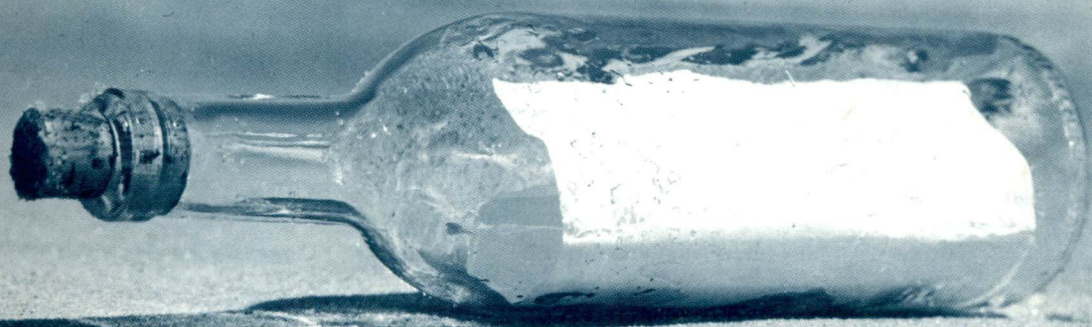


MAY 1984

THE TOASTMASTER

Do Your Letters Deserve Attention?



1984 Convention Preview

Toastmasters are like Goldfish

I was in Minneapolis, Minnesota, recently and had breakfast with several District Six officers. During our conversation, District Governor Doug Ward commented that Toastmasters are like goldfish. I had never heard Toastmasters



compared to fish before, so I was curious as to what he meant. Doug explained that the growth of goldfish depends upon the size of the container in which they are placed. If you put goldfish in a small bowl, he suggested, they will remain small. But if you place them in a pond, they will grow to a foot or more.

Fortunately, Doug pointed out, that is where the analogy ends. Goldfish can't select the size of their container. Consequently, they don't have the opportunity to choose the extent to which they will grow. But our Toastmasters members do have the freedom to choose.

Doug wasn't talking about the size of the meeting room as the container. He was talking about the importance of a club having a sufficient number of members, interesting programs, and

active participation in club and district events to not only provide members with the room, but also the opportunities to grow.

I enjoyed our visit, but all too soon it was time for me to leave. On the way to my car, a lady stopped me and said she had been a member of Toastmasters three years earlier, but had discontinued because she had conquered her fear of speaking before a group and felt that the organization had very little more to offer her. Recently her club had an anniversary party and she was invited to attend. She couldn't believe how much the club had grown, not just in numbers, but in the communication and leadership skills of each member. She explained that as she watched each member participate in the program she realized that there was so much more to this organization than just overcoming nervousness. She commented, "These people were not only good, but were also enjoying themselves." That convinced her. "I rejoined the club and am getting so much more out of it than before," she said. As she was walking away, she turned and said, "Incidentally, now I know what you mean by your theme, 'Experience the Power of Toastmasters'."

I congratulated her for her wise decision to rejoin Toastmasters, but couldn't help but laugh to myself because of how well her experience paralleled what Doug had described just a few minutes earlier—the extent to which we grow is determined by the size of our container. Doug has a message for all of us. We select our own container and the only limits we will experience are those which are self-imposed.

Fortunately, more and more members, and especially club officers, are recognizing the importance of a club that provides members with 'room to grow' and in turn are giving them the opportunity to 'Experience the Power of Toastmasters.'

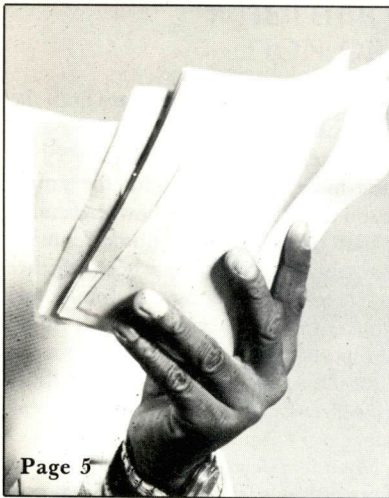
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Page 5

FEATURES

5

Do Your Letters Deserve Attention?

by Vivian Buchan

8

Come to Florida This Summer

13

Transitions: Guideposts along Speech Highways

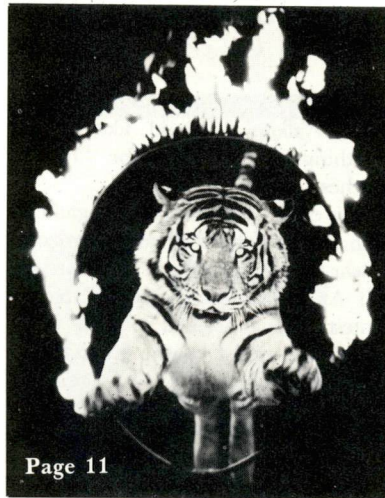
by Thomas Montalbo, DTM

20

Share Your 'True Self' with Audiences

23

TI Board Report



Page 11

DEPARTMENTS

4

Letters

6

Idea Corner

22

Word Wisdom

27

Hall of Fame

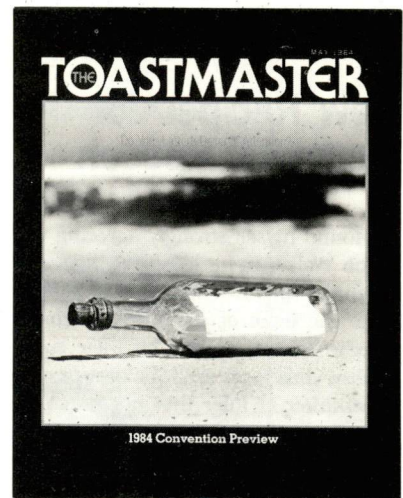
31

1983-84 District Governors

25

Speaking so the Deaf Can Hear You and the Blind Can See Your Point

by Sharon Lynn Campbell, ATM



1984 Convention Preview

COVER

Are your letters getting about as much attention as those that are stuck in bottles and thrown out to sea? If so, it may be time to revamp your writing style. Whether directed to relatives back home, to business clients or to congressional representatives, your letters must grab readers by the collar and make them drop whatever else they're doing to read about your concerns. In this month's cover story, Vivian Buchan examines letter writing and offers guidelines for improvement.

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LETTERS

New Recipes for 'Formula' Speech

I found myself strongly agreeing with Ralph Walker in his letter, "Avoiding the 'Formula' Speech" (March 1984 Letters). Since the issue of standardized contest speeches, distinguished by their superficiality, has appeared before in *The Toastmaster*, I infer that not much has been done about it to date.

In fact, something ought to be done, because given the diversity of human knowledge and occupations, there simply is no such thing as a "best speech" or "best speaker" any more than there is a "best athlete" or best athletic event. Observe that the Olympics has diverse contests like bobsledding, skating and swimming, for athletes of different skills to show excellence. If it were decided that only pressing barbells was the index of athletic greatness and competition was focused accordingly, the Olympics would be as dull as watching a pile driver at work.

Toastmasters International should consider seriously the example of that great sports festival which we in Southern California will soon experience. I would suggest a major restructuring of the speech contests into categories. Categories with immediate high potential are humor, factual, debates, motivational, political and storytelling. Others could be added as constituencies for them arise.

Development of a "Speaking Olympics" to replace the present one-dimensional International Speech Contest competition would afford people with different skills and interest the opportunity to "go for the gold" and afford their listeners the benefits of hearing, in Mr. Walker's words, "...heavy subjects of monumental importance... , controversy... , and beautiful word picture(s) that... transport the listener into being one with the speaker."

*Robert P. Sechler
Long Beach, California*

I am in complete agreement with Ralph Walker. I would like to add something to his case for "meaty" speeches.

I was one of 1800 people who gathered in an auditorium in Phoenix, Arizona, to hear the contestants at Toastmasters' 50th Anniversary International Speech Contest. I have listened to those tapes, and in the midst of the motivational presentations there is a gem of controversy—a rousing declaration against censorship in America. Some of the lines are worth remembering: "When I get the stench of burning books in my nostrils, I am reminded of the fact that Nazis burn books and Communists burn books. But free men do *not* burn books!"

