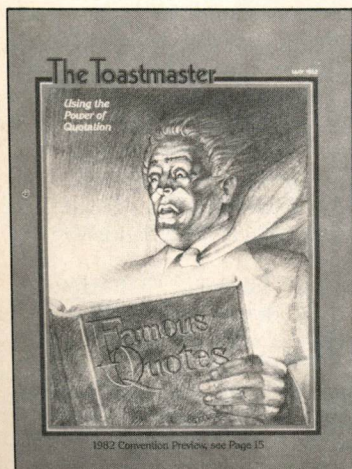
Page 15



Page 21



Page 25



features

5 Twenty Ways to Get Ahead With Your Boss

by David K. Lindo

9 Using the Power of Quotation

by Ralph Aiello

13 Put Sincerity In Your Speaking

by L. Perry Wilbur

15 See You In Philly!

19 Slow Down — And Say It Right!

by Mark Bruce

25 Coping With Job Burnout

by Vivian Buchan

27 TI Board Report

departments

4 Letters

21 Profile

23 How To . . .

29 Hall of Fame

30 1981-82 District Governors

COVER

The proper quote or anecdote inserted at just the right place in your speech can contribute more to your point than dozens of your own words. Unfortunately, like many speakers, you may not be aware of the power of quotation and the strength quotes can add to a speech. But don't despair. In this month's cover story, Ralph Aiello tells you the techniques for selecting the right quotes and placing them in your speech for maximum effect. He also critically examines the ethical problems you may encounter should you want to modify or adapt an original quotation to suit your purpose. After reading Aiello's appraisal, you'll be able to successfully use the power of quotation to add drama, depth or humor to all of your speeches.

Published monthly to promote the ideals and goals of Toastmasters International, an organization devoted to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Second class postage paid at Santa Ana, California, and additional mailing office. Copyright 1982 by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content and non-member subscriptions should be addressed to THE TOASTMASTER Magazine (ISSN 0040-8263), P.O. Box 10400, Santa Ana, California 92711. Phone (714) 542-6793. All other circulation correspondence should be addressed to Membership and Club Records at the same address. Non-member price: \$9.00 per year. Single copy: 75¢.



The Semantics of Evaluation

Now that we are split between "criticize" and "evaluate," let's go a step further.

According to my Webster's dictionary, "evaluate" means to determine or fix the value, significance or worth of. (Let's not consider whether a dictionary is exclusively either a history of how words have been used or an authority on how words shall be used.)

At one time or another, many of us have probably disagreed with an evaluator's opinion of the value, significance or worth of a speech. If you've had this experience, did you conclude that the evaluator was wrong and that you were right? Did you conclude that the evaluator was a better evaluator than you? Or did you conclude merely that your opinions differ?

Is value, significance or worth a quality of a speech? Or does it arise from the speaker, the speech, the listener, the circumstances and the state of the listener's health? Lincoln's "Gettysburg Address" wouldn't have gotten high marks from Idi Amin.

If confined to Webster's definition of "evaluate," I don't evaluate speeches I hear. Instead, I try to describe my reactions — emotional, intellectual and physical — to what I heard. Other members' reactions might be very different from mine.

Does our language have a word, other than the noun "feedback," to describe what I give to a speaker? Maybe Webster's dictionary will someday show that feedback can be a verb as well as a noun.

*Tom Sarbeck, ATM
San Francisco, California*

Help Needed for Potential Club

While vacationing recently in Papeete, Tahiti, my wife and I paid a visit to Guy

Nivard, advertising director for Les Nouvelles, a Tahitian newspaper. I told him about Toastmasters and showed him some of our programs. He expressed enthusiasm about joining and said he could easily find 20 other business people who might be interested in our organization, too.

Unfortunately, Tahiti has no established Toastmasters clubs. I'm hoping that some French-speaking Toastmasters would like to help the people in Tahiti form a Toastmasters club. Of course, they may have to spend some time in that beautiful place.

If anyone is interested in bringing the benefits of our organization to the people of Tahiti, please write to me at Box 5019, Woodland Hills, CA 91365. I'll gladly supply more information.

*Gary Moore
Woodland Hills, California*

Recognizing Women

I'm hoping our masculine Toastmasters did not decline to read Thomas Montalbo's article on women orators in the January issue. Perhaps even more men read it because it was written by a man.

I can relate to the plight of Frances Wright. Words such as ". . . it is for Americans to examine their institutions, because they have the means to improving them, to examine their laws because at will they can alter them . . ." make sense coming from any source, yet Wright was considered contemptuous and obscene not for the words, but for speaking them in public. As a woman city planning commissioner, I too find that what I say (even though it makes sense) is discounted by many men because it came from a woman.

With the help of male feminists like Mr. Montalbo, women may eventually gain the recognition that is rightfully theirs as people. Thank you, Mr. Montalbo!

*Jo Ann Fairbanks
Campbell, California*

Improving Children's Speaking Skills

Freda Grones' article, "Path to the Podium: How Parents Can Help Their Children," was right on the mark. The anxiety I developed in my own childhood was one of the major reasons I joined Toastmasters. The simple lessons I learned convinced me that my own children should receive guidance at an early age.

For the past two years my 8- and 11-year-old children, my wife and I have used the table topics format as an occasional after-dinner game. We take turns assigning topics, limit "speeches" to three minutes or less, and offer evaluations. We all enjoy ourselves. By restricting negative comments to major points and by using positive reinforcement generously, the children's developing personalities are not injured.

*Patrick Crotty
Englewood, Colorado*

The First Step Is the Hardest

Even though I'd been in Toastmasters for four years, I had never spoken outside the womb of my club until I hosted a musical program at a local fair. Sure, I was nervous, but the program went smoothly, thanks to some of the tips I learned in Toastmasters. It turned out to be one of the best things I've ever done for myself.

It was hard to take that first step outside the club, but now that I've done it I'm no longer afraid. This week I'm speaking at my wife's college alumni meeting. I'm also scheduled to give a presentation on mental health at a local hospital and will present my humorous speech to a local high school class.

I hope my experience will encourage other Toastmasters to take that first step. It's challenging, but it is indeed rewarding.

*Roger duBois
Minneapolis, Minnesota*

Management looks for certain characteristics in employees.

Twenty Ways to Get Ahead With Your Boss

by David Lindo

Do you ever wonder about what it takes to get the best results on your job? Have you speculated about how you could do better in terms of pay, prestige and position? Have you envied some people in your firm, unable to figure out how they got to where they are? Do you have a plan to improve your chances of reaching the rung you want on your firm's management ladder? Do you know how to get ahead with your boss?

Accept the fact that not everybody got his or her position by marriage, favoritism or some lucky break. Sure, that can happen. But millions of people make their place in life by their own hard work. If you have a plan and persist in its attainment, you can, too.

Although you are out of high school or college, it's not too late for you to try to earn straight A's in the "school of hard knocks." You can do that if you always keep in mind that your efforts are constantly being watched, evaluated and rated.

On the job, the most important rater is your boss. It's in your best interest to be sure you understand your boss' rating

system, then do what it takes to achieve a high score.

You can positively impress your boss in many ways. We'll look at 20 of them. Sure, any one could be *your* particular key to success. But put these 20 together and you are sure to get noticed, improve your performance and raise your overall rating.

The 20 suggestions that follow will be

Your efforts are constantly watched and evaluated.

grouped under five labels most managers use when they talk about someone they like. These five labels are *ability, accountability, ambition, appearance* and *attitude*.

Be sure to use every opportunity you get to demonstrate how well each label fits you. If you haven't been described as one of the above, the suggestions and hints that follow may be just what you need to upgrade your rating.

Showing Your Ability

Most managers I know rate ability as the skill to get a job done. They list four ways you can demonstrate your ability to your boss:

- **Do thorough staff work.** Complete each assignment in painstaking detail. Tie down loose ends. Make realistic recommendations.

- **Demonstrate your creativity.** Dare to create new solutions to old problems. You don't have to accept the "that's the way we've always done it" approach. Try your own solution. Problems are often opportunities. Search out problems and use them to show your ability to solve them.

- **Sell your solutions.** Perfect your delivery of your ideas. One of the most important things you can learn from Toastmasters is how to effectively deliver your message in a few minutes.

- **Show self-confidence.** Stand up for what you believe in.

- **Accept tough assignments.** Be assertive in your approach to problems. Speak with poise using a sure, fearless, unhesitating delivery.

Management wants and needs subordinates who are accountable for their

MOTIVATING MESSAGES FROM THE MASTERS

Toastmasters' 50th Annual Convention brought together some of the world's top speakers. The educational highlights of this great event have been captured on these professionally recorded cassettes. Order yours today — and let the masters motivate you to greatness!

DR. MILLARD BENNETT, KEYNOTE ADDRESS

For over a half a century, this outstanding orator has touched the hearts and minds of audiences throughout the world. In "The Supreme Art," he tells you how to arouse others to action through your words.

JAMES L. HAYES, GOLDEN GAVEL ADDRESS

The recipient of Toastmasters' highest award examines the need for effective communications in today's business world. Insightful comments from the president of the American Management Associations.

JOEL WELDON, "ELEPHANTS DON'T BITE"

A top professional speaker and seminar leader shows you how doing little things can bring big results in speaking and in our clubs. This fast-paced session is jam-packed with useful ideas.

DR. CHARLES JARVIS, HUMOR WORKSHOP

Acclaimed as North America's leading humorous speaker, "Charlie" Jarvis will make you laugh, then tell you why you did. Your chance to learn how humor works from a master of the art. Upoariouly funny.

R. DEAN HERRINGTON, "MULTI-MESSAGES"

A top management training consultant looks at audience psychology and shows you how to tailor your messages to reach all members of an audience. You'll be fascinated by this innovative concept and its applications.

LEN BAKER, "HOW TO HAVE A HAPPIER LIFE"

A rising star in the world of professional speaking, this Arizona Toastmaster is at his entertaining best in this side-splitting session. He's warm, witty and full of infectious enthusiasm.

JEFF YOUNG, ATM, "HOW TO BUILD A DYNAMIC SPEECH"

The winner of Toastmasters' 1980 International Speech Contest takes you, step-by-step, through the process of creating and delivering an effective speech. Learn the techniques that made Jeff Young "World Champion of Public Speaking."

MICHAEL AUN II, "PREACH WHAT YOU PRACTICE"

Businessman, entrepreneur, professional speaker and former International Speech Contest winner, Michael Aun shares with you his experience and knowledge about overcoming adversity and failure. Highly motivational.



Phoenix '81

PANEL: PROFESSIONAL SPEAKING

What does it take to be a professional speaker? How do you get started? What's it like at the top? You'll receive valuable advice from three experts—Joel Weldon, Dr. Nina Harris and Bill Johnson. Full of "inside" information not available anywhere else. Moderated by Past International Director Helen Blanchard, DTM.

INTERNATIONAL SPEECH CONTEST

Nine outstanding speakers compete in the 1981 "World Championship of Public Speaking." Hear all nine speeches, including the winning speech by Jim Joelson, "Defend—Even the Rights of Your Enemies." This is your chance to study the techniques used by Toastmasters' best speakers and learn how to make it to the top in public speaking.

BONUS TAPE A

"THE PRIDE AND PROGRAMMING OF A TOP TEN CLUB"

One of Toastmasters' most dynamic clubs—the Park Central Club of Phoenix, Arizona—shows you how to achieve excellence on the club level. This lively panel discussion is full of ideas to help make your club's programs better and more enjoyable. Full of spirit, enthusiasm and valuable tips. (Sells for \$9.50 — not available in convention album package.)

BONUS TAPE B

INAUGURAL ADDRESS/ACCREDITED SPEAKER PROGRAM

"I see a future that is secure," says 1981-82 TI President William D. Hamilton, DTM, in this inspiring inaugural address. This tape also features presentations by the first Toastmasters to earn the prestigious Accredited Speaker designation—Dr. Ferdinand Chen, David P. Lewis and Hubert "Dobby" Dobson, DTM. (Sells for \$9.50 — not available in convention album package.)

TOASTMASTERS INTERNATIONAL

P.O. Box 10400, Santa Ana, CA 92711

- 2063 Convention Album . . . \$45.00
- 2064 Bonus Tape A \$ 9.50
- 2065 Bonus Tape B \$ 9.50

Please send me the items I have checked above. I have enclosed a check or money order for \$_____. (Add \$2.00 for postage and handling for Convention Album, 20% for Bonus Tapes. California residents add 6% sales tax.)

Name _____ Club No. _____ District _____
Address _____
City _____ State/Province _____
Country _____ Zip _____

actions in a manner that positively supports management goals and aspirations. You can earn a top score in accountability if you:

- **Make the boss look good.** You do this every time you live up to a promise, meet a schedule, suggest an operating improvement, avoid a mistake, do the right thing at the right time or fill a gap in job coverage.

- **Help out when needed.** Don't be afraid to volunteer to take on a tough assignment. You should adjust your priorities to meet the needs of your boss. Why wait to be ordered into action? You'll get more credit for being a volunteer. Step in and do the job without being asked.

- **Develop good listening skills.** Follow directions. Interpret them appropriately. Whenever in doubt about what to do next, ask. You've earned a top mark here when you are used by your boss as a sounding board for ideas and/or become a confidant for discussion of alternate strategies.

- **Demonstrate your loyalty.** This means you keep confidences to yourself and do nothing to embarrass your boss. Keep your boss informed on matters that could require his or her involvement. Tell your boss if a problem has developed or a conflict with another department is likely. Avoid surprises. Giving a few minutes notice is always better than giving no notice at all.

Blind Ambition

It is okay to be ambitious for your department, your boss and your firm, but be careful how you put your ambition to work for you. You can be labeled opportunistic if you are totally self-serving. Uncontrolled ambition can create a backlash effect that will damage your rating.

Appropriate use of ambition allows you to do four things that can result in an A rating with your boss. Ambition allows you to *share* positive results. You have a chance to do that whenever you:

You must use every opportunity to show your abilities.

- **Strive for success.** Be a winner. Earn the respect of your peers for your technical competence. Develop leadership skills. Get involved in solving tough, dirty problems.

- **Learn from your mistakes.** Freely admit them. Share the benefits of your learning with others. Why not? The only sure result of trying to hide a mistake is a worry that someday someone (perhaps a competitor) will find it and use it to dis-

credit you. Admitting a mistake tempers your ambition, helps prove you are human, demonstrates your honesty and integrity, and shows you've got courage.

- **Conform to cost effective work rules.** Do "make or buy" decision analysis — don't automatically add staff every time a new requirement turns up. It will help you avoid an "empire builder" tag. Search for efficient ways to do the job. Use current tools, both technical and management. Test your assumptions with scientific problem-solving aids. Set a goal to increase your personal productivity. The results will improve your record — and help you generate solid, defensible results.

- **Give compliments and credit to subordinates and peers.** If you don't want to get complete credit for everything that can go wrong in your life, don't take complete credit for all the good things, either. Improved systems, productivity-boosting ideas, inventions and product enhancement are seldom due to the effort of just one person. Temper your ambition by insuring the continued support and cooperation of others. You make a premium payment every time you share any credits you receive.