James Joelson said what he wanted to say in that passage, and controversial or not, he said it well enough to become the 1981-82 Toastmasters International speaking champion. The name of the speaking game is more than polish, it is courage—caring enough about yourself and your audience to say what you think and feel and letting the judges fall where they may.

*Leta E. Rank
Monterey, California*

I read your contributor Ralph Walker's "Avoiding The 'Formula' Speech" with interest because as a 'Johnny come lately' Toastmaster, I too am harboring some doubts.

After 10 years of speaking, I joined Toastmasters to get some of my rough edges smoothed out. After six months of listening to speech evaluators, I find that there seems to be a striving towards turning out speakers like sausages from a common mold.

During a recent training session on evaluators, the auditors were inundated with the usual "Don't jingle the coins in your pocket, button your coat, don't use notes, if you use notes don't read them overtly, don't use double negatives, don't grab the lectern, don't engage in latrine humor, always indulge in the proper gymnastics," along with the entire lexicon

of admonishments and censures from the Toastmasters "Koran."

To date, I have turned down every request to be an evaluator for the simple reason that I don't know how. Inasmuch as I am concerned with substance rather than trivia, I don't give a hoot whether the speaker is wearing an unbuttoned Brooks Brothers jacket or not. If this is so important, then two sartorial slobbs like Thomas Alva Edison or Albert Schweitzer would be disqualified to speak before our group.

My only reference point and standard of perfection is whether I enjoy a speech. After enjoying a delicious dinner, it is a matter of complete indifference to me whether the chef stirred the gravy with the right size spoon or not. Insofar as the use of notes is concerned, at the age of 72 and with a failing memory, the use of notes is a crutch I can no longer forego.

In using the ballot sheets at meetings, I follow the Good! Better! and Best! system of marking and avoid the constant lint-picking which seems to prevail. I know that this marks me as an unregenerated rebel but I hope that this will slow down a production line of stereotypes. I still enjoy the Toastmasters meetings and will continue to attend same until I make my entry speech at the Pearly Gates.

*Thomas H. Henning
Chicago Heights, Illinois*

From "Down Under"

Our club (Tropic City Club 2987-69) would like to offer our sincere congratulations on the quality of your magazine. Our members "down under" eagerly wait for each issue.

The magazine not only reinforces that we are indeed part of an international organization, but also enables us to continue our process of self-growth through reading the informative educational articles.

*Judy Salk, Club Secretary
Aitkenvale, Queensland,
Australia*

YOUR LETTER-WRITING ABILITY CAN DETERMINE WHETHER YOUR CONCERNS ARE RECEIVING ATTENTION OR ARE BEING TOSSED IN THE WASTE CAN.



Do Your Letters Deserve Attention?

by Vivian Buchan

If you think making an effective speech is hard, writing an effective letter is harder—whether you know it or not. One reason is that words arranged in a horizontal pattern on a white sheet of paper go marching (sometimes limping) along without any outside help to give them color, emotion or pizzazz. You can't depend on smiles, scowls, winks, eye contact, gestures, or body language to spruce up your words. They just wait for someone to look at them and decide what to do about them.

There are many occasions when you simply have to communicate with letters. Unfortunately, far too many letters are so poorly written they're hardly worth reading. But you're never going to know just how ineffective your letter was because not many people are going to say to you, "That was such a lousy letter, I couldn't make heads or tails out of it. So I just threw it away."

Re-engage the Reader

Keep in mind that people aren't panting to read your letters or

reports—they're far too concerned and distracted with what they're doing to become engaged in your affairs. What you have to do is disengage them from what they're doing and re-engage them in what you've written. And that's no trivial job.

Picture your reader as a father trying to talk on the phone while his teenage son is pleading for the car keys, his teenage daughter is demanding the phone for her own calls, the dog is barking at the door where someone is ringing the doorbell, and his wife is asking for change for the paperboy. That's the kind of a reader you may be attempting to communicate with. And what if he's just as apt to toss your letter into a drawer (worse yet, the wastebasket) as he is to read it?

A great many letters you write will go to people who know you so you may get by with being less impressive than you could be.

While your business or professional correspondence is important, have you considered the importance of the letters

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IDEA CORNER

Compound the Interest at Club Meetings

Jerry Browne, DTM, past president of Century Club 100-F in Santa Ana, California, reports on some ideas he proposed to keep meetings interesting:

- Keep an up-to-date photo album of all members. Pictures are taken when new members give their Ice Breaker speeches and the album is kept on display at all meetings. This gives the members a feeling of continuity. The cost is very low compared to the benefits.

- "Meet the Member" is a Toastmasters version of "Meet the Press" or "Face the Nation." A new member at the lectern is asked questions from the floor. Such questions as, "What do you expect to be doing in five years?" or "Why did you choose the type of work you do?" are usually very revealing. The answers can tell much more than the Ice Breaker but the segment does not replace the Ice Breaker. We allow about five minutes per session.

- Conduct a reading contest. All members are assigned a date to read the same given piece of material. The audience turns their chairs to face away from the lectern so they hear but don't see the reader. The competitors are judged on vocal variety with emphasis on tone, rate, pitch, inflection, pauses and so on. Special evaluation sheets are distributed for audience comments. A weekly winner is chosen and finalists have a read-off using new, surprise material.

The purpose of the contest is to give members practice reading aloud (in business meetings we often are asked to do this), to get members involved in a competitive situation and to show them a contest is fun, to improve each member's vocal variety and also to improve listening ability.

'Take Your Honey to Dinner on Us'

Gordi Allen, president of Toastmasters Club 4841-47 in Winter Park, Florida, used an interesting hook to acquire 64 guests in two months, 16 of whom became members. He came up with a contest in which the member who brought the most guests would win a dinner for two. The contest slogan, "Take Your Honey to Dinner on Us," was printed on a placard and displayed at each meeting, together with sample menus from area restaurants.

Whetting each member's appetite for food and competition, the contest induced them to actively recruit guests, so that the contestant and a companion might dine at the finest area restaurant. Contest points were awarded as follows: bringing a guest, one point; signing a new member, five points. Therefore, a guest who was converted into a member earned the contestant six points. Obviously, from the number of guests and successive members acquired in two months of the contest, the program was a success and very fulfilling for the winning contestant.

you write to your legislators? All of us complain about and criticize our elected officials, but how many of us take time to write to them expressing our viewpoints and asking their support for legislation that affects our daily lives?

Affect Legislation

Make no mistake about it. Effective letters do affect legislation passed at the federal, state, county and city levels. Every letter you write to Washington, D.C. is read—if not by the legislator then by an aide. Not only is your letter read, but your remarks are recorded, tallied and referred to later.

Each letter a legislator receives is

considered to reflect the attitudes of from 50 to 500 voters in that particular district. So your letters do make a difference. People who say, "Oh, my vote isn't going to count for much, so why vote," are wrong. A recent bond issue for a new addition to a school in a small Midwestern community was lost by just ONE vote.

Don't be intimidated by a national figure and never underestimate the power you wield by picking up your pen and putting your thoughts on paper. If you know how to pen those thoughts effectively, you will become a power to be reckoned with.

So let's talk about five ways you can make your letters more effective.

1. Know your topic. Nothing is more frustrating than trying to decipher a rambling, incoherent, vague account from someone who doesn't know what he's talking about. A legislator who has to have an aide do research to understand why you're suggesting this or complaining about that isn't going to spend much time with your concern. If you're clear in your mind about what you oppose or support, you'll be able to make your statement more clear. So think your subject through before you try putting ideas down on paper. Fuzzy writing results from fuzzy thinking, and neither is very convincing.

2. Be specific. If you're writing about a certain bill, identify it by number and mention what is right or wrong with it. If possible, include the sponsors in case you need more clout. Remember that over 20,000 proposals are introduced in a single congressional session, so it's highly probable your legislators never may have heard of the bill you're talking about. They'll need something specific to go on, so support your opinions with facts, quotations from authorities and research.