Attributes

You can earn your fourth A by being sure that your appearance is adequate. Appearance is more than how you look and what you wear. Sure, dress is impor-

Help People... Learn, Grow and Achieve Toastmasters' 1982 Membership Program

Bring new members into your Toastmasters club this year!

Sponsor 5, 10 or 15 new members and you will automatically receive special recognition — no forms to fill out!

~~Sponsor more members and you may be in the running for top awards. The most successful membership builder receives the "President's Sponsor" plaque, and nine runners-up each receive "President's Circle" plaques.~~

These great awards can also be yours:

- **5 new members** — a Toastmasters "Shadow Figure" tag
- **10 new members** — "Reach Out for Success" coffee mug
- **15 new members** — Choice of Toastmasters tie or ladies brooch

This contest applies only to individual new members who join existing clubs. New, dual and reinstated members count, but transfer and charter members do not. For the sponsor to receive credit, his or her name must appear legibly on the Application for Membership (Form 400); no changes may be made after the application is submitted. The new member must join during 1982 and the application must reach World Headquarters no later than December 31, 1982.

Complete contest rules can be obtained at no charge from World Headquarters. Request the Annual Membership Program Flyer (1620).



tant, but it will not overcome a poor score in other areas. By appearance, I mean attributes — the traits you exhibit on the job. Management puts a premium on certain select characteristics. Try to develop them as habits. You'll earn your A for appearance when you:

- **Are enthusiastic.** People who are genuinely enthusiastic about their firm, product, department or co-workers have taken a giant step forward in gaining management acceptance. Given a choice between working with an enthusiastic aide or a seemingly disinterested one, which would you pick?

- **Act conservatively.** Avoid flamboyant suggestions. Be sure your ideas and suggestions are within an acceptable range.

Remember, it's your boss who is responsible for approving the implementation of your ideas. Study your boss' approach to problem solving. When you present your solution, emulate your boss. The result will be quick acceptance of your ideas, a reputation for conservatism and high marks.

- **Are perceptive.** Don't waste a good idea on a bad day. Read and understand your boss' moods. Ask his or her secretary for the kind of day it is before you present any new ideas. If no intermediary exists, the direct approach can work too: "Are you in the mood to discuss a great new way to solve the X problem?" Properly used, this question can turn a bad day into a better one. If you can't be

direct, try starting the meeting off with a safe topic. Don't spring the good idea until the right time.

- **Show you're organized.** Use a disciplined approach to your boss. This says that you must be under control. When a problem develops, you should have a meaningful solution to it. Further, you have anticipated objections and have developed a list of significant benefits for your boss. Organized also means you apply appropriate resources to meet schedules. Personal organization is critical to your success. "To do" lists, position descriptions, schedules, procedures, outlines — all lead to the completion of an assignment and a top rating.

Good Outlook


The fifth A is given for attitude. How do you react when given an extra duty at quitting time — one that means you must work overtime? How did you feel when someone else got the job you should have had? Did you show it? Attitude is more than simply being positive or negative. Anyone can want the best life has. It doesn't take any special skill to hope for the best. But it does take an A scholar to recognize how important it is to:

- **Develop versatility.** Forty years in one career is a long time. It's so long that very few people stay in the same job their entire working life. You probably won't, either. A technical education is often followed by a job in supervision, management or a personal business. You must develop more than one skill and interest. Be able to do more than one task. It will help your boss — and it will help you, too.

- **Accept change.** One thing you can be sure of is that changes will occur. The individuals that get ahead are the ones that quickly recognize changes, then support and manage them. The ability to accept and manage change is the opportunity for real growth. Do it.

- **Be humble.** When your achievements are recognized, and they will be, don't crow about them. Instead, accept compliments with good taste. This makes it easy for others to accept your accomplishments — which makes it easier for you to get other chances to succeed.

- **Stand up for what you believe in.** You've heard that said before. Let others know your feelings. This can help you not get assignments you won't support — and gives the boss a "devil's advocate" to find errors in jobs he or she may want to reject.

As you master these 20 ways to make it with your boss, you will earn a straight AAAAA rating. You will also become more capable, marketable and successful. 

David K. Lindo has over 20 years of practical management experience with three Fortune 500 firms and has published over 50 articles on management and financial topics. He is also the author of Supervision Can Be Easy, published by AMACOM® 1979.

THE CIRCLE OF SUCCESS®

SUCCESSFUL CAREER STRATEGIES USED BY TOP EXECUTIVES

VOLUME I: CLIMBING THE CORPORATE LADDER: MAKING IT HAPPEN

Discover career strategies that work! Learn how you can avoid becoming a victim of your work environment. Learn how to remove roadblocks to the full use of your talents and capabilities. Discover how to identify and develop a personal career strategy that allows you to establish and maintain your career momentum.

VOLUME II: JOINING THE INNER CIRCLE

Discover how to identify where the power is in an organization. Learn why this knowledge is important to you and how you can use this information to gain the support of the people in power. Learn how to *establish your own power base* and use this power to achieve your personal goals.

VOLUME III: NEGOTIATING YOUR SALARY

Learn the secrets of negotiating a total package. Discover negotiating strategies you can use to negotiate a raise or a 20% salary increase when you change jobs. Discover how to negotiate non-taxable "perks" that will give you high visibility or help you find a better job when you want it.

VOLUME IV: THE SUCCESSFUL JOB SEARCH

Learn how to use the "old-boy" network to get the job you really want. Discover the tricks of making contacts, getting and controlling interviews, and writing resumes and query letters that generate interviews. Discover why most job hunters fail to get job offers, what you can do to overcome hiring objections, and much more.

COMMENTS ABOUT THE MATERIAL:

"I now have a better understanding and even more importantly, a better appreciation of the political/structural make up of my organization. . . . as you pointed out it enables me to position myself to take advantage of opportunities as they occur. . . . (and) the company benefits since my new perception leads to more efficient dealings with my colleagues. . . . if I had been sufficiently in tune with your ideas on structure and politics I would have recognized the developing (political) situation and avoided a two percent (raise) . . . by transferring to my new organization much sooner than I did."

B.L., Palo Alto, CA

"The subject is quite complete . . . (and) goes beyond normal procedures into some surprising techniques. . . . The outline covers an enormous amount of information and is divided into categories which make for a clear and easy to follow format."

M.B., Sunnyvale, CA

"Your invaluable assistance in giving me directions on how to approach . . . my career objectives as well as salary increases and promotions . . . have played a very important part in making it all possible. I would like to thank you for all of your help."

F.B., Sunnyvale, CA

EACH VOLUME INCLUDES 3 CASSETTE TAPES AND AN OUTLINE

Cost per volume is only \$39.95 (U.S. postage included—for orders outside the U.S. add \$2.00 per volume for postage—CA residents add 6% sales tax).

DON'T LET OTHER PEOPLE CONTROL YOUR CAREER!

ORDER NOW!

Enclosed is my check or money order for the tapes and outlines checked below @ \$39.95 (plus tax and postage) for a total of \$ _____

- | | |
|--|---------|
| <input type="checkbox"/> VOLUME I: CLIMBING THE CORPORATE LADDER: MAKING IT HAPPEN | \$39.95 |
| <input type="checkbox"/> VOLUME II: JOINING THE INNER CIRCLE | \$39.95 |
| <input type="checkbox"/> VOLUME III: NEGOTIATING YOUR SALARY | \$39.95 |
| <input type="checkbox"/> VOLUME IV: THE SUCCESSFUL JOB SEARCH | \$39.95 |

Make Checks payable to: J. Richard Lawson THE CIRCLE OF SUCCESS®
P. O. Box 1337 Cupertino, CA 95015

NAME: _____

ADDRESS: _____

CITY: _____ STATE _____ ZIP _____

USING THE POWER OF QUOTATION

by Ralph Aiello

The speaker who wants to reinforce his viewpoint not only uses his own mind, but the minds of others.

The power of quotation," said John Jay Chapman, "is as gracefully dreadful a weapon as any which human intellect can forge." "Quotations," Edmund Fuller continues, "are tools, nail sinkers to drive home arguments firmly . . . their usefulness goes back centuries — they are the origin of all teaching." Quotations, add the editors of *The Treasury of Proverbs and Epigrams*, form "the nucleus of the wisdom of man."

The speaker wishing to reinforce his or her position or viewpoint is wise to make use of not only his own brain, but those of the bright minds of contemporaries and predecessors as well. One such mind has anonymously reminded us, "If a river depended solely on the rain which fell within its narrow banks, it would soon run dry. Be thankful for your tributaries."

Quotable material — that which is so well devised that it is worth repeating —

THE SPEAKER'S BOOKSHELF: QUOTATIONS

by Leon Fletcher

Some speakers have minds that seem to work like computers. They are able to read a great many interesting statements, file them in a readily-available spot in their minds, then quickly and easily select the best quotations to enhance their speeches.

But few of us have such mental skills. Still, by using two easy techniques, every Toastmaster can sprinkle his or her speeches with effective and relevant quotations. For example, when I speak about speaking, I often quote Robert Louis Stevenson, who wrote: "The first duty of man is to speak; that is his chief business in this world."

Where do I get such relevant quotations? Not as so many speakers claim — by remembering, recalling, recollecting. Rather, I use the first technique for building a supply of quotations — I collect. Whenever I hear a quotation which might be appropriate to use in my speaking or writing, I jot it down. If they come from radio or television, I note the time, station and program name, as well as who stated each. Quotations from my reading are noted with the source and page number.

A Research Guide

The other technique for finding quotations appropriate for your speeches is research. The *Guide to Reference Books* lists 60 books of quotations. New ones are being published almost every year.

But one source for quotations stands out far above all others. It's *Bartlett's Familiar Quotations*, so popular and well-established that many professionals refer to it simply as *Bartlett's*.

If you know something about the background of *Bartlett's Familiar Quotations*, as well as know how to use it, you'll be able to find quotations in it and in many of the other similar reference books with greater ease and speed.

John Bartlett compiled the first edition, which was published in 1855, when he was owner of the University Book Store near Harvard in Cam-

bridge, Massachusetts. That was the meeting place for many great authors of the day — Longfellow, Lowell, Emerson, Holmes and others.

Bartlett talked with these authors, read their works and gathered his quotations in the same way this article has suggested you start your own collection: He wrote down statements which interested him. He selected "quotations which have become household words," according to the preface he wrote for his first collection.

The current edition, published in 1980, contains 1600 pages, more than 2400 authors, more than 22,500 quotations. They range from ancient Egyptian sources to Stevie Wonder.

Bartlett's is an easy book to use, although that isn't true of all the quotation books now on sale at your local bookstore. Some don't have an index. Some group quotations in such broad categories that it's hard to narrow your search. Some are in a sequence which makes it difficult to find what you need. Before you buy a quotation book, be sure to check it carefully to insure you'll be able to use it effectively. Many researchers use *Bartlett's* as the standard against which to measure other books of quotations.

Scanning the Index

Bartlett's consists of three sections.

First is an index of authors, arranged alphabetically. Skim those 68 pages and you'll likely be impressed by the range of people whose words are included. You'll find Bogart, Bacon, Freud, Frost, Generals Eisenhower and Patton, Daniel Webster, Edna St. Vincent Millay, Dorothy Parker, Anita Loos, Golda Meir, Rachel Carson, Ann Morrow Lindberg, Tennessee Williams, Cole Porter, Archibald MacLeish, Haile Selassie. The list seems to be drawn from every field of endeavor. Some readers find it fun just to see whose words have been quoted.

The second section of *Bartlett's Familiar Quotations* consists of 936 pages presenting the quotes. They are arranged in chronological order — from 2650 B.C. to a 1979 statement by

scientist Carl Sagan. The quotations cover 45 centuries of written and spoken expression.

Browsing this section can be most entertaining. There's Groucho Marx saying, "I never forget a face, but in your case I'll make an exception."

There's the reply of Louis Armstrong when he was asked to define jazz: "Man, if you gotta ask you'll never know."

And Eleanor Roosevelt's perceptive observation: "No one can make you feel inferior without your consent."

But it's the third section of *Bartlett's* that makes searching for a quote so easy. That's the index, 601 pages of small print, in three columns, sorting out all those quotes by the use of one, often several, key words. The index ranges from "Abandon all hope" to "Zoologic types." Whatever the subject of your speech, you're almost sure to find a quote that's relevant.

Where to Find It

Many a speaker, serious in the search of clever quotes, has a copy of *Bartlett's* right at hand, on his or her bookshelf. The list price of the books is \$25.95. If that's a bit much for your book budget, you have three good alternatives.

You can use a copy at your local library — it's in virtually every collection. Or, you might buy the paperback version, priced at \$2.95, published by Citadel Press in 1971. It is, of course, smaller — fewer than half the quotes, tiny printing and a limited index. Or, shop the used-book stores. "A used copy of *Bartlett's* sells for about \$10," according to one Central California book dealer.



Leon Fletcher is an emeritus professor of speech at Monterey Peninsula College. He is author of the self-instructional textbook, *How to Design and Deliver a Speech*.

His latest book, *How to Speak Like a Pro!*, will be published in 1983 by Ballentine.

appears in two basic forms: direct statements which are usually instructional and brief (also called proverbs, sayings or epigrams), and illustrative stories or anecdotes (previously called parables and fables). Either form can range from outlandishly humorous to mortally serious and serve an equally wide band of purposes for the speaker. The well-chosen, well-executed quote can be used to grasp attention, soften audience resistance in the initial moments of a talk, diagram the end-goal idea to which your listeners are to be led, crystalize your main point to fix it in the listener's mind or summarize key facts.

Using Quotations

You face three major decisions in using quotations in a speech. Foremost, you must decide upon material which is consistent with the theme, purpose and tone of your talk. Next, you must choose where to place quotations in the text of your speech for maximum impact. Finally, you must decide whether to modify a quotation or be accurate in crediting the original author.

Taking the last question first, you may be surprised to know that many of the literary scholars who have painstakingly endeavored to compile quotation collec-

Supportive statements will make your speech stronger.

tions of all kinds often advise their readers to feel free to modify and adapt original quotations. This is quite understandable. As comments and stories grow older with time, some word usage, objects and personalities become outdated and are no longer appropriate for contemporary audiences. For the sake of modernization we might alter an anecdote about a blacksmith, for example, into one about a welder.

Personal credit for authorship of quotations also shifts quite frequently. We presently insist on crediting master thinker Benjamin Franklin with the "early to bed, and early to rise . . ." proverb, but in this case the statement was merely paraphrased from a European author. Very likely it will evolve decades from now into a more scientific form, such as "Since we are light sensitive beings, it would be greatly to our advantage to rise and retire in step with the sun." In some cases commentary clings persistently to the wrong author despite universal refutation by all noted authorities. This is true, for instance, of Marie Antoinette, who never said, "Let them eat cake." Another reason credit has been often incorrectly given is because many famous individuals were merely repeating the

JOKES for SPEAKERS!

For Toastmasters, Business Executives, Club Officers, Banqueteers, or anyone who has to talk.

An up-to-the-minute topical Joke-Bulletin with approximately 100 funny one-liners, stories and roast lines. Created by top Hollywood comedy writers. A great source of fresh professional material to humorize your speech for any audience; any occasion. Current issue: \$6.50. Send check or M.O. to:

JOKES UN-LTD.

8033 Sunset Blvd., Dept. O-3, Hollywood, CA 90046

Listen and Succeed

Cassette tapes featuring condensations of best-selling books:

- | | | |
|--|---|---|
| <input type="checkbox"/> Psycho-Cybernetics
by Maxwell Maltz | <input type="checkbox"/> Think and Grow Rich
by Napoleon Hill | <input type="checkbox"/> Magic of Thinking Big
by David Schwartz |
| <input type="checkbox"/> How I Raised Myself
from Failure to Success
in Selling by Frank Bettger | <input type="checkbox"/> The Art of Public
Speaking by Millard Bennett | <input type="checkbox"/> The Greatest Salesman
in the World
by Og Mandino |
| | <input type="checkbox"/> The Magic of Believing
by Claude Bristol | |

Each only
\$9.95 postage
included

Make checks payable to:
Success Tapes
3027 S.E. 28th Ave.
Portland, OR 97202

Enclosed is my check or money order for _____ tapes (checked above) @ \$9.95. Total \$ _____

Name _____

Address _____

City _____ State _____ Zip _____

Visa/M.C.# _____

Exp. Date _____

articulate ideas of their dentist, cab driver or doorman when the world was listening. Having the ear of the public has had much to do with entrance into quotation books.

There is, in this matter of accuracy and credit, an apparent correlation between the seriousness of subject matter and the freedom of adapting the words of others. In religious, social and political material, proper credit tends to endure while changes are frequent in humorous or other light topics. Further, because our lives and thoughts are spent, in part, like the unified movements of an entire school of alerted fish, many similar thoughts occur to and are expressed by different people at roughly the same time. The best rule we can offer is to quote the thoughts of others as carefully as you would like future speakers to deal with contributions of your own.

Look back at the first sentence in this article. Inserting the word "gracefully" and deleting "the" from between "which . . . and . . . human" in Chapman's original statement may, from the writer's or speaker's viewpoint, be defended on the grounds that it adds to it a degree of style and irony. However, the scholar trying to amass a collection of Chapman's writing

may find it problematic, and the original author, who undoubtedly took great care in composing the phrase, would probably groan at the sight of it. Ultimately, you the reader are the judge of the wisdom of that adaptation. In 1868, James Russell Lowell said (or at least we think he said it), "Though old the thought, and oft' expressed, 'tis his at last who says it best." As a speaker, you may exercise fully for legitimate purpose the freedom in adapting quotations advised by the literary scholars who reserve unyieldingly to themselves the difficult task of following the trail of man's ideas.

Graph Points

No hard and fast rules exist for placing quoted material, but most often proverbial statements are found at the beginning or end of a speech, while anecdotal material lies within the text. This format seems to equalize the impact of both forms, since anecdotes make up in length what they lack in positioning. A number of audience memory tests have shown that people best remember what is said first and last.

After you have referred to a number of quotation books and sprinkled selected gems in the right positions in your speech, take a sheet of blank paper and sketch a

graphic representation of the flow of your speech, showing the sub-climax and climax points. Mark the time you should be delivering each point along the bottom of the diagram. Identify quotations on the graph with either a "P" for proverb or "A" for anecdote. Graphically examining your speech for its high and moderate points will help you spot weaknesses in composition which were not apparent by simply re-reading it. You may find that you have used too many quotations to support a minor point and have less force than needed behind a major point.

When you "picture" the flow of your speech, the diagram should show some degree of symmetry or a definite pattern. For example, the highest points in a graph for this article would demonstrate the strongest support at the beginning, middle and end. If you were to plan a talk which starts in a very mild way and builds slowly but continuously toward a single, strong climax at the end, your graph would show a straight, horizontal line going from the lower left to the upper right. If, for dramatic effect, you plan a sustained period of silence in the middle of a speech, the graph line would drop sharply from its peak level height to the base line. Bear in mind that the purposeful use of silence in a presentation can greatly elevate the attention impact on an audience, though the line on your graph really tracks your voice as it descends to the zero or base line. Verbal silence gets attention in the same way that large, blank white spaces draw you to a printed advertisement on a crowded page.

If your graphic picture looks irregular and unbalanced, with too many or too few peaks in a given portion, this is your cue to restructure the text. You can correct a lopsided speech by rearranging paragraphs and inserting more supportive statements wherever they are needed. (Modern quotation collections are beautifully indexed and cross-referenced so that one key idea will lead you to a host of usable material.) When you have properly structured your speech text, your graph will confirm it by showing no weak or sagging lines.

To speed up your development and skill with this technique, take apart the texts of others' speeches and chart them. Mastering graphic testing takes time, but you will find even your initial attempts fruitful. Notice that this article links three strong quotes in paragraph one to establish the power of them. With that difficult task accomplished, the next quotation stands alone in justifying their use. These two high points would be represented by the first two peaks in a graph. If you graphed this article yourself you would be able to see not only how I endeavored to construct my argument and subject matter, but how I chose the quotes to support those contentions.

Be Consistent

Make certain your quotation selections

are consistent with the tone of your talk. If you have decided on a low-key, soft-sell presentation on a cultural topic, for example, it would be inappropriate in most cases to employ quotes with action-packed imagery or folksy humor. Measure carefully your own feelings and reactions as you read how two very different authors have expressed their mutual love for music:

*"Music is the greatest good that mortals know,
And all of Heaven we have below."*

Joseph Addison

"God save me from a bad neighbor, and a beginner on the fiddle."

Anonymous

Clearly, both speakers cherish music, but the difference in tone demonstrates how much depends on the choices you make if your talk, as a whole, is to hit the mark squarely.

No one need be reminded to choose quotations which are consistent in content and purpose with a speech's objectives, but circumstances sometimes cause poor choices. You may find a comment or anecdote that is so strong, so funny or so wise that you fall in love with it even though it strays somewhat from your precise point. The compulsion to use such

Quotations should be consistent with the tone of your talk.

a quotation is always a costly mistake. Save it for another speech. To illustrate this point, I found a hilarious anecdote while doing research for this article. However, I could not work it smoothly into this text except as an example of how a speech writer might try to justify inserting a quote improperly.

The story has to do with audience reactions, but on the strength of only that slim defense, its inclusion by normal means would have caused the rest of the article to strain toward its point. It's a Deems Taylor story about the first performance in Carnegie Hall of the extremely modernistic "Ballet Mechanique," a composition that might be classed as the extreme of extremes. Among the unorthodox instruments augmenting the orchestra were 10 grand pianos, six xylophones, a fire alarm siren, an airplane propeller and several automobile klaxons. The audience, which had been attentive and quiet previously, began to fidget after the start of the music. The general excitement and consternation mounted until finally, after eight minutes of the composition, an elderly man in the front row raised a white handkerchief tied to his cane. The entire audience burst into laughter.

The job of mining the perfectly-fitted quotation nugget is sometimes tedious, but always worthwhile. Your journey through collections of quotations will be an education and pure fun. Scanning these collections is like watching the weekly football highlights on television, where you eliminate all the uneventful and unproductive plays. In this case, though, you skip the extra verbiage in the books and survey only the cream of literary thought. Moreover, you will come frequently to know the joy of finding in dramatic force or eloquent sweetness an idea you have tumbled over in your mind for months — thereafter being fully armed to flex its muscle at will.

Create Your Own

The final quest and challenge of quotations, however, lies before you. Mastering the use of tales and epigrams is an art in itself, requiring dedicated study and much practice, but it also leads to the desire to create quotable material yourself.

Begin by trying to place yourself in the author's shoes for any quote that strikes or moves you. Ponder what feelings and life experiences he or she had which caused the expression's force. Examine closely the paring and pruning of unnecessary words which are common to all clean, tight writing. Notice the careful construction and word selection. Try to think of ways to improve several expressions. These practices can only evoke a deeper appreciation for words and their power.

Such in-depth study requires a demanding commitment of your time, but it's worth it. The value of your rewards are best pointed out by an experience James A. Garfield encountered while he was president of Hiram College. A man brought his son to register for school, but requested a short course, explaining that his son "wants to get through quicker." "He can take a short course," Garfield replied. "It all depends what you want to make of him. When God wants to make an oak, He takes a hundred years, but He takes only two months to make a squash!"

The rewards you reap from the study of quotation will be proportionate to the time you invest. As for separating your thoughts from those of intertwined history and receiving recognition for their creation, we are all in the same boat of difficulty. "What a good thing Adam had," poked Mark Twain. "When he said a good thing, he *knew* nobody said it ever, before him." 🗣️



Ralph Aiello is a free-lance writer based in Orlando, Florida.

PUT SINCERITY IN YOUR SPEAKING

by L. Perry Wilbur

If you think about the most powerful speeches you've heard in your lifetime, you'll agree that a major reason for their success was the sincerity of the speaker. Learn to put more sincerity into your speeches, and you'll be well on the road to masterful speaking.

Sincerity hits home with most listeners. Perhaps you feel that you have tried to be sincere in the speeches you may have already presented. But it's the degree of sincerity that's important. Most speakers could be more effective by doing some serious thinking about sincerity and then developing more of it in their speeches.

Sincerity can take you far in public speaking. Every good speaker projects genuine sincerity. The powerful, dynamic type of speaker has a great deal of it. And it gets across to audiences.

When French novelist Emile Zola spoke on February 21, 1898, to denounce the conspiracy against Captain Alfred Dreyfus, his speech was permeated with sincerity:

"Dreyfus is innocent. I swear it! I stake my life on it — my honor! At this solemn moment, in the presence of this tribunal which is the representative of human justice, before you, gentlemen, who are the very incarnation of the country, before the whole of France, before the whole world, I swear that Dreyfus is innocent. By my forty years of work, by the authority that this toil may have given me, I swear that Dreyfus is innocent. By all I have now, by the name I have made for myself, by my works, which have helped for the expansion of French literature, I swear that Dreyfus is innocent. May all that melt away, may my works perish, if Dreyfus be not innocent! He is

innocent. All seems against me — the two Chambers, the civil authority, the most widely circulated journals, the public opinion they have poisoned. And I have for me only an ideal of truth and justice. But I am quite calm; I shall conquer. I was determined that my country should not remain the victim of lies and injustice. I may be condemned here. The day will come when France will thank me for having helped to save her honor."

Billy Graham is a four-star example of the power of sincerity in action. The force behind Billy's tremendous appeal and attraction is no secret at all; a big part of

Project enthusiasm into your overall presentation.

his power is his great sincerity. "Sincerity is the biggest part of selling anything," says Billy. People who hear the evangelist speak may not always agree with his religious views and statements, but few doubt the man's sincerity... and that it is genuine.

Billy discovered the invaluable motivational power of sincerity one summer as a youth. He and a friend took their first jobs on their own, working as traveling salesmen for the Fuller Brush Company.

Billy sold more brushes that memorable summer than any other salesman in the entire state of North Carolina. "I believed in the product," Billy explains. Believing in the subjects of your speeches will increase

your sincerity when presenting material before audiences. Naturally, if you believe in what you're saying, you're going to sound more sincere. It comes across to an audience. Strive to know the subjects of your speeches intimately, for it will definitely help you to project sincerity. Winston Churchill believed most deeply in the subjects of his speeches, and the statesman's strong sincerity came across. The sales manager of a company believes in the product his or her sales team represents. When that sales manager speaks to the members of the sales team, it sounds sincere because it is sincere.

Convey Your Feelings

Billy Graham did learn an important truth that summer in North Carolina. He learned the art of projecting his enthusiasm into the promotion of his product. In a similar way, if you can learn to project your own enthusiasm into your speaking, you will succeed in accomplishing the purposes of your speeches. How you really feel about what you say in your speeches will get across sooner or later, especially if you present the same speech a number of times. The sincerity of a Churchill or a Billy Graham comes across through voice, style and examples which have a ring of heartfelt conviction and sincerity about them.

Go back to the Zola speech material in this article and read it again. Even though you cannot hear Zola's voice, there's a meaning, a substance, a gripping quality in the words and sentences themselves. What a powerful speech it must have been to hear on that day in 1898!

Winston Churchill was a unique speaker with plenty of sincerity. People believed in him, and it was his great sin-

con-fi-dence *n.* 1. Trust in a person 2. An intimate and trusting relationship. 3. Something confided, such as a secret. 4. A feeling of assurance or certainty, especially concerning oneself.

Synonyms: *confidence, assurance, aplomb, self-confidence, self-possession, self-reliance.* These nouns imply trust and faith in oneself. *Confidence* indicates a belief in a person. *Assurance* implies a feeling of certainty. *Aplomb* implies poise and self-assurance. *Self-confidence, self-possession, and self-reliance* all imply consciousness of one's own powers and abilities. *Self-confidence* stresses trust in one's own self-sufficiency. *Self-possession* implies control over one's own reactions and a tendency to be self-assured. *Self-reliance* stresses self-trust manifested in action and implies independence and self-sufficiency

—The American Heritage Dictionary—

SELF-CONFIDENCE

Your confidence •**SELF-CONFIDENCE**• affects everything you do — your success and your happiness.

It can be your "strongest" asset! But you must understand it, develop it, and use it or it will remain "dormant."

Every one of you has exactly what is needed to be **Totally Self-Confident** — you were born with it! Yet few people ever know the true calm and joy that comes with **self-confidence**. But now you too can learn the "secret" and experience an amazing growth in your **self-confidence**.

The authors provide you with a simple, easy-to-understand study guide entitled,

How to Maximize Your Creative Power.

This innovative approach, developed by Charlie Morris and Bill Danch, is the result of more than a "century" of experience in a variety of fields — business, research and development, entertainment and communication — proving time and time again that **self-confidence** is the vital key. Yes, they're still going strong!

And you must start today! **DON'T PROCRASTINATE!**

SELF-CONFIDENCE is YOUR KEY to true happiness, success, health and a whole new **TOTALLY CREATIVE LIFE.**

**Decide Now. Be Successful Now.
Enjoy Greater Self-Confidence Now!**

DO IT NOW!

<p>MAIL TO: PARKWAY PUBLISHING CO. 23192 A VERDUGO DRIVE LAGUNA HILLS, CA 92653</p>	<p><input type="checkbox"/> YES. Please send me HOW TO MAXIMIZE YOUR CREATIVE POWER for only \$13.95. If I don't think it is worth many times more, I may return it and my money will be refunded.</p> <p>NAME _____</p> <p>ADDRESS _____</p> <p>CITY/STATE/ZIP _____</p> <p><input type="checkbox"/> CHECK <input type="checkbox"/> MASTER CHARGE <input type="checkbox"/> VISA <input type="checkbox"/> MONEY ORDER <input type="checkbox"/> TM•M</p> <p>ACCOUNT NUMBER _____</p> <p>EXPIRATION DATE _____</p> <p>SIGNATURE _____</p> <p>PLEASE ALLOW 2-4 WEEKS FOR DELIVERY</p> <p style="text-align: right;">ISBN 0 941 304 01 9</p>
--	---

cerity and determination in leading the British people through the dark days of World War II that made possible that nation's finest hour. Note Churchill's sincerity when he presented his program in a speech on May 13, 1940:

"To form an administration of this scale and complexity is a serious undertaking in itself, but it must be remembered that we are in the preliminary state of one of the greatest battles in history, that we are in action at many points in Norway and in Holland, that we have to be prepared in the Mediterranean, that the air battle is continuous and that many preparations have to be made here at home. In this crisis I hope I may be pardoned if I do not address the House at any length today. I hope that any of my friends and colleagues, or former colleagues, who are affected by the political reconstruction, will make all allowance for any lack of ceremony with which it has been necessary to act. I would say to the House, as I said to those who have joined this government: 'I have nothing to offer but blood, toil, tears and sweat.'"