3. Be brief and to the point. Talk about one topic only per letter. A one-page typewritten sheet (200-250 words) is just about the right length unless your topic is very complex. Long letters are formidable, so they're often set aside to be read later—and later never comes. Thus, your letter may be lost in the shuffle, and you'll complain that no one ever reads what you write anyway.

Stick to one issue, for too many issues are confusing and bewildering. Be as clear and definite as you can without worrying about stroking fur the wrong direction. You have every right to complain about or criticize something your legislator has done, and you should exercise that right.

If you're writing to a legislator from another district, make the district distinction clear in your letter. Avoid jargon and hyped-up words for they only sound pompous and overblown.

4. Mind your manners. Don't rant, rave, berate, threaten or accuse the person you're writing to, for remember what's put in writing can be used against you. Not only that but you will simply alienate the person you want to impress and win cooperation from. If you can suggest an alternative or a solution to a problem, by all means do so. Far too many complainers have no solutions to what they're uptight about. They just don't like something but have no idea how

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to go about changing it. Unless you're an authority on the subject, however, don't try to appear to be an expert because you won't fool anyone. Quote credible experts if you need support for your cause.

5. Be persistent. Don't think that your duty is done or that you've been completely effective by sending just one letter. You have two senators and one representative—three officials right there. Don't forget our representatives in Congress who may have influence with pressure groups and lobbyists. And don't forget lobbyists, either, for there are thousands of them influencing legislation.


Keep in touch with your county and city officials by writing to them or to your newspapers. Legislators follow closely the news in their hometowns, for they pick up what's going on at the grass roots level by heeding how their electorate feels.

Be Positive

Every letter you write doesn't have to be critical or negative, for any acknowledgement of a job well done may create more interest in your next suggestion. Officials respond to praise

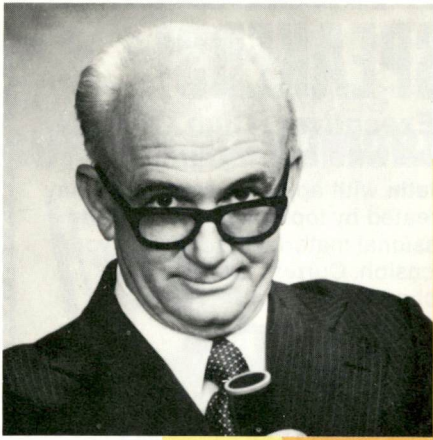
and appreciation just like all human beings. If the person you write to does take action on some issue that pleases you, why not write a follow-up letter of appreciation?

If you follow these suggestions, you can sign your letters with pride. Be sure your identification is clearly stated, for any letter without a name is suspect as being from a "crank" or a "hophead" and will be ignored.

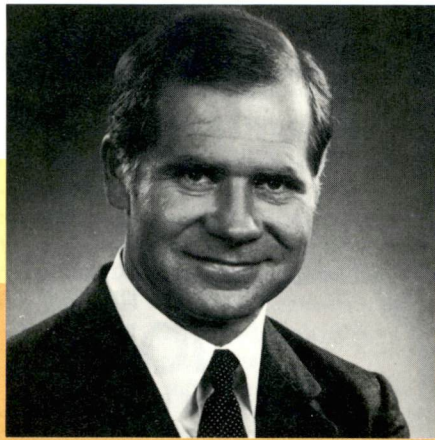
Keep in mind that words on paper have a tough time making it by themselves. Give them every chance to succeed in their missions by writing effectively and your letters will achieve what you want them to. 



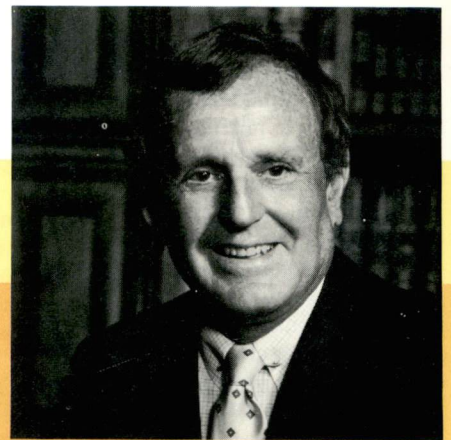
Vivian Buchan, a frequent contributor to The Toastmaster, has published more than 400 articles in 75 publications. A resident of Iowa City, she is a former faculty member of the University of Iowa, where she taught expository writing, public speaking and literature.



Dr. Charles Jarvis



Dr. John Lee



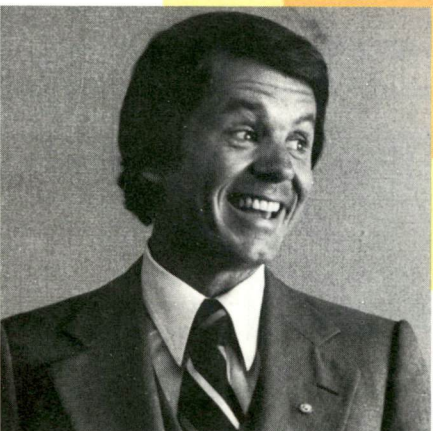
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TUESDAY AUGUST 21

10 a.m. to 6 p.m. - Registration

Advance registrants may pick up their tickets and information packets. Convention registration and meal event tickets may also be purchased (subject to availability), and table reservation booths will be open during registration hours. The Host District 47 Hospitality/Information Center, the Education Center/Bookstore, Candidates' Corner and the Credential Desk will also be open.

2 p.m. - Board of Directors Meeting

All members may attend this open meeting of the International Board of Directors.

4:15 p.m. - Accredited Speaker Program Finals

Four veteran Toastmasters qualified

for the finals in this year's Accredited Speaker Program. Each will appear before a live audience and a select panel of judges to give his or her qualifying (20-30 minute) presentation. You will have the opportunity to hear:

- Robert J. Allen
- Mary Lou Dobbs
- Dale O. Ferrier, Ph.D.
- Joseph P. O'Rourke

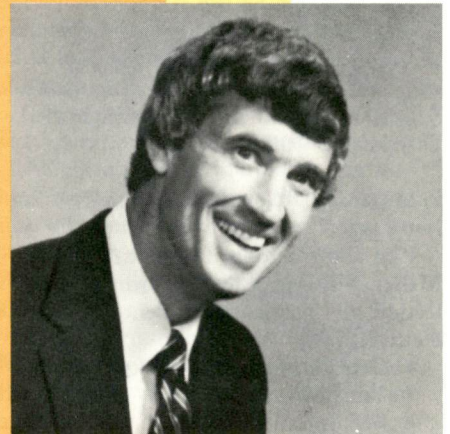
8 p.m. - Proxy Prowl

Our gala "get acquainted" no-host bar/reception for early arrivals... your chance to see old friends, make new ones and meet this year's International director and officer candidates.

WEDNESDAY AUGUST 22

9 a.m. - Convention Opening Ceremonies

The 53rd Annual International Convention will open with a spectacular



Robert J. Allen



Mary Lou Dobbs



Bill Miller



Joseph P. O'Rourke



Dale O. Ferrier, Ph.D.

pageant featuring a U.S. Navy Band and the traditional Toastmasters Parade of Flags, greetings from Host District 47, a Florida welcome from long-time friend of Toastmasters **Win Pendleton**, a rousing keynote address by internationally-known sales trainer and motivator **Bill Gove**, and annual reports from International President **Eddie Dunn** and Executive Director **Terry McCann**.

Noon - Golden Gavel Luncheon honoring Dr. Charles Jarvis

One of the nation's best humorists, Dr. Charles Jarvis, will be honored at the luncheon with the Golden Gavel Award and will be the featured speaker. Another highlight of the ceremony will be the honoring of governors of President's Distinguished, Select Distinguished and Distinguished Districts for 1983-84.

2:15 p.m. - "Communication Showcase"

Past International President **Bill Miller** will host this extraordinary collection of Toastmasters talent featuring:

- **Debbie Madigan**
- **Tom Montalbo**
- **Bill Johansen**
- **Mary Cele Bain**

2:15 p.m. - "Success Secrets of a Top Club"

Past International Director **Bob Herndon** will moderate this panel presentation focusing on what makes a top Toastmasters Club special to belong to.

3:30 p.m. - "Humor Workshop"

Dr. Charles Jarvis returns to present an insightful view of what makes certain situations humorous and how you can use humor in your communication.

5 p.m. - Candidates' Forum

International officer and director candidates will have the opportunity to speak before delegates.

Wednesday Evening - This night is set aside for dining and sightseeing in Orlando. Stop by the Host District 47 Hospitality Area for ideas on where to go and how to get there.

THURSDAY AUGUST 23

8 a.m. - Annual Business Meeting

The culmination of the campaign trail—delegates will have the opportunity to vote for International officers and directors.

11:30 a.m. - Spouses and Guests Luncheon

Elaine Phillips, noted image consultant and active Toastmaster, will present "Your Public Image—Your Private Self." Your hostess will be Toastmasters' "First Lady" **Beverly Dunn**.

11:30 a.m. - DTM Luncheon

If you are a DTM you will want to attend this second annual luncheon just for Distinguished Toastmasters. Past International Director **Dick Schneider** will present his keynote address, "DTM-Deepen the Mastery" followed by the Overseas Speech Contest run-off where four speakers from outside the U.S. and Canada will compete for a spot in Saturday's World Championship of Public Speaking.

1:45 p.m. - Hall of Fame

Top achievers from throughout the world will be honored and receive various awards.

3:45 p.m. - Dr. John Lee

Dr. Lee, a noted expert on time management, presents "Hour Power"—a fast-paced look at how Toastmasters can do more with their time.

Thursday Evening - Fun Night at Circus World

Clowns and other circus entertainers

from Circus World will meet us at the Sheraton for a reception and then we will travel to Circus World for dinner, rides and a real circus show. (Ticket price includes dinner, bus transportation and admission to park.)

FRIDAY AUGUST 24

ALL DAY - GENERAL EDUCATION SESSIONS

9 a.m. - Mike Aun - "Put Message in Your Message"

Winner of the 1978 International Speech Contest, Mike Aun has gone on to become a public speaker much in demand. Mike will get Friday's educational sessions off to a good start.

10:15 a.m. - Chuck Allen - "Your Greatest Show on Earth"

Past International Director **Chuck Allen**, Chief of Photographic Operations at the NASA Marshall Space Flight Center, will show you how to make better use of visual aids as a presenter.

10:15 a.m. - "Speaking in Business Today"

This panel presentation will cover the many aspects of speaking used in various business situations. Panelists will include:

- **Senior Vice President John Latin**
- **Past International President Durwood English**
- **Past District 37 Governor Dick Taylor**
- **Past District 47 Governor Karl Righter**

10:15 a.m. - Bob Leiman - Parliamentary Procedure

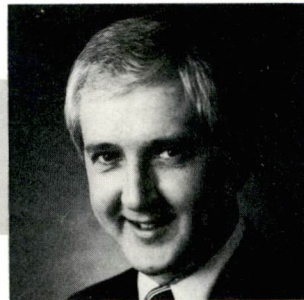
Bob Leiman, Past District 11 Governor and now Executive Director of the American Institute of Parliamentarians, will present a refreshing look at how effective parliamentary procedure makes for better meetings.



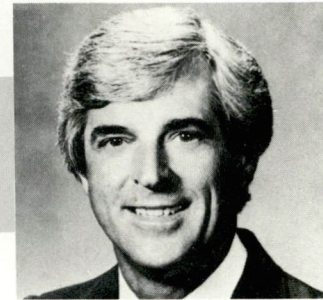
Dick Schneider



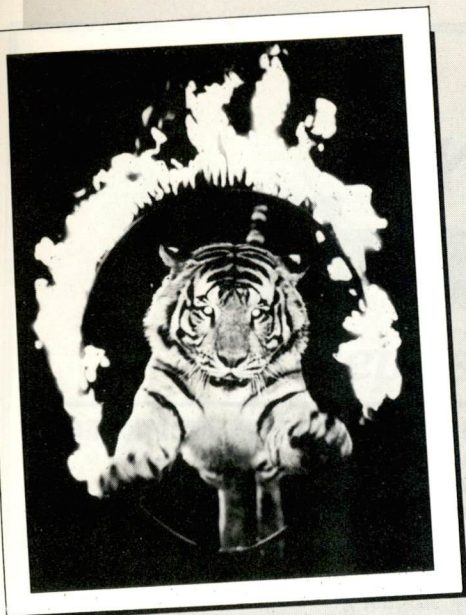
Durwood English



John Latin

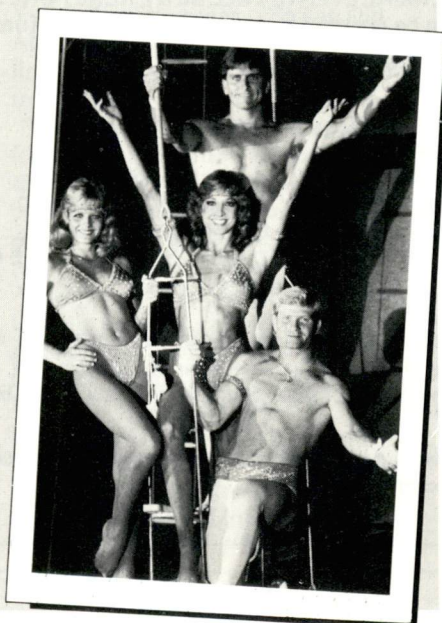


Bill Hamilton



Flaming Feline!
This fierce-looking cat playing with fire is one of many breath-taking acts at Circus World near Orlando.

Aerial Acrobats—The Fabulous Flying Robins trapeze artists will captivate International Convention-goers during a night under the Big Top at Circus World.



Noon - Luncheon for Past Officers and Directors

Noon - Luncheon for Spouses of Past Officers and Directors

1:30 p.m. - Len Baker

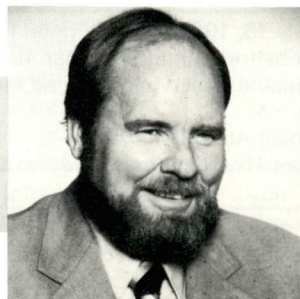
Len, runner-up in the 1980 International Speech Contest, has become one of the most sought-after speakers in the country.



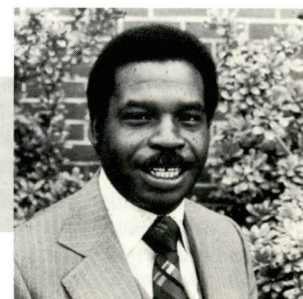
Tom Montalbo



Bill Johnson



Ray Floyd



Val Croskey

1:30 p.m. - "Speaking for Fun and Profit"

Past International President **Bill Hamilton** will moderate this panel discussion on the many aspects of professional speaking. Featured panelists will be:

- **Bill Johnson**
- **Mike Aun**
- **Win Pendleton**

1:30 p.m. - "Opportunities for Community Involvement"

Ray Floyd, Immediate Past District Governor of Host District 47, will moderate this panel on the many activities available for members outside the club environment. Panelists will include:

- **Past District 47 Governor Virginia Hedding**
- **Past District 47 Governor Val Croskey**
- **John Morse**

3:15 p.m. - Jeanne Robinson

Jeanne, the tallest girl to ever compete in the Miss America pageant and one of America's leading humorous speakers, will share her perspective on life's funny and not-so-funny situations.

6:15 p.m. - Royal Reception

All attendees are invited to this no-host reception preceding the convention's Grand Finale evening.

7:30 p.m. - President's Dinner Dance

Past International President **Bill Miller** will preside as Toastmaster of the Evening as newly elected officers and directors are installed. Dancing will follow the installation ceremonies.

SATURDAY AUGUST 25

8:15 a.m. - "The World Championship of Public Speaking" and International Speech Contest Breakfast

Nine of the best speakers in the world will vie for the championship title. Register early for this event—every year it's a sellout!

See you in Orlando!

In a nutshell, that's the convention. Turn the page and complete your convention registration and hotel reservation forms today!