Daniel Webster's most famous speech was the "Reply to Hayne," which filled some 73 printed pages. This speech was considered to be the most eloquent parliamentary address of Webster's era. It dealt with the right of the states to resist acts of Congress thought to be unconstitutional. Webster's sincerity, serious words and deep-toned voice reached everyone in the Senate:

"When my eyes shall be turned to behold, for the last time, the sun in heaven, may I not see him shining on the broken and dishonored fragments of a once glorious Union, on states dissevered, discordant, on a land rent with civil feuds, or drenched, it may be, in fraternal blood. Let their last feeble and lingering glance rather behold the gorgeous ensign of the republic, now known and honored throughout the earth, still full high advanced, its arms and trophies streaming in their original lustre, not a stripe erased or polluted, nor a single star obscured, bearing for its motto, no such miserable interrogatory as, 'What is all this worth?' nor those other words of delusion and folly, 'Liberty first and Union afterwards,' but everywhere, spread all over in characters of living light, blazing on all its ample folds, as they float over the sea and over the land, and in every wind under the whole heavens, that other sentiment, dear to every American heart, 'Liberty and Union, Now and Forever, One and Inseparable.'"

Webster's audience was absolutely spell-bound. Those who had heard him speak for three hours couldn't move — not because of the length or boredom but due to the power of the speech and the presentation. Almost all who heard the speech were caught up in the sincerity and emotion of his thoughts and words.

Men cried. Others turned their heads to hide their emotions. Webster had done it again — really communicated — and it had moved his audience.

How To Be Sincere

Since genuine sincerity does so much to communicate to an audience, it's well worth the effort to instill more of it in your speaking. Here are some proven guidelines for getting more of this dynamic quality into your own speaking:

- Use material in your speeches (key ideas and points) that you really believe yourself. If you don't believe it, how can you expect an audience to do so?

- Strive to project more enthusiasm in your overall presentation. Enthusiasm is contagious and often is equated with sincerity.

- When you practice your speech, tape record it and replay it to make sure your voice sounds sincere. Work on those sections or areas of the speech which don't seem to come across as genuine.

- Be certain that you have some top notch illustrations to help drive home your main ideas and points. Some quality illustrations will definitely add to the heartfelt conviction and sincerity of your overall speech.

- Strive to bring new light on the sub-

Strive to know the subjects of your speeches intimately.

ject of your speech. Let your audience hear and feel in their hearts your effort and desire to uplift the truth and ennoble it.

- Make your gestures as meaningful and genuine as possible.

- Personalize some of your material, if the subject of your speech makes this possible. Personalizing the material helps listeners to identify with it more.

- Whenever you hear good sincerity in a speech, note how the speaker seemed to inject this quality into his or her speech.

The next time you give a speech, show the audience that you mean what you say. Put sincerity into your speaking and your talk will be a success. 🗣️



L. Perry Wilbur is author of the book Stand Up - Speak Up - or Shut Up. A handbook for speakers, it includes how to plan and organize different types of speeches and examples of good speeches. The book,

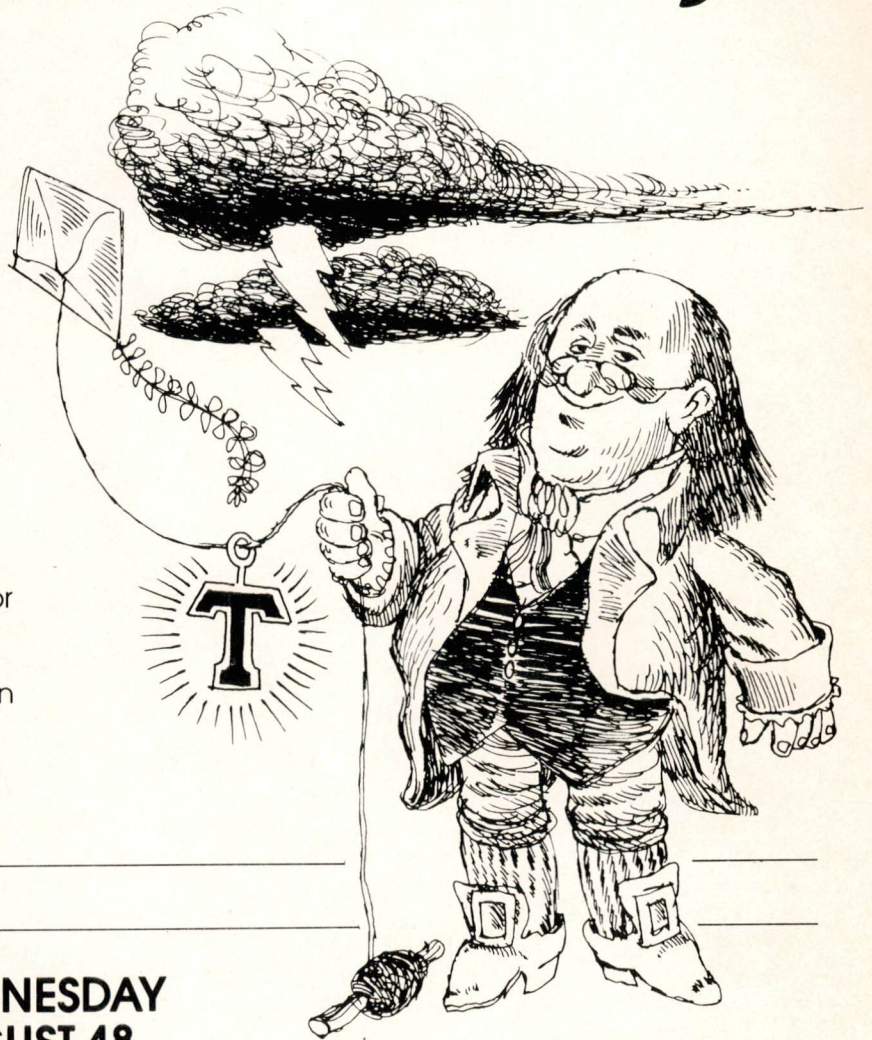
which sells for \$12.95, may be ordered by mail from Dembner Books, 1841 Broadway, New York, NY 10023. The author of five other books, Wilbur has two masters degrees in communications and has taught communications at the university level. He lives in Memphis, Tennessee.

THE TOASTMASTER

SEE YOU IN PHILLY!

It's waiting for you this summer in Philadelphia — the learning experience for speakers from around the world!

Are you ready for the biggest and best Toastmasters convention ever? It's coming, August 17-21, 1982, in the "City of Brotherly Love," Philadelphia, Pennsylvania. At the Franklin Plaza, the city's newest, most modern and most luxurious convention hotel, 2000 Toastmasters will be together for an unbelievable week of education, motivation, fellowship and fun! For you, it's the experience only a Toastmasters Convention can offer!



See you in Philly!

TUESDAY AUGUST 17

1 to 4 p.m. and 7:30 to 9 p.m. - Registration. Advance registrants may pick up their ticket and information packets. Convention registrations and meal event tickets may also be purchased (subject to availability), and the table reservation booth will be open during registration hours. The District 38 Hospitality/Information Center, the Education Center-bookstore, Candidates Corner and Credentials Desk will also be open Tuesday afternoon.

6 to 8 p.m. - Film Festival. Three outstanding films on communication will be shown for early arrivals. See an encore presentation of "Speaking Effectively . . . to One or One Thousand" produced by Sunset Films in cooperation with Toastmasters, plus two other outstanding films.

8 p.m. - Proxy Prowl. An informal no-host bar/reception for early arrivals. Your chance to meet this year's international director and officer candidates.

WEDNESDAY AUGUST 18

9 a.m. - Convention Opening Ceremonies. The 51st Annual International Convention opens with a spectacular pageant featuring marching band music and the traditional Toastmasters Parade of Flags, greetings from District 38, the host city of Philadelphia, a rousing keynote address and annual reports from President William Hamilton, DTM, and Executive Director Terrence McCann.

• **Keynote Address - Ty Boyd.** One of America's greatest motivational trainers, a national spokesman for several major corporations and a well-known broadcaster, Ty Boyd will get our convention off to a fast-paced start that will make you want more.

12:30 p.m. - Golden Gavel Luncheon honoring Dr. Joyce Brothers. Noted psychologist, author and television personality Dr. Joyce Brothers will be

featured on the Toastmasters platform for the first time. Dr. Brothers will be honored for her contributions in expanding the awareness of the need for better communications in our everyday family lives. Another highlight of the luncheon will be the honoring of governors of President's Distinguished Districts, Select Distinguished Districts and Distinguished Districts for 1981-82.

3 p.m. - Dr. Arnold Abrams. Dr. Abrams returns to our platform with an all new workshop on nonverbal communications. Rated as one of the top speakers at our 1980 Milwaukee convention, Dr. Abrams will let you know there's more to speaking than just speaking.

5 p.m. - Candidates Forum. Officer and director candidates will have the opportunity to formally present themselves to the delegates.

Wednesday Evening. This is the only free night for dining and sightseeing in Philadelphia. Stop by the District 38



Ty Boyd



Dr. Arnold Abrams



Suzy Sutton



Mummers

See you in Philly!

Hospitality/Information Center for information on area restaurants, or sign up for an organized tour to the nearby Atlantic City Boardwalk and casinos. (See next month's issue of **The Toastmaster** for complete details about the Atlantic City tour and other planned sightseeing trips for members and their families.)

THURSDAY AUGUST 19

8 a.m. - Annual Business Meeting. Take part in the election of your 1982-83 international officers and directors.

OFFICIAL CONVENTION AIRLINE

Trans World Airlines (TWA) has been named official air carrier for this year's Toastmasters convention in Philadelphia.

This gives all Toastmasters access to TWA's special "Convention Connection" reservations numbers — (800) 325-4933 (anywhere in the continental United States); (800) 392-1673 in Missouri; or 291-5589 in St. Louis. TWA has convenient nonstop, direct or connecting flights from over 50 U.S. cities and 11 cities in Europe and the Middle East.

Special convention fares can be obtained by contacting TWA at the above numbers, and TWA can even arrange ticketing for travel on other airlines if your area is not served by them.

11:30 a.m. - Ladies Luncheon featuring E. J. Davis Burgay. Evelyn-Jane Davis Burgay, winner of the 1977 International Speech Contest will be the featured speaker for this informal luncheon hosted by the wives of the 1981-82 Executive Committee.

1:15 p.m. - Accredited Speaker Program Finals. This year's finalists in the Accredited Speaker Program will appear before a selected panel to present their qualifying presentations. You will have the opportunity to hear:

- Keith Frost
- Fred Wienecke

1:15 p.m. - Suzy Sutton. Popular speaker and Philadelphia radio personality Suzy Sutton will present a special workshop on humor in speaking. She's featured on Toastmasters' new humor cassette album, so you know you have a real treat in store.

3 p.m. - Hall of Fame Pageant. This impressive ceremony is often called the "Academy Awards of Toastmasters International." Outstanding individual, club and district achievements during the past year will be honored.

6:30 p.m. - Reception. An informal, no-host reception where you can meet your friends, compare costumes and get ready for the evening's big show.

7:15 p.m. - Colonial Block Party. Come as your favorite patriot and join the natives for a true Philadelphia-style block party featuring organ grinders, jugglers, magicians and, as the grand finale, a genuine Mummers string band. Enjoy typical Philadelphia "street food" — hoagies, cheese steak sandwiches, soft pretzels and more! This is not just a dinner and show — it's a wrap-around experience. Stay after for dancing!

FRIDAY AUGUST 20

All Day — General Education Session
A packed program of speakers, panelists and leadership experts join us to give delegates a wealth of ideas to take home. Concurrent sessions run most of the day to offer you a choice of presentations.

8:30 a.m. - Dr. Herb True. "Peak Performance — The Only Road To The Top." America's foremost "edutainer" will show you how to get more out of your life, through developing the tool you have. You'll enjoy Herb's humorous approach to success!

10:15 a.m. - Nick Carter. Nick Carter, vice president of the Nightingale-Conant Corp. returns to the Toastmasters convention stage with his witty, timely approach to motivation and speaking improvement.

10:15 a.m. - Panel: "How To Get More Out of Every Club Meeting"

1 p.m. - Lou Hampton. "From Toastmaster to TV Screen." Lou, a former Toastmaster and professional speaker and consultant will show the "ins and outs" of media appearances as well as how they are similar to and how they differ from the Toastmasters club experience. Prepare for the day when you may represent your business or organization on TV!

1 p.m. - "Communication Showcase"
An outstanding opportunity to hear these exciting Toastmasters speakers:

- Art Gliner - "Using Humor"
- Dr. Paul Lloyd - "A Guide to Stress Management"
- John Foster - "To The Top"
- Chuck Waterman - "Is There Life After Toastmasters?"
- B. Kalis - "The World of Toastmastering"



Terry McCann



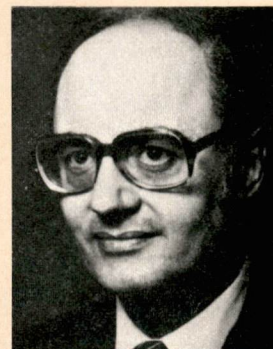
Dr. Joyce Brothers



Fred Wienecke, DTM



Keith Frost, ATM



Patrick Panfile, DTM



John Foster, ATM



Herb True



Evelyn-Jane Davis Burgay, ATM



Nick Carter



Dick Caldwell

**Panel: "Patterns in Outside
b Programming."**

Dick Caldwell. From Calgary, Canada, the winner of the World's Championship of Public Speaking will wrap up the convention in a rousing and enthusiastic style.

n. - Royal Reception. All attendees invited to this no-host reception preceding the convention's Finale evening.

n. - President's Dinner Dance. International President Patrick A. [Name], DTM, will preside as Toastmaster of the Evening as the newly elected officers and directors are inducted. Dancing will follow the installation ceremonies.

**JRDAY
JUNE 21**

n. - "The World Championship of Public Speaking" and International Contest Breakfast. Nine of the speakers in the world will give their presentations in pursuit of the championship. This year's event will be larger than ever. The Franklin Plaza has facilities for 2000 Toastmasters and this year for this exciting event. Don't you want to be a part of our speech contest ever? But hurry, even with 2000 tickets, anticipate a sellout!

u in Philly!

Well, that's the convention. Turn the page and complete your registration and hotel information forms today!

TOASTMASTERS' 51st ANNUAL CONVENTION AUGUST 17-21, 1982 FRANKLIN PLAZA HOTEL PHILADELPHIA, PA. 19103

Mail to: Toastmasters International, P.O. Box 10400, Santa Ana, CA 92711. (This form is not to be used by International Officers, Directors, Past International Presidents or District Governors elected for 1982-83.)

Registration will be required at all general sessions on Wednesday, Thursday and Friday. Pre-register and order meal-event tickets now! ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY. Advance registrants will receive a claim ticket for a packet of Toastmasters materials.

Please have my advance convention registration and tickets for the following meal events waiting for me at the Convention Registration Desk. **All advance registrations must reach World Headquarters by July 12.**

_____	Member Registrations @ \$20.00	\$ _____
_____	Joint Registration: Husband/Wife (both Toastmasters) @ \$27.50	\$ _____
_____	Spouse/Guest Registrations @ \$7.50	\$ _____
_____	Tickets: Golden Gavel Luncheon (Wednesday, August 18) @ \$15.00	\$ _____
_____	Tickets: "Ladies Luncheon" (Thurs., noon, August 19) @ \$13.50	\$ _____
_____	Tickets: "Philadelphia Block Party" (Thurs., Aug. 19, Dinner, Show & Dancing) @ \$27.00	\$ _____
_____	Tickets: President's Dinner Dance (Friday, Aug. 20, Dinner, Dancing & Program) @ \$27.00	\$ _____
_____	Tickets: International Speech Contest Breakfast (Saturday, Aug. 21) @ \$11.00	\$ _____
	Total	\$ _____

TO WHQ

Check enclosed for \$ _____ (U.S.) payable to Toastmasters International. **Cancellations reimbursement requests not accepted after July 31.**

(PLEASE PRINT) Club No. _____ District No. _____

NAME _____

SPOUSE/GUEST NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____

COUNTRY _____ ZIP CODE _____

NO. CHILDREN ATTENDING _____ AGES _____

If you are an incoming officer (other than district governor), please indicate office: _____

Mail to: CP Hotels Franklin Plaza, 2 Franklin Plaza, Philadelphia, Pa. 19103 (215) 448-2000. Reservation requests must reach the hotel on or prior to July 28, 1982

Please circle room and approximate price desired. (If rate requested not available, next highest price will prevail.) 6% state/local sales tax will be added to all rates. All rates European Plan (no meal included). Deposit of 1 night room charge or Amer. Express Card guarantee required.

	Single	\$65.00/night	Suites (contact hotel for prices and availability)
	Double/Twin	\$75.00/night	

TO HOTEL

NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____

COUNTRY _____ ZIP CODE _____

I will arrive approximately _____ a.m. _____ p.m. on August _____, 1982.

Check enclosed to cover first night. Guarantee by Amer. Express Card # _____

I will depart on August _____, 1982. Arrival by car other

I am sharing room with _____

TOASTMASTERS INTERNATIONAL CONVENTION, August 17-21, Philadelphia, Pennsylvania

If you had walked along the seashore of ancient Athens, you might have come across a young lad named Demosthenes stuffing pebbles in his mouth and shouting at the waves.

Demosthenes dreamed of being a great orator but he had a problem: A slight speech defect made him slur his words. The ancient Greeks, who loved to hear their difficult language spoken crisply and smoothly, would never sit still for an orator who slurred his words.

So Demosthenes worked hard to overcome his handicap. It paid off: He became one of history's greatest speakers.

Modern speakers should take a tip from that ancient Greek and make their speaking more effective by working to stop slurring their words. Nothing hurts a speaker's message more than to have the words running into each other with parts chopped off and hard consonants softened or disposed of completely as if the speaker were reciting avant-garde poetry. Slurred speaking is hard to listen to and even harder to understand. It might just tune the audience out completely.

It's a problem that can be corrected — and you don't have to stuff pebbles in your mouth. All you have to do is learn to pronounce your sounds crisply and control your rate of speech.

Nobody slurs words on purpose. Most speakers aren't even aware of the problem. Slurring is an unconscious thing. It happens when the tongue and lips are too lazy or the speaker is talking too fast for the tongue and lips to accurately pronounce every consonant of every word.

Like other parts of your body controlled by the voluntary muscles (muscles you consciously control), the lips and tongue have to be trained to do their work well. After all, you wouldn't expect your hand

to draw a human figure without long years of practice, and you wouldn't expect your feet to dance an intricate waltz unless you'd put in a lot of time working on those steps already. In the same way, you can't expect your lips and tongue to pronounce words clearly and meticulously if you don't work on that pronunciation.

Loosen Your Jaw

The first thing to do is open your mouth wide. If that sounds silly, watch yourself in the mirror the next time you practice a speech. Many people barely open their mouths half an inch to speak.

A barely-open mouth traps the sound and muffles it.

You would think they were ventriloquists.

A barely open mouth will trap the sound coming out and muffle it. It doesn't give your tongue and lips much room to maneuver, either.

So open your mouth. Stretch and yawn, opening your mouth as much as you can. Move your chin from side to side, then push it out and back several times. Pretend you are chewing something bulky. Now open your mouth again. You should feel your jaw loosening a little. A few weeks of this exercise will give you a well-oiled jaw and a wide-open mouth.

Now work on biting down hard on the consonants of your words. Overexaggerate. Work slowly and try to make every consonant crisp and crashing. Consonants are often more important to your pronunciation than the vowels — consonants are the sounds that are constantly pronounced sloppily or getting cut off when you are slurring your words. Hard consonants — like "t," "d" and "g" — are particularly important because they are harder to form.

So work hard to make every consonant come out clearly. Push your tongue to the limit on the "l," "d" and "t" sounds. Make your lips work hard to form "m," "w" and "b" sounds. Keep opening your mouth as wide as you can with each word. Work your jaw.

Demosthenes stuffed those pebbles in his mouth to make his tongue and lips work harder. It's not recommended that you stuff jellybeans or peas in your mouth to imitate him, but you can *imagine* that there's something in your mouth to make your tongue work harder.

Now get a tape recorder and listen to yourself reading your speech or a page from a book. Don't listen for expression or sincerity; listen only for the crisp sounds your consonants are making.

For comparison, listen to radio and television announcers. Their pronunciation

That great speech will be wasted if your audience can't understand you.

SLOW DOWN —AND SAY IT RIGHT!

by Mark Bruce

has to be crisp, clear and impeccable. Yet it's so smooth you don't realize you're hearing every "d" and "g." You're actually hearing every letter of every word. This is because they spend many hours of practice, overpronouncing their words to learn the feel of every consonant. By the time they sit down in front of a microphone, this crisp pronunciation is second nature to them.

If you practice, it will be second nature with you, too.

Speed Speaking

The above will be of little help to you, though, if you speak too fast to produce these sounds correctly.

Unfortunately, when some people stand up to speak they feel it's urgent that they run through their speech quickly before they lose the audience's attention. Consequently, they race through it as if they'd left the water running at home. The poor tongue and lips, which know how to pronounce the words, simply *don't have time* to pronounce them clearly.

If you speak too fast your brain can't transmit the proper pronunciation signals to your tongue and lips fast enough. You'll also be gasping because you're trying to cram too many words into one breath — and this will further make your words incomprehensible.

To top this all off, your tongue and lips

have very little room in your mouth to perform the acrobatics required of them for clear speech; if they don't have time to do their tricks, they'll do them poorly.

So give yourself time. First, control the speed of your speaking by controlling your breathing. Before you speak, breathe in, counting slowly, "One thousand one." Let a breath out and say, "One thousand two." Keep breathing in and out, counting up to 30 like this.

When you speak consciously, try to

Give yourself time. Control the speed of your speaking.

think about how often you take in a breath and let it out. Try to deliver your speech so that you can get each phrase out in one breath without rushing it. You might even try to write your speech so that each phrase is short enough to say in one breath.

A good way to learn to control your rate of speech is to time yourself with a set amount of one-syllable words. The average rate of normal speech is two to

three words per second or about 160 words per minute. Slow yourself down to one word per second.

See if you can say the following in 30 seconds, taking a second for each word: "When I came back to the car my friends had gone. They were on the beach. Some were on the shore. Some were not. I did not see Tom Black."

Now increase that time to 20 seconds, then to 15. Sometimes you can put two small phrases into one breath, such as the part in the paragraph above that says, "Some were on the shore. Some were not." But don't try to attach a small phrase at the end of a large one or vice versa — you'll lose the last part of the phrase.

When you read the paragraph at 30 seconds, the speaking seemed interminable, didn't it? At 20 seconds it went quicker and at 15 quicker still — but you lost a little control of the pronunciation, didn't you? After you've practiced overpronouncing words for a while, you'll be able to talk at a greater rate of speed and still pronounce words crisply. But remember that even after you've learned to pronounce each word beautifully at high speeds, you'll still want to speak slow enough for your audience to understand you. The fastest talker in the world can do Hamlet's 262-word "To be or not to be" soliloquy in 36 seconds, but it's awful hard to understand a single word he says.

Proper Pacing

What this all amounts to is that you must pace yourself when you speak, just as a mile runner must pace himself. When you know how much time you will have to speak, try to write your speech so that you can pace yourself to about 150 to 180 words per minute. Make sure your delivery will be slow enough so that you can pronounce your words clearly and the audience can follow your meaning. The old idea of "Say what you can as quickly as you can" is silly. The audience, after all, wants to hear what you have to say. They are interested in your message. They'll sit still to hear it if they can understand it.

If you set your own pace, you'll seem more assured, more comfortable, more in grasp of the situation. The audience will fall in behind you if you set the pace.

So if you slur words whenever you stand up to speak, remember that crazy old Greek stuffing pebbles in his mouth. Pronounce your words clearly, slow down and say it right! 🗣️



Mark Bruce is a free-lance writer and radio announcer based in Eureka, California. He's been master of ceremonies for dozens of shows, worked for a singing telegram company, and had his own public service show on a local FM radio station. He also does over 60 different voices and impressions.

FREE CASSETTE TAPE . . .

"HOW TO GET WHAT YOU WANT OUT OF LIFE"

by JULES A. MARINE, one of the nation's most popular seminar leaders, sales trainers and motivators.

This FREE OFFER is available for a limited time to purchasers of the new book, "YOU CAN FLY to the Heights of Happiness and Riches!" by Jerry Derloshon (Pelican Books, 1982)

Based on conversations with JULES MARINE, the book teaches a PERSONAL SUCCESS FORMULA for achieving your personal and professional goals. YOU CAN FLY is "must reading" for people interested in growth, achievement, and financial success. Order YOU CAN FLY today and receive the cassette tape FREE. If you're not satisfied with the book, return it within 30 days to receive a full refund.

ORDER FORM

Please send me _____ copy(ies) of . . . YOU CAN FLY @ \$10.00 ea _____ along with the FREE CASSETTE TAPE! (Calif. Residents add 6% tax) _____

Print Name: _____ \$2.50 postage & handling charge _____ 2.50

Address: _____ City: _____ Total: _____

State: _____ Zip: _____ Mail to:

Authorized signature _____ Pelican Books

MC _____ Expiration date _____ c/o GBD & Associates

VISA _____ Check enclosed 22632 Claude Circle

El Toro, CA 92630



The cast of television's first soap opera, "Faraway Hill," receives instruction from Lewis (left). The show first aired in 1946.

CREATING THE MEDIA'S MESSAGES

When Dave Lewis stood up to make his advertising presentation to the five clients assembled in the small office that day in 1954, he wasn't a bit nervous. Since he was an actor and one of early television's top writers, directors and producers, he had spoken often before large groups. And in his job in advertising he had made other similar presentations with ease.

But this time, something went wrong.

"I absolutely froze," Lewis remembers. "My mind stopped functioning. I had heard

of stage fright, but I had never experienced it until that moment. Everyone stared at me, waiting for me to say something, but I couldn't."

He finally recovered and made his pitch, but those panic-filled moments continued to haunt him as he addressed other groups. Soon he was doing everything he could to avoid such situations altogether.

"I even began having difficulty in one-to-one conversations," Lewis says. "It had

reached a critical point. My job was to sell. I had to speak."

Then someone told him about Toastmasters. Lewis went to a meeting of the Hollywood and Vine Club 328-1 in 1958 and has been active in our organization ever since. He is now celebrating his 24th year in the same club.

It took Lewis a few years to completely overcome his new fear of speaking. At first he couldn't make a speech without reading his notes, and he was still terrified of being

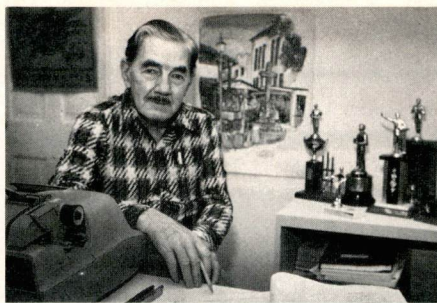
in front of an audience. But thanks to the Toastmasters experience and the support and encouragement he got from his fellow club members, he gradually overcame the problem. Soon he entered speech contests and won at area, district and regional levels. He now has 14 speaking trophies displayed in his Sherman Oaks, California, home.

Today, Lewis still isn't sure what caused his panic, but he is grateful that it didn't strike earlier when it may have seriously affected his career.

Planning to be an actor, Lewis attended the Goodman Theatre School of Drama in Chicago for three years and then started his own community theatre. Later, he went to work for an advertising agency, eventually becoming vice president. He continued to use his creative talents, though, in radio commercials and print advertising. On the side, he wrote radio dramas. In 1943 he was hired by another agency to write a network radio show.

In 1945 he read a magazine article about the new medium of television. Fascinated, he transferred to his agency's New York office so he could be near the top stations. He then approached the Dumont network, at that time a leading television broadcasting organization.

"I went in with a proposition," Lewis says. "I said, 'You give me the air time and our agency will give you the programming.'



Lewis now writes television and movie scripts on a free-lance basis.

They jumped at it because they were desperate for shows."

For the next two years, Lewis experimented with various kinds of television programs. As television picked up sponsors, he became one of its foremost directors.

One of the first series he directed was called "Stories in One Camera," an experiment in heightening mood by carrying the scene in one more or less continuous frame, without the cutting back and forth that is generally used. Later, he wrote, produced and directed television's first soap opera, "Faraway Hill." He also directed other firsts: "Barney Blake, Police Reporter," TV's first sponsored detective series, and "Charade Quiz," the first sponsored game show.

When the networks assumed control

over all television programming, staff directors were assigned and freelancers like Lewis were no longer in demand. He returned to advertising, writing and producing TV commercials. Eventually, he moved to California where he formed his own advertising company. Then, after a stint with another agency, he quit advertising. The prestigious William Morris talent agency agreed to represent him as he began scriptwriting again, turning out episodes of "Columbo," "McMillan and Wife" and "Lucas Tanner," among others. He also wrote movies, two of which have been produced—"City on Fire" and "Death Ship." Production is pending on another and still another is under option.

When the property taxes on his home doubled in 1976, Lewis became involved in civic affairs. He turned his speaking skills loose at homeowners associations meetings and chaired rallies seeking property tax reform.

"My Toastmasters training really paid off," Lewis says. "I was able to deal with real issues before a totally different kind of audience."