TOASTMASTERS' 53rd ANNUAL CONVENTION

August 21-25, 1984

Sheraton Twin Towers Hotel

Orlando, Florida

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 1984-85.)

A registration badge will be required to attend 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 receipt for a packet of tickets and materials, which can be claimed at the registration desk, Tuesday, August 21.

All advance registrations must reach World Headquarters by July 13.

_____ Member Registrations @ \$25.00	\$ _____
_____ Joint Registration: Husband/Wife (both Toastmasters) @ \$35.00	\$ _____
_____ Spouse/Guest Registrations @ \$10.00	\$ _____
_____ Tickets: Golden Gavel Luncheon (Wednesday, August 22) @ \$14.00	\$ _____
_____ Tickets: "Spouses & Guests Luncheon" (Thurs., August 23) @ \$10.50	\$ _____
_____ Tickets: DTM Luncheon (Thurs., August 23) @ \$10.50 (Note DTM#_____)	\$ _____
_____ Tickets: "Circus World Party" (Thurs., Aug. 23, Dinner, Shows) @ \$25.00	\$ _____
• Children aged 3-11 @ \$15.00 (under 3 yrs. free)	\$ _____
• Youth aged 12-17 @ \$20.00	\$ _____
(Ticket price includes bus transportation to Circus World and return.)	
_____ Tickets: President's Dinner Dance (Friday, Aug. 24, Dinner, Dancing & Program) @ \$27.00	\$ _____
_____ Tickets: International Speech Contest Breakfast (Sat., Aug. 25) @ \$10.50	\$ _____
TOTAL	\$ _____

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

(PLEASE PRINT)

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SPOUSE/GUEST NAME _____

ADDRESS _____

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COUNTRY _____ ZIP CODE _____

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- If room requested is not available, reservation will be made at nearest available rate.
- FREE Airport Shuttle Buses
- FREE Scheduled Buses to most Attractions
- The above rates will be honored two days prior and two days after your meeting by special request — subject to availability.

I will arrive approximately _____ a.m. _____ p.m. on August _____, 1984. Check in time 3 p.m.

Check enclosed covers first night. Guarantee by Amer. Express Card # _____ Exp. Date. _____

I will depart on August _____, 1984. Check out time noon.

I am sharing room with _____

TOASTMASTERS INTERNATIONAL CONVENTION, August 21-25, 1984

Transitions:

Guideposts Along Speech Highways

by Thomas Montalbo, DTM

This article is excerpted from Chapter Seven of Thomas Montalbo's book, The Power of Eloquence: Magic Key to Success in Public Speaking, ©1984, published by Prentice-Hall, Inc., Englewood Cliffs, N.J.

Transitions are to speeches what rivets are to assembling parts of an automobile, what welding is to shipbuilding, or what the couplings between the cars are to a moving train. As highway signs guide motorists along the route to their destinations, so speech transitions guide audiences as speakers develop their ideas. That is, transitions tell listeners what the speaker has just finished saying and what he or she is going to say next.

Transitions perform a variety of specific functions, namely:

1. To summarize the ideas just completed before beginning the next phase of the subject. You may say something like this: "Before we start determining the causes of this problem, let's go over what we have already covered. We have found... We have shown... We have further discovered..."

2. To pinpoint a certain idea to let the audience know the speaker means to highlight it. This use is illustrated by the following transitional sentence from Edmund Burke's eloquent speech on "Conciliation with America": "Adhering, as I do, to this policy, as well as for the reasons I have just given, I think this new project of hedging in population to be neither prudent nor practicable."

3. To introduce one or more examples of a point already made. You might say, "The point I've been making is admittedly theoretical and hard to understand. So let me give you some specific instances."

4. To show the speaker is moving from one part of the speech or from one idea to another. This function is

illustrated by two excerpts from Ralph Y. McGinnis' speech, "What Did Abraham Lincoln Stand For?" The first one shows transition from the introduction to the body of the speech: "What did Abraham Lincoln stand for? To answer this question we might adopt the classical Aristotelian approach of analyzing Lincoln's personal character, his intellectual capacities, and his emotional nature. What DID Abraham Lincoln stand for? Representing his personal character..." The second excerpt shows transition from one idea to another: "Closely akin to Lincoln's quality of honoring truth was his high regard for ethical conduct."

5. To indicate the relationship between the idea involved. Ralph Y. McGinnis used this function in his speech on Lincoln: "Those were qualities of the mind and thinking of Abraham Lincoln. And now what qualities compose the heart and soul of Lincoln?"

6. To introduce evidence. Say something like this: "Now, you might agree with these things that I've been saying and yet you wonder what can be done about them without losing values that we all cherish. I can appreciate why you may be doubtful or skeptical, so I'll now provide you with conclusive evidence to assure you that my plan is safe from all risks."

7. To serve beyond the function of transition and as a notable thought in itself. Using this function may require a longer transition. Adlai Stevenson in his speech "The American City—A Cause for Statesmanship" used three short paragraphs as transition from one main point (need for funds) to his next main point (need for long-range planning). The first sentence of each paragraph is a connecting link between the two main points but within each paragraph Stevenson eloquently inserted analytical observations and

questions on the urban renewal problem. Here are the three transitional paragraphs:

"Money is not enough. Indeed the wrong amount of money at the wrong time and in the wrong place may hinder rather than help our efforts to construct the city of the future. We Americans have a penchant for believing that sufficient inputs of energy and dollars can solve any problem. We rush in where angels, in their greater wisdom, have not joined us and preferred to stay aloft. Urban reconstruction is a case in point.

"Despite the laudable efforts we have been making to deal with various aspects of the problem in the generation since the New Deal began, does the sum of these parts add up to a meaningful whole? Instead of developing a comprehensive program, are we in danger of creating a patchwork, a conglomeration of temporary and shortsighted solutions to pieces of a problem which cannot be handled piecemeal? Even in that haven of generalities—a preamble to a federal law—we look in vain for a comprehensive statement of what we are after.

"What do we want our downtown centers to become? What, in the long run, are the proper uses of the land in the 'gray belt'? What kind of transportation system will best meet our needs? How do we want to use the remaining open space around our cities—for parks, for wild-life reservations, for industries or for the next wave of developments?"

TECHNIQUES FOR TRANSITIONS

So much for the varied functions of transitions. Equally varied are the techniques for achieving those functions, including the following:

1. Guidewords. These command attention because they provide signals which imply to your audience that a certain kind of idea is coming or that you will develop it in a particular way. For example, if you begin a transition with the guideword "unlike," you signal your audience that you'll contrast one point with another.

Here's a list of some typical

guidewords:

- To add a point or introduce similar points: besides, also, and, moreover, furthermore, in addition.
- To compare: similarly, likewise, in like manner, in the same way, in the same vein.
- To contrast: unlike, on the other hand, contrary to, in contrast, conversely.
- To enumerate or show sequence: first, second, third, next, lastly, finally.
- To show result: therefore, thus, hence, consequently, accordingly.
- To emphasize: indeed, in fact, in truth, to be sure.
- To indicate time: now, then, eventually, frequently, infrequently, occasionally, rarely, meanwhile, meantime, immediately, afterward, before, later, after.
- To indicate place: here, nearby, opposite to, beyond, adjacent to.
- To show purpose: to this end, for this purpose, with this object, with this goal, toward this objective.
- To summarize: to sum up, in brief, in short, in sum, all in all.
- To show concession: notwithstanding, nevertheless, however, true, acknowledging, admitting, conceding,

in spite of, despite, though, although, granted, assuming.

Lincoln used such guidewords frequently in his speeches. His long speech at Cooper Union, for example, is divided into two parts... starting his transition from the first to the second

PARALLEL CONSTRUCTION MAKES SIMILAR OR CONTRASTING THOUGHTS LINE UP AS CLEARLY AS ITEMS IN A LIST.

part of his speech with the guideword, "But," Lincoln said: "But enough!... This is all Republicans ask—all Republicans desire—in relation to slavery... And now, if they would listen—as I suppose they will not—I would address a few words to the Southern people."