He organized a taxpayers association and was made president. His was one of the groups instrumental in the passing of Proposition 13, the California tax-cutting initiative that made history. Later, when he became involved in an issue concerning the use of a local park, Lewis taped one of his speeches and used it in the first phase of the Accredited Speaker program. He earned his title of Accredited Speaker at Toastmasters International Convention in Phoenix last August, one of the first three Toastmasters to earn that rating.

"A speech should advocate something," Lewis declares. "A speaker should stimulate and challenge the audience. You can't do that by just getting them to nod and say, 'That's true, that's right.' You've got to present them with real problems and tell them how to solve them. You've got to give them specific examples, facts and figures."

When asked how old he is, Lewis grins and says, "No comment." Then he adds:

"I've had to lie about my age so often that I can't remember what it's supposed to be right now. When I started acting, I lied to get older parts and then again to get younger parts. I had to say I was older to get into advertising, but at 40 I had to say I was younger in order to stay in what was considered a young man's game. Just say I'm past the half-way mark — whatever that is."

Whatever it is, he's still looking for challenges. He writes television scripts now and then, as well as magazine and newspaper articles. He's planning to produce a movie of his own. He makes after-dinner speeches on occasion. And he never misses a meeting of his Toastmasters club.

"Once in a while I still have a little tinge of panic when I have to speak before an audience," Lewis says. "But I can laugh about it, because I know it's under control. I'm a Toastmaster."

ENTREPRENEURS WANTED!

"WE DID IT ONCE AND WE'RE DOING IT AGAIN."

Robert Wooten, President, Enhance Corporation,
(Former President & Chairman of the Board, Shaklee Corporation)

Many of the founding sponsors of today's successful Multi-Level marketing companies earn incomes in excess of \$100,000.00 a year! If you missed out on these tremendous money making opportunities, don't feel bad. An even better opportunity is available to you now through Enhance Corporation. We market a superior product line of Natural Food supplements, personal care items, low moisture foods, household cleaning products and a natural diet plan, second to none in the entire industry! We have put together the most success-oriented plan yet to be announced. An achievable \$1,000 monthly volume is all we require to become a Direct Distributor. In addition, we pay overrides on 5 levels instead of 3 which means a lot more money for you. If you are tired of working hard and never getting ahead, call or write Today!



Steve & Rose Elbert, "We now have personal independence, Financial Freedom, and time with our family. Won't you join us?"

Please send me FREE information on the exciting opportunities for Enhance Founding Sponsors.

Name _____

Address _____

City _____

State _____

Zip _____

Phone _____

TM-3

Enhance Marketing Group

1426 La Honda Drive, Escondido, CA 92027 (714) 746-9138 Do it now!

The Successful Speech Evaluation

by Patrick J. McCombie, ATM

Remember how you felt when you gave your first speech? Were you proud of your ability to speak to a strange group for five minutes, yet afraid the evaluator might take 10 minutes to point out each and every fault you had made?

If you were like me you viewed the impending evaluation as a form of torture. The elation I felt after giving my first club speech was negated by the fear that I would be held accountable for all of my communication failures — my constant use of “ah,” my monotone voice, and my swaying back and forth.

My fears were groundless. My evaluator was an accomplished Toastmaster who knew the necessary techniques to ensure that I benefited from my novice mistakes and, at the same time, was motivated to get up and try it again. Since that relatively painless start I have given many speeches in Toastmasters. Some of them, like my first speech, were successfully evaluated. But other evaluations failed. Why? Because they lacked one or both of the primary evaluation ingredients: instruction and motivation for improvement.

The first ingredient, instruction, is normally the easier skill for an evaluator to

learn. He or she listens to the speech, and when (not if) a fault is detected, he or she considers how the fault could have been avoided. Then he or she not only points out the fault, but also presents a possible solution.

Of course, the speaker can also learn from knowledge of his strong points. For example, a speaker who knows his voice is extremely flexible can learn to use his voice for optimum effectiveness. Any evaluator who truly wants to help the speaker should mention strengths like this in addition to problems and solutions.

The second ingredient, motivating the speaker to improve, is the more difficult skill for an evaluator to learn. One successful technique that is frequently employed is ending the evaluation on a positive note, such as recapping the skills which were used effectively by the speaker. Another technique is using your knowledge of the speaker to anticipate how he or she will react to the evaluation. While mentally preparing the oral evaluation, the evaluator should ask himself the following questions: How well can the speaker accept criticism? How long has the speaker been a Toastmaster? Has the speaker progressed, or is

he or she making the same mistakes? Are the problems correctable? Will the speaker listen? Many of these questions are inappropriate for an evaluator on a speaker/evaluator exchange with another club, but they are useful in one's own club.

Test the Psyche

It may appear that the evaluator is being asked to play amateur psychiatrist, but all the evaluator need do is to verify that the speaker will be receptive to the evaluation. One method which can be useful in determining the speaker's reaction to constructive criticism is to talk to the speaker before and, if possible, after the speech. If, after talking with the speaker before the meeting, you realize that for some reason today is not a good day to be overly instructive, then by all means spend two minutes praising the speaker's good points — but still try to use 10 seconds to carefully point out a minor fault and a possible means to correct it. That way the speaker will still have learned something (other than the fact that you are a diplomat). More importantly, the speaker will leave the meeting feeling good about the speech and will be back soon to try it again, possibly in a more receptive mood.

The two key evaluation ingredients, instruction and motivation, are not independent, but must be carefully blended if the evaluation is to be successful. This is essential to an evaluator's success. You must learn how to mix the two ingredients

to provide a service to the speaker — and the right mix varies not only from speaker to speaker, but also from speech to speech for the same speaker. Fortunately, there are several things you can do to develop your own unique evaluation skills.

First, listen to the evaluations made by your fellow club members, keeping in mind that their being Toastmasters longer than you does not necessarily make them successful evaluators. Make your own written evaluation of each speaker and then compare the notes you have made to the oral evaluation. Listen to see if you missed a major strength or weakness that the evaluator found. Don't be too concerned over conflicts of opinion at first — an evaluation is one person's opinions, and they probably will not always agree with your own.

A second useful method for developing evaluation skills is to be a member of an evaluation panel. In this setting several Toastmasters have an opportunity to discuss a speech. If a question arises between evaluators, the panel should take the time to help resolve the conflict.


Observe Other Clubs

Next, visit other clubs and listen to how their members evaluate speakers. You will probably be surprised at the differences you find. This doesn't mean one club is right and the other is wrong, only that each club has its own personality. You'll find some ideas you don't agree with, but you

will walk away with several techniques that may prove helpful.

Finally, each new Toastmaster receives a book on evaluation as part of the new-member packet from World Headquarters. Read it. It offers excellent advice on how to be a successful evaluator whether you are a novice or an accomplished Toastmaster.

A great source of feedback for you as an evaluator is watching the speaker you are evaluating. His body language may be your best indication of your effectiveness. Then, listen to *your* evaluation by the general evaluator. Finally, talk to the speaker after the meeting. Find out what he thought of your comments. Be willing to change your style if, after listening to the remarks, you think change is needed.

It takes time and considerable effort to become an effective evaluator, but it's worth it. You'll improve your ability to give effective feedback and your club members will look forward to your evaluation. They'll learn, and isn't helping your fellow club members worth the extra effort? 



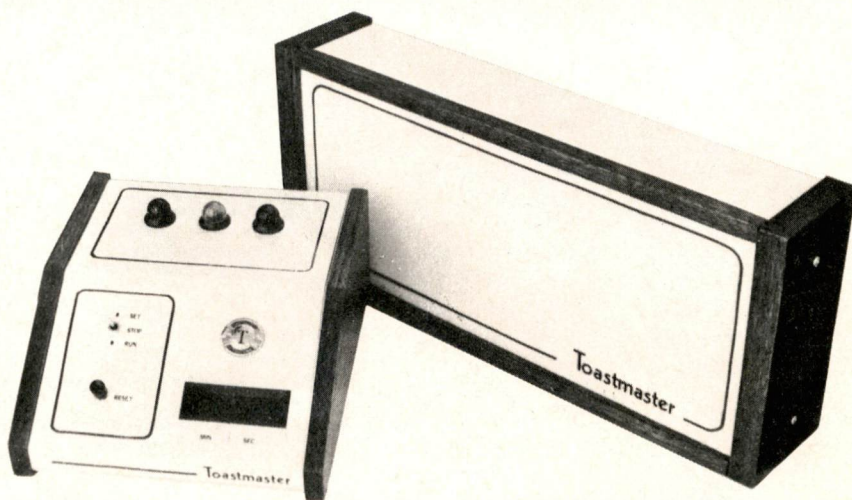
Patrick J. McCombie, ATM, is a member and past president of both Rock Hill Club 2040-58 and Palmetto Mastercrafters Club 2298-58 in Rock Hill, South Carolina. He is a senior computer programmer for Celanese Fibers Company.

INTRODUCING . . . THE OFFICIAL TOASTMASTERS SPEECH TIMER

- Designed exclusively for Toastmasters use
- Lightweight, easy to operate
- Digital readout up to 99 minutes, 59 seconds
- Optional light box — ideal for speech contests

PRICES:

Timing device	\$120.00
Light box	\$85.00
Both timer and light box	\$190.00
Carrying case for timer	\$12.00
Carrying case for light box	\$12.00



To order, send check or money order along with your name, address and club/district number to:

D-TWO SALES/ENGINEERING
28935 De La Luna
Mission Viejo, CA 92675

Add 5% for postage and handling. California clubs add 6% sales tax. No C.O.D.s, please. Allow four to five weeks for delivery.



Maintaining enthusiasm for your work.

Coping With Job Burnout

by Vivian Buchan

Have you ever awakened feeling disillusioned, exhausted, depressed and reluctant to get up even though you've had a restless night? Do you feel trapped by your boss, your job, your family?

If so, you may be a victim of job burnout . . . a malady that strikes many people at one time or another.

What is job burnout? Dr. Mark D. Van Slyke, chairman of the Human Factors Department of the University of Southern California and a consultant to management of large corporations, suggests a definition. "You are burned out if you are mentally and physically depleted significantly below your capable level of performance. Burnout is the function of the intensity of the pressure and the duration of that pressure."

The person who's bored on the job but bursting with enthusiasm and energy for living it up at night or on weekends isn't

necessarily suffering from job burnout. It's more likely to be the person who's irritable, impatient, critical — especially if this behavior is out of character.

If you find your co-workers avoiding you, see your spouse looking worried, or hear your friends asking if you're all right, you may be further along the road to job burnout than you realize. If you're downing too many martinis at night (worse yet, at noon), complaining that you're not appreciated, or feeling overworked or ignored, you may be sliding into the job burnout syndrome.

Accumulated Frustration

Oddly enough, most victims of job burnout are not the indifferent or apathetic workers. On the contrary, they're the sensitive, dedicated, dependable and serious-minded workers.

These people set such high goals they can't possibly attain them, and because they can't they are frustrated and discouraged. If these emotions are prolonged indefinitely, they begin to suffer stress which, in turn, can lead to job burnout. Outward symptoms are irritability, impatience, resentment, complaints, dissatisfaction, absenteeism. Inward symptoms are ulcers, high blood pressure, heart disease, migraine headaches, insomnia.

Victims of job burnout are the dedicated, dependable workers.

When a victim becomes aware that he or she is in a slump or feeling burned out, he may look for options. He or she can decide to work harder, try to escape or face up to his or her problem.

The first solution is futile, for overwork and worry are what created the problem in the first place. The workaholic sooner or later becomes so fatigued he's unable to function adequately and becomes even more depressed.

The escape route can take various forms. It can be through the pill or liquor bottle, a vacation, or even a change of jobs or environment. Rarely does any one of these escape routes do much good. Dissipation leads to guilt and domestic problems, vacations only prolong the inevitable confrontation that must be done, and changing jobs can be more disastrous than helpful. Running away from one unhappy job situation doesn't mean the next job situation isn't going to develop into the same disappointment.

There is only one dependable solution: Discover why *you* have put yourself into the situation. For when all is said and done, nobody is responsible for job burnout but you.

If this sounds harsh and unsympathetic, it's meant to. Regardless of how much

you may think your home life, your environment or your friends are responsible, they have nothing to do with job burnout. Your problems are the *result* of your attitude toward your job, not the cause of it.

Victims of job burnout are usually dedicated persons who've been dependable on their jobs for a considerable length of time and have never indicated dissatisfaction or antagonism. They probably have suffered unrecognized stress for so long they've become numb to the battering their minds and bodies have been taking.

If you find your zest for living is at a low ebb and you're ready to chuck the whole thing and take off for some paradise, you could be suffering from an "overload." A computer that's being pushed too hard simply stops, and so does a pinball machine. But humans keep on struggling to perform even when they're doing an inadequate job of it.

Pull Yourself Up

There are some steps to take right where you are to pull yourself out of your slump and cure job burnout. One is to face up to the stressful conditions of your job and determine how they can be lessened. Are you expecting too much of yourself or your co-workers? Are your goals unrealistic? Do you feel no one can handle your job but you? Are you permitting an overzealous boss to set goals for you that are beyond your capabilities or desires? Are you keeping pace with new developments in your field? Are you jealous or suspicious of younger persons coming into your department?

You've got to grab the reins and begin driving instead of riding. Find ways to minimize stress by taking specific steps to understand and handle it.

Probably no other person has done more to help us cope with stress than Dr. Hans Selye, the author of *The Stress of Life* (a book translated into nine languages).

He says, "Everyone has to assess his strengths and weaknesses by varying his speed of living. Only through such self-assessment can a person decide what paths of life are worth pursuing, how fast he can run to achieve his goals and how he can minimize the negative effects of stress on his life."

One of the first ways to take charge of your life is to get up a little earlier, eat a good breakfast, and get to work ahead of heavy traffic so you can spend some time getting organized for the day. Stay a few minutes in the evening to finish up some job so it won't be nagging at you all night.

Take notice of your health. Avoid sugar, salt and caffeine. Eat three balanced meals and get some exercise and relaxation every day.

Realize that the boat won't sink without you. Take the attitude that the sun will rise and set tomorrow even without you around to see it. Of course you're

important, but you're not indispensable. Keep the lines of communication open between your superiors and subordinates so better understanding results.

Ask for Advice

Keep in mind that you're not the only person suffering from job burnout. Dr. Dennis Turk, assistant professor of psychology at Yale University, says, "We become so thoroughly enmeshed in our jobs we forget about other people who have experienced the same situation. Talking it over with other people to see what they're doing can be of tremendous help."

Reassess what you want out of your job and if (or how) your company can help you achieve it. But be realistic. If you feel you're not keeping up with new ideas or products, take some courses that will help you to do so. Become a better team player by considering more thoughtfully exactly what it is that management wants out of you.

Don't make your job your total life. Try to leave it behind when you go home. Spend evenings and weekends with your family and friends. Don't socialize entirely with your business associates — you'll probably just talk shop all the time. Take up some new hobbies or interests.

Keep in mind you're in control of your job and yourself.

Picture yourself as a winner and keep in mind that successful people who've been able to maintain enthusiasm for their jobs and who continue to grow are flexible folk who can roll with the punches. They concentrate on their successes instead of their failures. They know they can't bat 100 percent all the time, so they do their best and don't let failures or mistakes bring them to their knees.

Face up to job burnout and keep in mind that *you* are in control of your job and yourself. The only thing you can't change is that you're going to have to work someplace (unless you win the sweepstakes) and for someone (if not yourself).

It's up to you to cope with job burnout and decide whether you're going to be a cinder or a torch. 🔥



Vivian Buchan, a frequent contributor to The Toastmaster, has published more than 400 articles in 75 publications. A resident of Iowa City, she is a former member of the faculty of the University of Iowa, where she taught expository writing, public speaking and literature.

TI Board Report



SEMIANNUAL MEETING — Toastmasters' International Board of Directors develops plans to promote organizational and educational growth.

OF PRIDE AND PROGRESS

Our organization is growing all the time," President William Hamilton, DTM, reported proudly during a meeting with the Board of Directors in February. "Our members are learning more and achieving the goals they set for themselves in both their professional and Toastmasters careers. The spirit and enthusiasm displayed by Toastmasters everywhere are impressive."

This same spirit and enthusiasm were evident throughout the series of meetings the directors and officers held at World Headquarters to discuss our organization's progress and future potential. All agreed wholeheartedly that with such dedicated and motivated members our organization will continue to prosper in the years to

come. And in a special report to the Board, Executive Director Terrence McCann explained why Toastmasters is enjoying such phenomenal growth and why we will continue to grow.

"In marketing, there is a term called 'strategic window,'" McCann said. "This means there are only a few times in an organization's history or life when the needs of a market exactly fit the product or service offered. Recently leaders in business, government and education have been making strong statements that it is vital for men and women to develop public speaking skills if they are to be effective in their professional endeavors. The number of consultants teaching speech communications for fees has in-

creased. Another factor is the cutback in high school and college level speech communications programs.

"What this simply tells us is the need for communications training has never been greater and we have the service to meet that need. Our strategic window is open."

Besides holding general business meetings over the three-day period, the directors met in committees to discuss membership growth and educational programs. A summary of the minutes of the final midyear meeting show the fruits of their work — a complete report on the state of our organization.

Presidential Travels

President Hamilton reported he has

club, sales and
political meetings
SURE NEED HUMOR!



IF YOU'RE
INVOLVED,
SEND FOR
THIS BOOK

"UNACCUSTOMED AS I AM"

... gives you 238 pages of good, current humor. Indexed for easy use. A bonanza for busy chairmen and editors. Good reading for anyone with a sense of humor. Pointed material to fit any occasion, compiled by the International President of a world-wide service club for his own personal use.
NOW, Second Printing.
Send Check for \$ 7.95 plus \$.95 Mailing or your Master Charge-Visa number, Indiana add 4% Tax.

THE LORU COMPANY
P.O. BOX 396, NORTH WEBSTER, INDIANA 46555

MOVING?

If so, we'll need your change of address. Please give us your old address as well as your new by attaching an address label from a recent issue of THE TOASTMASTER in the space shown.

ATTACH YOUR ADDRESS LABEL OR PRINT YOUR OLD ADDRESS HERE:

(INCLUDE CLUB AND DISTRICT NUMBER)

Name (print) _____
 Club No. _____ District No. _____
 New Address _____
 City _____ Zip _____
 State/Province _____
 If you are a club, area, division or district officer, indicate complete title: _____

Mail this to:
Toastmasters International
 2200 N. Grand Ave., P.O. Box 10400
 Santa Ana, CA 92711

visited seven districts since August, covering 23,384 miles in 30 days. During this time he had opportunities to give speeches heard by more than 2000 nonmembers and members. He also appeared on six television shows and 10 radio programs and met with more than 45 leaders of government, corporate and service organizations.

During his discussions with the many Toastmasters he met throughout his travels, President Hamilton said he detected "a great note of enthusiasm and a willingness to help one another learn, grow and achieve," and that every Toastmaster showed a great deal of love and devotion to our organization.

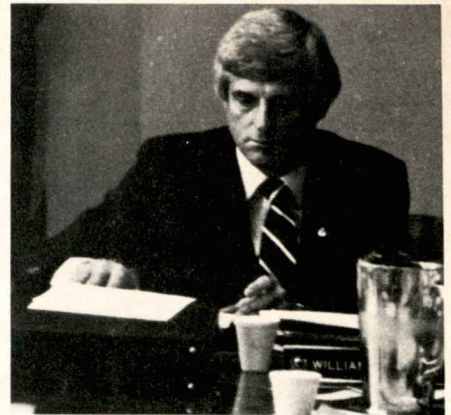
Executive Director's Report

Executive Director Terrence McCann's semiannual report, covering the period between July 1, 1980 and December 31, 1981, included facts and figures illustrating just how much our organization has grown and achieved:

- Membership leaped from 74,753 in December 1980 to 89,292 in December 1981, a 19.4 per cent increase. The number of clubs increased from 4031 in December 1980 to 4346 in December 1981. Corporate clubs continue to be a major factor in new club activity.

With such dedicated and motivated members we will continue to grow.

- The number of DTM awards increased 32 per cent, from 74 in December 1980 to 98 in December 1981. ATMs increased 19 per cent, from 429 in December 1980 to 511 in December 1981. CTM awards also increased 19 per cent, from 2441 in December 1980 to 2910 in December 1981. These figures reflect members' desire for self-improvement and their determination to achieve the goals they have set for themselves.
- Speechcraft registrations increased significantly — from 429 in December 1980 to 492 in December 1981, an increase of 14 per cent.
- The number of Youth Leadership Programs conducted went up substantially, from 262 in December 1980 to 325 in December 1981, a 24 per cent increase.
- All districts have submitted their District Management Plan, making them eligible for recognition in the Distinguished District Program. At the midyear point, 46 of our 67 districts were maintaining the number of clubs needed to reach their goals for the year; of these, 31 were exceeding their goals. Sixteen districts have met or exceeded their ATM goals.
- Two cassette programs were introduced this past year: *Humor, Speaking and*



CAREFUL CONSIDERATION — President William Hamilton listens thoughtfully to the directors' committee reports.

You, and *The Effective Speaker*. Two new educational manuals, *Your Speaking Voice* and *Gestures: Your Body Speaks*, will be available within the next year.

- Toastmasters received excellent publicity, with articles about our organization appearing in *Agricultural Engineering* and *The Executive*. We also received extensive news coverage from the Phoenix media during our convention last August. Both then-President Patrick Panfile and President Hamilton were interviewed by the two major Phoenix newspapers, and an interview with Terrence McCann was broadcast on KOOL-TV, Channel 10. President Hamilton, Golden Gavel Recipient James Hayes and Terrence McCann were also featured on the KTAR radio talk show, "Mid-Day."

In other action, the Board:

- Granted provisional district status to Toastmasters clubs in the Philippines, effective April 1, 1982.
- Approved a petition from Toastmasters clubs in Mexico to establish a council operation to work toward district status.
- Considered the results of the 1980-81 Distinguished District Program and recommended inclusion of all Success/Leadership modules in the program for 1983.
- Revised timing, originality and judging requirements for the 1983 Speech Contest Rules.
- Discussed potential markets for club building and recruitment of new members, designating guidelines for club and district participation.
- Evaluated current membership-building programs and suggested ways of strengthening and promoting participation.
- Decided to encourage member retention by increasing recognition of educational accomplishments.
- Reviewed progress in the long range planning goals of Toastmasters International.

The next meeting of the Board will be August 16, 1982, in Philadelphia, Pennsylvania.

Hall of Fame

ATMs

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

Michael Jeffrey Jue

Northrop 212-1, Hawthorne, CA

Jo A. Goodman

International City 1377-1, Long Beach, CA

John N. Hartquist Jr.

Redmond 2828-2, Redmond, WA

James C. Coons

Dynamic 457-5, San Diego, CA

Paul Pasewalk

Totem Pole 610-7, Vancouver, WA

Paul J. Lloyd

Evening 3804-8, Cape Girardeau, MO

Patrick B. Higdon

New Albany 410-11, New Albany, IN

James Lowell Lester

Irving 3365-25, Irving, TX

Fredrick Lane Finch Sr.

Skokie 1608-30, Skokie, IL

Dorothy Hoffman

Irving Park 2069-30, Chicago, IL

Richard William Hills

Dynamics Research Corp. 3638-31, Wilmington, MA

Henry J. Hunter

Sound Barrier 384-33, Edwards Air Force Base, CA

Sharon L. Campbell

Mission Chapter 1433-33, Goleta, CA

Tony Casper

Oconomowoc 834-35, Oconomowoc, WI

Wayne B. Glenn

Voices of PR Georges 3459-36, Camp Springs, MD

Loren G. Kasten

Mitchell 495-41, Mitchell, SD

Rick Sydor

Chinook 1448-42, Calgary, Alberta, Can.

Charles D. Hansen

GTI 4290-54, Bloomington, IL

Gaston Plourde

Quebec 1838-61, Quebec, Quebec, Can.

Frank H. Assfalg

DC 3761-69, Brisbane, Qld., Aust.

Ma. Lourdes R. Jacinto

Tamaraw 1164-U, Manila, Philippines

DTMs

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

Edwyn J. Buzard III

Burien Breakfast 2543-2, Burien, WA

Christopher Collier

Diamond 2486-10, Painesville, OH

Sheldon J. Rikke

Checker Flag 2007-11, Indianapolis, IN

Charles W. Rooney

ATM 4349-14, Atlanta, GA

Grace Porter

Gilcrease 1384-16, Tulsa, OK

Gene Kennon

University Park 2984-23, University Park, NM

C. Wells Hall III

Saturday Morning 2035-37, Charlotte, NC

Anthony J. Gelme

Diamond Valley 567-73P, Eltham, Vic., Aust.

New Clubs

1015-1 Todd Pacific Shipyard Corporation

San Pedro, CA — Thurs., 4:30 p.m., Todd Shipyards, Inc., 710 N. Front St. (832-3361).

1905-2 Puget Sounders

Everett, WA — Wed. (once a month), 6:30 p.m., Everett Pacific Hotel (258-5832).

4770-3 Paradise Valley

Phoenix, AZ — Fri., 7 a.m., Smitty's Restaurant, Shea and Tatum (996-7700).

1953-10 Nationwide

Canton, OH — Tues., 12:10 p.m., Nationwide Insurance Company, 1014 Market Ave., North (489-5237).

1981-82 District Governors

- F. Adele Stagner, DTM, 470 W. Harrison, Claremont, CA 91711
1. Mary Ann Beckner, DTM, 8611 Village Rd. #3, Playa del Rey, CA 90291
 2. William E. Strong, ATM, 2908 21st St., Everett, WA 98201
 3. Art Nieto, ATM, 6053 N. 21st Dr., Phoenix, AZ 85015
 4. Art Henderson, ATM, 4603 Royal Garden Pl., San Jose, CA 95136
 5. Vicki D. Wood, DTM, 9897 Park Crest Lane, San Diego, CA 92124
 6. Louis P. Novak, DTM, 3421 Roosevelt St., N.E., St. Anthony, MN 55418
 7. Brian Barkman, DTM, 11215 N.E. 64th Ave., Vancouver, WA 98665
 8. Ted Randall, R.R. #1-Box 254B, O'Fallon, IL 62269
 9. D. Roy Richards Jr., DTM, 1013 S. Eleventh Ave., Yakima, WA 98902
 10. Ben P. Supinski, ATM, 15874 Galemore Dr., Middleburg Hts., OH 44130
 11. Ed Baum, DTM, 7070 Dean Rd., Indianapolis, IN 46220
 12. Barbara B. Geyer, ATM, 1960 Crafton Blvd., Pittsburgh, PA 15205
 13. Hollis C. Hurst, DTM, 2130 Roswell Rd., Smyrna, GA 30080
 14. George R. Miller, DTM, 7289 S. Cypress Way, Salt Lake City, UT 84121
 15. Tom McEvoy, DTM, P.O. Box 82782, Oklahoma City, OK 73148
 16. Charles H. Rust, ATM, 2114 Highland Court, Bozeman, MT 59715
 17. William H. Shryock, DTM, 9801 Michaels Way, Ellicott City, MD 21043
 18. Mary R. Young, DTM, 212 Americana Ct., Apt. 36, Des Moines, IA 50314
 19. Aaron Geller, ATM, 1339 6th Ave., South, Fargo, ND 58103
 20. Jack Webster, ATM, 5008 Nixon Rd., R.R. #2, Summerland, B.C., Can N0H 1Z0
 21. Millie Foley, DTM, Route #1, Box 77, Louisburg, KS 66053
 22. Malcolm Charlton, ATM, 2819 Calle de Sonora, Santa Fe, NM 87501
 23. Jeanie Keller, DTM, 9823 Park Dr., #16, Omaha, NE 68127
 24. Bert Markwardt, ATM, 826 Sherbrook Dr., Richardson, TX 75080
 25. Cecelia Cohn, ATM, 771 South Holly, Denver, CO 80222
 26. Virginia M. Houser, ATM, 6201 Garden Rd. C-38, Maumee, OH 43537
 27. Bill Stewart, ATM, 116 Dijon Dr., Slidell, LA 70458
 28. Sherry Sala, ATM, 9400 Lotus, Skokie, IL 60077
 29. Henry L. Donald, 41 Sylvan Ave., Chelmsford, MA 01824
 30. Pat Marston, DTM, 317 East 18th, Olympia, WA 98501
 31. Herb Nowlin, DTM, 309 South A, Oxnard, CA 93030
 32. Richard D. Seelig, DTM, 2422 W. Brantwood Ave., Milwaukee, WI 53209
 33. Henry Harper, DTM, 3415 N. Vermont St., Arlington, VA 22207
 34. David A. Roberts, CTM, 309 N. Zion St., Landis, NC 28088
 35. Robert Ambrose Sr., DTM, 2213 Montgomery, Woodbridge, VA 22191
 36. Arne Sampe, DTM, 9025 El Cajon Way, Sacramento, CA 95826
 37. Kathy Arbaugh-Patmon, DTM, 1848 Woodcrest Pl., Columbus, OH 43227
 38. Rev. Dick Ward, DTM, Box 1648, Rapid City, SD 57709
 39. Rick Sydor, DTM, 928 Rundleside Dr., N.E., Calgary, Alta., Can T1Y 1E9
 40. James O'Brien, ATM, 7554 Willey Road, Germantown, TN 38138
 41. Don Dennis, CTM, Box 1499, Lubbock, TX 79408
 42. E. Jean DeVigne, DTM, Rt. 1, Box 17, Waterbury Centre, VT 05677
 43. James A. Friend, DTM, 31 Adams St., Edison, NJ 08820
 44. Frank Tillman, DTM, P.O. Box 37949, Jacksonville, FL 32236
 45. Robert F. Akin, DTM, 601 Cedar Dr., Enterprise, AL 36330
 46. Remy Riborozo, DTM, 204-D Hao St., Honolulu, HI 96821
 47. Joe Operskalski, DTM, 5319 Ocean View Blvd., La Canada, CA 91011
 48. James E. Seale, CTM, 19 Lenora Dr., West Simsbury, CT 06092
 49. Jim Allnutt, 711 S. Main St., Sycamore, IL 60178
 50. Sam Fowlkes, DTM, 9322 Ranchero, San Antonio, TX 78240
 51. Tom Farris, P.O. Box 1448, Alameda, CA 94501
 52. Don Scott, DTM, 208 Huntington Dr., Anderson, SC 29621
 53. Vince DaCosta, DTM, 17 Ferrah St., Unionville, Ont., Can L3R 1N4
 54. Pauline Aboud, 558-4e Rue, Shawinigan, Que., Can G9N 1G8
 55. Eleanor Horndasch, ATM, 1005 Vinewood Dr., St. Joseph, MI 49085
 56. Linda Allen, DTM, 6428 Bresslyn Court, Nashville, TN 37205
 57. Joe Fredette, DTM, 585 Elmhurst Rd., Winnipeg, Man., Can R3R 0V2
 58. Nancy Ellen Scott, ATM, 180 Elmore Rd., Rochester, NY 14618
 59. Suzanne Fountain, 333 Green St., #6C, Portsmouth, VA 23704
 60. Richard Welch, ATM, 43 Osborne, Kenner, LA 70062
 61. Colin McFarlane, CTM, 34 Endiandra St., Algerter, Qld. 4115, Aust
 62. Ken Rennie, DTM, 1 Donald St., Carlingford, NSW 2118, Aust
 63. Gerald Keen, 47 Melville Rd., Barnes, London, England SW13 4RH
 64. Terry Bellamy, ATM, 16 Willoughby St., Lower Hutt, New Zealand
 65. Mary M. Scott, DTM, 10 Carolyn Ct., Frankston, Vic. 3199, Aust
 66. Clive Kneale, P.O. Box 62253, Marshalltown 2107, South Africa

4777-7 Encouraging Words

Longview, WA — 1st & 3rd Thurs., 7:30 p.m.,
Longview Chamber of Commerce,
1563 Olympia Way (425-3361).