Thomas H. Huxley, English biologist and teacher who gave lectures and speeches popularizing science, was once described by the American journalist and critic H. L. Mencken as "perhaps the greatest virtuoso of plain English who has ever lived." Huxley often used guidewords for transitions in his speeches, as he did in "The Method of Scientific Investigation." Here are some examples from that speech:

"You will understand this better, perhaps, if I give you some familiar example."

"In the same way, I trust that you..."

"In the first place..."

"True, it is a very small basis, but still it is enough to make an induction from..."

2. Questions. Questions in transitions catch the attention of your listeners and help them to follow you in your answers.

Henry W. Grady, whose speech "The New South" gave him national fame, made the transitions to each new section of that talk by asking one or more questions and then answering them. Note in the following excerpts Grady's use of the guideword "but" and how the questions are eloquently

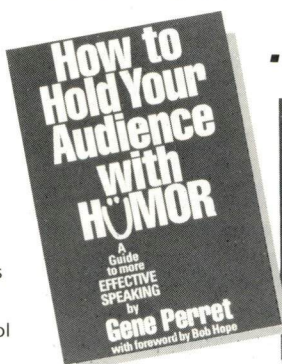
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phrased to grab attention and sustain interest:

"What does he do—this hero in gray with a heart of gold? Does he sit down in sullenness and despair? Not for a day. . ."

"But in all this what have we accomplished? What is the sum of our works? We have found out that. . ."

"But what of the negro? Have we solved the problem he presents or progressed in honor and equity toward solution? Let the record speak to the point. . ."

3. Echoes. Make a transition from one point to another by echoing a few words from the previous sentence or paragraph to the next. Bruce Lockerbie in his speech "Teaching Who We Are" said, "I encourage you to commit yourself totally to teaching and to learning; but most important, we need teachers willing to make a total commitment to people." He began the next paragraph, "How do we go about making a commitment to people?" Echoing the words "commitment to people" effectively connects the two paragraphs.

4. Enumeration. By enumerating your points as you specify them one after another, you not only avoid confusion in the minds of your listeners, but also make your points stand out, giving emphasis to each. The following passages from Edmund Burke's speech on "Conciliation with America" enumerate his reasons for urging conciliation with the American colonies instead of using force against them:

"First, permit me to observe, that the use of force alone is but temporary. It may subdue for a moment, but it does not remove the necessity of subduing again. . .

"My next objection is its uncertainty. Terror is not always the effect of force; and an armament is not a victory. . .

"A further objection to force is that you impair the object of your very endeavors to preserve it. The thing you fought for is not the thing which you recover; but depreciated, sunk, wasted, and consumed in the contest. . .

"Lastly, we have no sort of experience in favor of force as an instrument in the rule of our colonies. Their growth and their utility have been owing to methods altogether different. . ."

Note that Burke achieves the advantages of enumeration without labeling them numerically, after "First," substituting "next. . . further. . . lastly," thus avoiding the monotony of similar expressions.

5. Repetition. Speakers often repeat key words because when main words are repeated the central theme is stressed. But restatement with synonyms and other substitutes can produce the same impressive effects as repetition of key words. For example, Thomas H. Huxley skillfully weaves

restatements, among other transitional devices, in the following two excerpts from his speech "The Method of

ECHO A FEW WORDS FROM THE PREVIOUS SENTENCE TO MOVE FROM ONE POINT TO ANOTHER.

Scientific Investigation":

"You have all heard it repeated, I dare say, that men of science work by means of induction and deduction, and that by the help of these operations, they, in a sort of sense, wring from Nature certain other things, which are called natural laws, and causes, and that out of these, by some cunning skill of their own, they build up hypotheses and theories. . . To hear all these large words, you would

think that the mind of a man of science must be constituted differently from that of his fellow men; but if you will not be frightened by terms, you will discover that you are quite wrong, and that all these terrible apparatus are being used by yourselves every day and every hour of your lives.

"There is a well-known incident in one of Moliere's plays, where the author makes the hero express unbounded delight on being told that he had been talking prose during the whole of his life. In the same way, I trust that you will take comfort, and be delighted with yourselves, on the discovery that you have been acting on the principles of inductive and deductive philosophy during the same period."

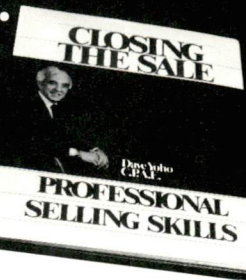
Note the several uses in the first paragraph of the personal pronoun "they" and demonstrative pronoun "these" which provide links by referring to something previously mentioned as well as the use of the transitional phrase "in the same way," (second paragraph) which explicitly refers to the preceding sentence. These help to draw the sentences and paragraphs together.

In addition to the devices of transitional words and phrases, the factor that also works strongly to connect

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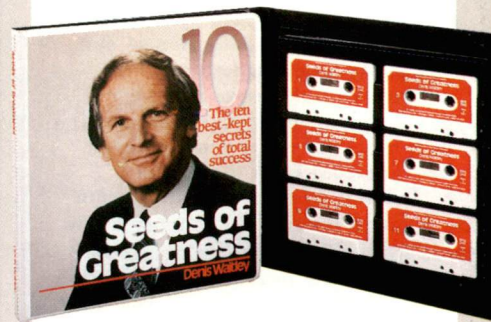
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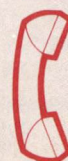
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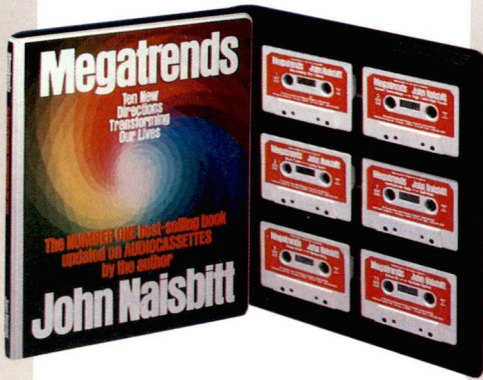
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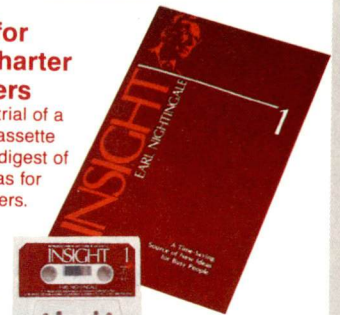
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Huxley's sentences and paragraphs is repetition in the form of restatements by use of different words. Here's a tabulated comparison of how Huxley repeats the same ideas in different words (items in left column correspond with those opposite them on the right):

every day and every hour of your lives (first paragraph, last phrase)

express unbounded delight (second paragraph, first sentence)

on being told (second paragraph, first sentence)

during the whole of his life (second paragraph, end of first sentence)

during the same period (second paragraph, last phrase)

take comfort, and be delighted (second paragraph last sentence)

on the discovery (second paragraph, last sentence)

6. Pronouns and Demonstratives.

Unlike guidewords. . . personal and demonstrative pronouns are not ordinarily thought of as being transitional because they connect differently. They refer the audience back to the same persons or things mentioned in the same or preceding sentences.

The dictionary defines a personal pronoun as a substitute word for a noun which refers to persons or things:

I, you, he, she, it, we, they, their, them, his, her, himself, herself.

Here's an excerpt from John F. Kennedy's inaugural address:

"To those new *states* who we welcome to the ranks of the free, we pledge our word that one form of colonial control shall not have passed away merely to be replaced by a far more iron tyranny. We shall not always expect *them* supporting our view. But we shall always hope to find *them* strongly supporting *their* own freedom—and to remember that, in the past, those who foolishly sought power by riding the back of the tiger ended up inside." (italics added.)

Note how Kennedy achieves transitions between the sentences. He links them by means of pronouns that refer to logical antecedents. The italicized words "them" and "their" clearly and unmistakably refer back to "states" in the first sentence. True, several nouns come between "states" and the first "them." But "states" is the only noun to which "them" and "their" can plausibly refer because the others are singular.

If there's any chance of confusion, you should either repeat the antecedent or use a synonym for it. And if repetition proves awkward, recast your sentence.

Other kinds of transitional pronouns are demonstratives, which connect by pointing to something previously mentioned. Demonstratives frequently used

are *this*, *that*, *these* and *those*. By replacing "the" in many sentences, demonstratives strengthen the coherence between loosely connected sentences.

Notice how Theodore Roosevelt achieves a smooth transition from the

restrained, the other filled with passionate intensity."

All the parallel phrases in the above quotation develop Fulbright's central theme that there are two Americas. Note that the contrasting characteristics between the two Americas

YOU OWE IT TO YOUR LISTENERS TO PROVIDE THEM WITH WELL-CHOSEN SIGNS AND SIGNALS WHEN YOU SHIFT FROM ONE POINT TO THE NEXT IN YOUR SPEECH.

introduction to the body of his speech dedicating the laying of the cornerstone for a new House of Representatives office building:

"Over a century ago Washington laid the cornerstone of the Capitol in what was then little more than a tract of wooded wilderness here beside the Potomac. We now find it necessary to provide by great additional buildings for the business of the government. . . but the underlying facts of human nature are the same as they were then. Under altered external form we war with *the same tendencies toward evil* that were evident in Washington's time, and are helped by *the same tendencies for good*. It is about some of *these* that I wish to say a word today." (italics added)

The demonstrative pronoun "these" in the last sentence definitely refers to "the same tendencies toward evil" and "the same tendencies for good" in the preceding sentence. The word "these" not only shows Roosevelt's transition from introduction to body but also indicates what he will talk about.

7. Parallel Structure. This puts similar or contrasting thoughts in the same grammatical construction. Parallel construction connects similar or contrasting ideas tightly and makes them easier to understand and remember because they line up as clearly as items in a list. This technique is illustrated in the following quotation from former United States senator J. William Fulbright:

"There are two Americas. One is the America of Lincoln and Adlai Stevenson; the other is the America of Teddy Roosevelt and General MacArthur. One is generous and humane, the other narrowly egotistical; one is modest and self-critical, the other arrogant and self-righteous; one is sensible, the other romantic; one is good-humored, the other solemn; one is inquiring, the other pontificating; one is moderate and

line up as paired elements in a series. The contrast is eloquently pointed up by the parallel construction.

Sometimes parallel items are introduced by these pairs of words: either/or; both/and; neither/nor; not/but; not only/but also. Such naturally related words or expressions typically result in parallel construction. A transition with parallel sentences or parallel phrases can produce an emotional appeal or a dramatic effect, as shown in the following passage from Douglas MacArthur's speech, "Farewell to the Cadets":

"Always for them: duty, honor, country. Always their blood, and sweat, and tears, as we sought the way and the truth. . . Their resolute and determined defense, their swift and sure attack, their indomitable purpose, their complete and decisive victory—always victory, always through the bloody haze of their last reverberating shot, the vision of gaunt, ghastly men, reverently following your password of duty, honor, country."

Notice the use of "always" as the beginning of parallel phrases and the double repetition of "duty, honor, country," the cadets' motto.

8. Humor. A transition is especially effective in moving from humorous to serious material. Here's how Bruce Lockerbie, in his speech "Teaching Who We Are," uses a humorous quotation to lay the groundwork for his serious message:

"W.C. Fields is alleged to have answered the question, 'How do you like children?' with these words: 'Well cooked.' No one, no matter how humane, can stand to be in the presence of adolescents 24 hours a day, but if you propose to be a teacher, it helps to like kids.

"Ask that 8th grade girl how she's doing in school. If she responds positively, it's a sure bet that her eagerness isn't just because of the content of her

courses; she'll go on to say, 'I really like Miss So-'n-so. She's nice.' Ask almost any middle-aged or elderly person to tell you about schooldays. He won't remember the textbooks, she won't recall the dates and battles; but you'll hear the names of specific teachers whose personal traits and evident concern are stamped upon the memory."

9. Maxims. By definition a maxim is a saying of a general truth, principle or rule of conduct. That means, of course, maxims include proverbs, mottoes, epigrams and similar sayings. All have not only the wisdom of the years stored up in them but also are eloquent in expression. So they can help to create eloquent transitions.

In his speech "The American City—A Cause for Statesmanship," Adlai Stevenson referred to the proverb, "Fools rush in where angels fear to tread" in a transition from one point to the next. He said, "We rush in where angels fear to tread and frequently we profit but sometimes we learn why the angels, in their greater wisdom, have not joined us and preferred to stay aloft."

10. Internal Summaries. Transitional summaries are called internal to differentiate them from the concluding

summary at the end of a speech. You can make an internal summary of the introduction of your speech to serve as a transition into the body. You can have internal summaries elsewhere in your speech—wherever you believe they will help your audience follow you. Especially useful in longer speeches, internal summaries review what you have already covered and point ahead to what you're going to say next.

This technique is illustrated by Thomas H. Huxley's brief internal summary in his speech, "The Method of Scientific Investigation":

"So much, then, by way of proof that the method of establishing laws in science is exactly the same as that pursued in common life. Let us now turn to another matter (though really it is but another phase of the same question), and that is, the method by which, from the relations of certain phenomena, we prove that some stand in the position of causes towards the others."

Huxley's first sentence directly and decisively summarizes all that he had been saying before. Throughout his speech up to the point of his internal summary, he asserted and proved with examples that the method of scientific investigation is like the working of the

human mind; that is, scientists think just like other people. In the other sentence of his internal summary he tells both what's coming up next and the connection between his preceding idea and the one that follows.

Signal listeners

By making it possible to connect different thoughts and to move from one idea to another without sudden and unexpected changes in subject matter, transitions clarify your message and hold the interest of your audience. You owe it to your listeners to provide them with a sufficient number of well-chosen signs and signals in your speech when you shift from one part or point to the next.

If you pay attention to your transitions, they will be of tremendous benefit to you in the making of an eloquent speech.



Thomas Montalbo, DTM, is a member of Sparkling Toastmasters Club 3602-47 in St. Petersburg, Florida. He is a former financial manager for the U.S. Treasury Department.

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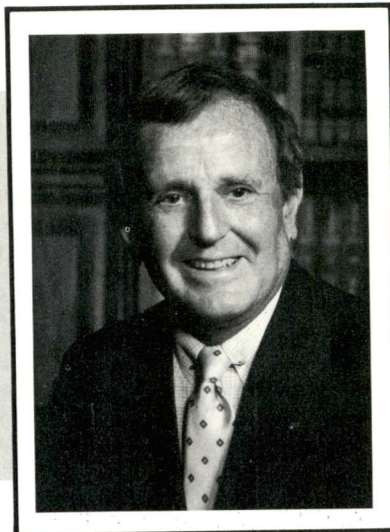
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Share with the audience where you were, where you are now, and where you want to go," says speaker Bill Gove. "When you come on too strongly with stuff like, 'how to be a success in ten easy lessons—or five hard ones'—you are implying that you have made it. Well, you haven't. I haven't. Nobody has. Getting better is a process. We're still striving."

Gove, internationally-known sales trainer and motivator, will present the keynote address at the annual Toastmasters International Convention in Orlando, Florida, August 21-25. He is a member of the International Speakers Hall of Fame, was the National Speakers Association's 1980 Member of the Year, and served as first president of that organization.

"I share no more than two ideas with an audience," Gove says. "If they go away remembering one of them, then the time has been well-spent for them and for me. As a speaker you're not going to change anybody—people don't change. The most you can hope for is that because of who you are and what you say, they might alter the way they see themselves, others and their world. When that happens, the birds begin to sing for them, and for you!"

Gove advises speakers not to take themselves and their material too seriously. "Too many speakers give the impression that what they are saying has never been said before—that somewhere it is carved in marble," he says.

Speaking as a career

Gove entered the speaking business more by accident than by design, but it wasn't long before he discovered that speaking was a profession designed for him. As sales development manager for the 3M Company, Gove participated in two hours' worth of

"Face to Face," selling at fourteen meetings, and sold himself on speaking in the process.

"We invited 3M customers to these meetings and some of them asked me to speak at their company conventions, service clubs and so on," he says. "That was my first introduction to ham with raisins on top, mashed potatoes and peas. Even today when I see those on a restaurant menu I feel like getting up and saying a few words.