2721-11 St. Mary's College

Notre Dame, IN — Thurs., 6 p.m., Moreau
Hall, Rm. 222, St. Mary's College (284-4849).

1699-13 Buckhannon

Buckhannon, WV — 2nd & 4th Tues.,
7:30 p.m., Farm Family Insurance Company
Office (472-1837).

233-18 Diamond

Wilmington, DE — Wed., noon, DuPont
Company, 1007 Market St. (774-9414).

1922-26 Hewlett Packard Communicators

Colorado Springs, CO — Thurs., 7:15 a.m.,
Hewlett Packard — CTD Division, 5070
Centennial Blvd. (593-8700).

4771-30 Arthur Young & Company

Chicago, IL — 1st & 3rd various days, 7:15 a.m.
& 6 p.m., Arthur Young Company, One IBM
Plaza, 35th Fl. Training Room (751-3000).

2179-36 Treasury Notes and Quotes

Washington, D.C. — 1st & 3rd Thurs., noon,
U.S. Treasury Department, 15th St. & Pennsyl-
vania Ave. (376-0444).

391-43 Toastmasters of Kimberly-Clark

Memphis, TN — 2nd & 4th Tues., 3 p.m.,
Kimberly-Clark Company, 400 Mahannah
Ave. (529-3934).

2492-47 Looking Glass

Tallahassee, FL — Mon., 6 p.m., Federal Cor-
rectional Institution, Visiting Room (878-2173).

2755-56 Katy

Katy, TX — Wed., 7:30 p.m., VFW Hall, 6th St.
(492-1961).

4778-60 Milton

Milton, Ontario, Can — Tues., 8 p.m.,
Bavarian Inn, Milton Mall (878-7524).

2484-68 GSU Beaumont

Beaumont, TX — Mon., bi-weekly, 6:30 p.m.,
GSU Liberty/Pearl Bldg., 285 Liberty St.
(858-6631).

3095-58 Seven P.M.

Columbia, SC — Mon., bi-weekly, 6:30 p.m.,
Western Steer Steakhouse.

4776-62 Transportation

Lansing, MI — Wed., every other week, noon,
Department of Transportation, 425 W. Ottawa
St. (321-6319).

4775-72 Johnsonville

Johnsonville, Wellington, NZ — 1st & 3rd
Wed., 7:30 p.m., Johnsonville Union Church
Lounge, Dr. Taylor Terrace (786-190).

3882-U Anchor

Anchorage, AK — Thurs., noon, Executive
Dining Room, 701 C St.

Anniversaries

45 Years

Russell H. Conwell 82-6, Minneapolis, MN
Walla Walla 81-9, Walla Walla, WA
Olympia 84-32, Olympia, WA

40 Years

Victory 221-6, St. Paul, MN
 Omaha 229-24, Omaha, NE
 Mobile 226-29, Mobile, AL
 First Wisconsin 228-35, Eau Claire, WI

35 Years

Oregon Trail 480-7, Portland, OR
 Webster Groves 461-8, St. Louis, MO
 Lamplighters 449-9, Spokane, WA
 Evergreen 486-9, Spokane, WA
 Communicators 482-11, Bloomington, IN
 Waukon 470-19, Waukon, IA
 Milwaukee 466-35, Milwaukee, WI
 Cincinnati 472-40, Cincinnati, OH
 Burbank 125-52, Burbank, CA
 Oakland 88-57, Oakland, CA
 Rochester 476-65, Rochester, NY

30 Years

Washington 1089-19, Washington, IA
 Gateway 1101-24, Grand Island, NE
 Acorn 1068-28, Royal Oak, MI
 Arlington Heights 1087-30, Arlington Heights, IL
 Federal 1037-36, Washington, D.C.
 Anchor 1110-36, Washington, D.C.
 St. Catherine's 1102-60, Saint Catherine's, Ontario, Can.
 Hamilton No. 1 1114-60, Hamilton, Ontario, Can.

25 Years

Shelby 703-10, Shelby, OH
 Blackfoot 668-15, Blackfoot, ID
 Pioneer 2308-15, Boise, ID
 Esquire 2388-19, Des Moines, IA
 John C. Brockway 2393-24, Offutt Air Force Base, NE
 Westpark 2406-36, McLean, VA
 Lexington 2391-40, Lexington, KY
 Sec. Round Table 1041-46, New York, NY
 Suburban 2345-46, Bloomfield, NJ
 South Dade Luncheon 2463-47, Perrine, FL

20 Years

Daly City Day Breakers 1881-4, Daly City, CA
 Realtors 2512-6, Minneapolis, MN
 Winged Word 1903-8, St. Louis, MO
 Delano 3470-33, Delano, CA
 Troy 3453-40, Troy, OH
 Northern Hills 3456-40, Cincinnati, OH

15 Years

Demosthenes 1282-4, San Francisco, CA
 Springfield 1792-36, Springfield, VA
 TNT 2291-42, Edmonton, Alberta, Can.
 Chaparral 2358-44, Odessa, TX
 State Farm — ILL Office 3228-54, Bloomington, IL

10 Years

Puc K Sters 3873-4, San Francisco, CA
 Wilderness 1978-6, Ely, MN
 Servetus East 253-7, Portland, OR
 Data Masters 992-7, Portland, OR
 Atlanta State Farm 340-14, Atlanta, GA
 Magic 2597-14, Atlanta, GA
 Good Time 535-29, Eglin Air Force Base, FL
 GSA Co. 3448-36, Washington, D.C.
 MixMasters 3584-36, Falls Church, VA
 Bold City Challengers 2092-47, Jacksonville, FL
 Early Saints 2254-54, St. Charles, IL
 Marshall 868-62, Marshall, MI
 Tokoroa 3590-72, Tokoroa, NZ

SPEAKING RESOURCES

THE NEW BOOK OF "ORCHIDS OR ONIONS" FOR ALL OCCASIONS. OVER 900 CLEAN JOKES & SHORT LINERS. Written by a Toastmaster. Indexed for Quick Reference. \$7, including tax and postage. Check or M.O. to: T.R. Bob Kirby, #1 Marcia's Park, Easton, IL 62633.

SELF-IMPROVEMENT

SPEAKING & WRITING SEMINARS — THE 1981 ANNIVERSARY, TOASTMASTERS INTERNATIONAL CHAMPION, JIM JOELSON — IN CONJUNCTION WITH NICHOLAS J. COLONNA—OFFERING COMMUNICATION SEMINARS FOCUSING ON SPEAKING, WRITING & CONFRONTATIONAL SITUATIONS. Contact: DMcJ Symposiums, P.O. Box 5908, Reno, NV 89503.

VOCABULARY holding you back? Free! "How To Win With Words!" Easy, convenient learning. Send today to WORDWISE, 535 Cordova #404D, Santa Fe, NM 87501.

GIVE A TALK on how Self-hypnosis and Self-Improvement tapes improved your life. EFFECTIVE SPEAKING, SUBCONSCIOUS SALES POWER, SELF-CONFIDENCE, CONTROL BAD HABITS, such as overweight, smoking, insomnia. FREE CATALOG — over 100 subjects. AMERICANA, 806-B, Visalia, CA 93291.

MISCELLANEOUS

MOTIVATE YOURSELF AND OTHERS. 32 Specific and Practical strategies that Work. Easy to remember and apply. Send \$7.50 to LINK, P.O. Box 52-T, Ortonville, MN 56278.

Victoria "GOLDEN GAVELS" is proud to announce a limited production of one of England's most beautiful and authentic brass "GOLDEN GAVEL." Each "GOLDEN GAVEL" is of the finest brass quality with impressive markings. Weighing an impressive 7½ ounces, the gavel is used as an item of conversation in many offices and fine homes. However, its main use is that as the Symbol of Authority at meetings throughout the free world. An ideal gift for yourself or for those who conduct meetings. Send: \$14.95 (Includes postage, shipping and insurance) to Victoria Golden Gavel, 1946 Hawes Rd., Victoria, British Columbia, Canada V8S 2Z6.

"WOMEN — 50 WAYS TO SEE THROUGH MEN." Solve Problems! End Heartache! Secret Permanent Power! Proven Results. Send \$1 today: Newlife, Box 684-TW, Boulder City, NV 89005.

Promote your club with a Community Programs and Publicity Kit (#1141). 50¢. Send your order to World Headquarters today!

Organize a Toastmasters club! Write to World Headquarters for more information.

Everything you need to know about Gavel Clubs is contained in TI's free Gavel Club Information Kit. If you're interested in establishing a Gavel Club in a local school, prison, youth group or other organization, write the Membership and Club Extension Department for your kit.

Introduce Toastmasters to civic groups and businesses with a Membership and Extension Slide Presentation (#376). Send \$15 plus 20% postage to World Headquarters. California residents add 6% sales tax.

Is your club receiving the publicity and public attention it deserves? If not, present the Toastmasters Communication Achievement award to a prominent person in your community. Complete kit including plaque, "how to" pamphlet and sample news release will put your club in the public spotlight. Order #267, \$19.50 plus 20% postage and 10¢ per letter engraving charge from T.I.

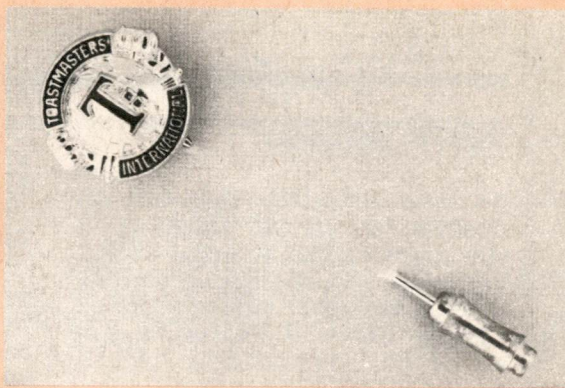
New members add strength and excitement to any club. For a wealth of ideas and tips for attracting new members, get a copy of Toastmasters' Membership Growth Manual (#1159). Send \$1.50 plus 20% postage to World Headquarters. California residents add 6% sales tax.

Promote your club! World Headquarters has colorful 22" x 17" posters (#368) with stick-on brochure holders and space for information about your club. Set of three including supply of brochures is only \$4.00 plus 20% postage. California residents add 6% sales tax.

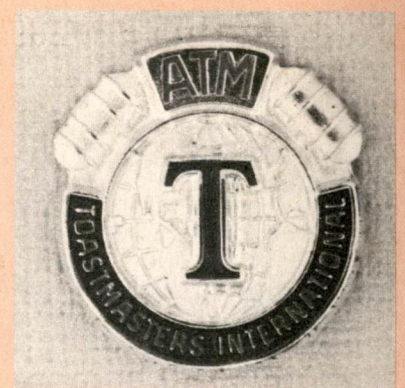
Send your classified ad with a check or money order to Toastmasters International, Publications Department, 2200 N. Grand Ave., P.O. Box 10400, Santa Ana, CA 92711. Rates: \$25 minimum for 25 words, 80 cents for each word over minimum. Box numbers and phone numbers count as two words; zip codes and abbreviations count as one word each. Copy subject to editor's approval. Deadline: 10th of the second month preceding publication.



5753



5700



5930



5802



343



5941

Share Your Toastmasters Pride Without Saying a Word

Wear the emblem that lets everyone know you belong to a great organization. The Toastmasters symbol says eloquently what words can't express. It tells about achievement—yours and Toastmasters International's.

So show your pride. Order your special Toastmasters memento by catalog from World Headquarters.

Membership Emblems

Display your Toastmasters pride with a handsome gold-plated pin. Choose from two sizes: miniature (5751) and large (5753). Discounts offered for orders of 12 or more.

5751 \$2 or \$1.80 with discount
5753 \$2.25 or \$2 with discount

Toastmasters Identification Badge

Here's the identification that immediately shows everyone you're a member of Toastmasters. Special white badges (343 and

343-A) come with name, office and club number engraved in red. Includes three-dimensional Toastmasters emblem.

343 Pocket Badge \$7.50

343-A Pin Back Badge \$7.50

Also, see Supply Catalog for specialized badges, i.e., ATM and DTM.

Officer's Pins

When elected to club president, give yourself an honorable gift. Officer's pin comes in Balclad gold (5801) and in 1/10 10K gold with two zircons (5802).

5801 \$6

5802 \$12.75

Toastmasters Tags

Gold-type DTM and ATM tags show just how much you've achieved as a Toastmaster. Both attach to any Toastmasters pin. ATM (5940) tag comes in blue letters. DTM (5941) tag in white letters.

5940 \$3.50

5941 \$3.50

Mark of Distinction

Provide yourself with some added recognition. Beautiful Balclad gold pins distinguish you as an achiever of the DTM (5800) or ATM (5939).

5800 \$6

5939 \$6

Women's Scarf Pin

It's the feminine touch. A beautiful gold-type stick pin with Toastmasters emblem.

5700 \$3.75

See the Supply Catalog for more samples of official pins and jewelry. When ordering, add postage and handling charges as follows: Pins 1-12, 30 cents; 13-24, 60 cents; more than 24, 80 cents. Brooches and other jewelry: Add 30 cents each. California residents add 6% sales tax. All prices are subject to change without notice. Send your order with your club and district number to: Toastmasters International, P.O. Box 10400, Santa Ana, CA 92711.