"I had one speech timed for 30 minutes, with laughs," he continues. "Once in Duluth at a Kiwanis luncheon nobody laughed. I finished twelve minutes after I started. I had gone as far as I could go. Two things happened that kept it from being a complete disaster. One, the meeting chairman turned to the audience and asked, 'Any questions?' and two, they didn't have any."

But Gove says the worst thing that can happen to a speaker is to have to follow Dr. Charles Jarvis on a two-speaker program. Jarvis will be honored at the Toastmasters International Convention in August with the Golden Gavel Award, but as convention keynoter Gove won't have to follow him.

Accept responsibility

"It took me a long time to learn that I had to accept responsibility for my own behavior in a speech situation but didn't have to accept responsibility for the audience's behavior toward me," Gove says. "Like so many speakers just starting out, I was *trying too hard to please!*" He says he doesn't know when or how it happened, but it somehow occurred to him that he couldn't be unduly influenced by audience reaction if he were to be free and happy.

"Today I hope they like me," he

says. "I like to be liked. But if I do my thing as well as I can and they don't carry me off the platform on their shoulders, I just don't allow that to be my problem. I know when I'm at my best. I'd rather do a talk that pleases me and get a 'sitting' ovation than do a real 'bummer' and have them all stand up!"

Does that mean he doesn't care about receiving standing ovations? "Not really," he says. "Most of the time, when an audience stands up at the end of your speech, it says more about the audience than it does about the speaker."

Content and context

"At our speech workshops we make a distinction between *content* and *context*," Gove says. "Content has to do with what the speaker says, how he/she says it, body language and so on. Context is what the speaker stands for—who he/she is *all the time*. I am persuaded that at a low level of consciousness, the speaker goes into a speech situation for approval, laughs, standing ovations. At a high level of consciousness the speaker goes into a speech situation TO MAKE A DIFFERENCE!"

To prepare for a speech, Gove says usually he puts everything on paper. "Let's be honest," he says. "Most of us couldn't ad-lib a burp at a Hungarian picnic. But I don't think I've ever written a whole speech from beginning to end. Instead, I work on 'vignettes,' five to ten minutes in length. Each of them has a life of its own—'mini-speeches' I call them. I try to draw on personal experiences to highlight a specific point. Then I string those 'vignettes' together into a 40- to 45-minute presentation."

Handling stress

Gove will not allow himself to be jittery before taking the podium. He

believes that any kind of stress makes one less effective and that stress and anxiety are energy drainers. "I need all the energy I can get to do almost an hour without notes," he says. "If throwing up half-an-hour before the program turns the speaker on, maybe he ought to keep doing it. But when a speaker goes into the speech situation to make a meaningful *connection* with the audience, then that's an expression of love! And love and fear are mutually incompatible! Like my friend Paul Sturgeon says, 'The best way to manage stress is to not have any.' "

But what about stress expert Dr. Hans Selye's claim that the stress associated with public speaking ranks right up there with stress levels of dropping a bowling ball on your toe, wrestling an alligator or milking a cobra? "He also says that when you reduce stress, you increase energy," says Gove. "Energy is what you need on the platform if you want to be loose and natural. Getting the maximum effect from a minimum amount of visible effort is what separates the pros from the amateurs in this business. Sounds paradoxical, but it isn't."

One stress associated with certain audiences is the problem of vocal drunks in the crowd. How does Gove deal with such individuals? "I don't,"

he says. "He's letting his 'little boy' out to play. So I let my 'little boy' out to play with his 'little boy.' If you resist the temptation to put the guy down and just keep working, the drunk will either quiet down, fall asleep or get a punch in the mouth from his wife—or all three!"

How to speak professionally

Gove's former job with 3M catapulted him into the successful speaking profession he enjoys today. But how else can amateurs jump the hurdle into professional speaking? Gove says, "When some aspiring speaker asks this question of Charlie Jarvis, he just says, 'Get good!' But one way, the best way, is to get an established speaker to recommend you to his clients. Another way is to put together a colorful brochure and do a mailing. That works for some, bombs out for others.

"If I were starting out today and felt in my gut that I had what it takes, I'd do a 'live' video of my talk showing me in action in front of an audience. Then I would show this to a meeting planner and say something like, 'If this is what you are looking for then I'm your boy.' "


Gove says he's never found a good book on the art of speaking. "Actually, the *truth* is not in the books you

read, the other speakers you hear or the meetings you attend. THE TRUTH IS INSIDE YOU! You don't have to add anything. All you need to be an effective speaker, you have! You might have to unclutter, maybe let go of some of the things that have been keeping you from being all that you were meant to be. Maybe you have to get rid of your 'mistaken certainties'—those things that you *know* are true—but aren't!"

True self

"I'm convinced that down deep inside of us is a *true self*," says Gove, "uncontaminated by the past, oblivious to anything that happens on the outside, it's there; you don't have to reach for it. And here's the magnificent truth: WHEN YOU GET IN TOUCH WITH YOUR TRUE SELF, THEN YOU ARE IN TOUCH WITH ALL SELVES. So when you are in front of an audience, you are never talking to strangers, just to other selves.

"It does occur to me that getting in touch with one's true self might turn out to be the greatest religious experience a person can have!"

All Toastmasters' selves will have the opportunity to get in touch with Gove's self at the International Convention in August, an experience that surely will be enlightening! 

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by David Rottman

Here are some of my favorite words along with a bit about their unusual origins. **Samsara—the cycle of birth, death, and rebirth**

Where would we be without words like karma, satori, and of course, samsara? Much the poorer, no doubt. Samsara (derived from Hinduism and Buddhism) is the eternal cycle of birth, life in this "vale of tears," death and then birth again. Each phase is a passage or portal for the soul.

In Sanskrit, the word means "a passing through" and breaks down into roots meaning "to flow together." That's a poetic and apt way of expressing the "overview" of the universe which the word "samsara" conveys.

Cockamamie—nonsensical, worthless

The story of this word's origin is as cockamamie as the word itself. The word "cockamamie" is an imitation of "decalcomania," which is no longer a form of mania.

A decalcomania is an imitation tattoo, produced through the process of transferring pictures from one surface to another.

Decals were wildly popular in the 1860s, adorning everything from scrolls to porcelain, hence the suffix mania which no longer contributes to the meaning of the word. Since the decalcomania process imitated "real" tattoos, the word cockamamie (itself an imitation) came to mean worthless or counterfeit. It was a short but natural step, given this cockamamie story, to the word's common usage today: ludicrous, crazy, and yes, nonsensical.

Ullage—lost liquid

Ullage is not the kind of milk you cry over, unless you are running the dairy. The ullage is the amount of liquid lost through shipping or storage. The word comes from the French "oeil" (meaning eye) and is based on the custom of filling casks up to the "eye" or bung hole.

Vast quantities of milk and other liquids are shipped by carton throughout this country daily; the amount lost through ullage comes to a pretty penny and must be planned for by manufacturers.

Would the word "leakage" do as good a job as "ullage?" Something more than liquid would be lost.

Chthonian—pertaining to the gods of the underworld

Next time your spelling contest goes into sudden death overtime, here's the first word to toss at your opponent. The "ch" isn't pronounced at all.

The word derives from the Greek "khthon," meaning earth. The same root gives the word "autochthonous" (meaning indigenous or aboriginal) but the "ch" somehow finds itself pronounced in "autochthonous" just as you might expect. The explanation is obvious. The "ch" stayed underground in chthonian, but took root autochthonously.

Coreopsis—a plant with daisy-like flowers (also called "tickseed")

Walter Mitty, that incomparable creation of James Thurber's fertile comic mind, is an armchair hero, daydreaming of great accomplishments. During his "surgeon" daydream, as "Dr." Mitty examines a patient, another physician declares "Coreopsis has set in." An operation by the world's finest surgeon, Dr. Mitty, of course, is required instantaneously.

Aside from giving gardeners everywhere a good chuckle, Thurber picked a word which really sounds medical, doesn't it? He could have easily misused mitosis, or meiosis, or displois. How about mimesis, prolepsis, or even morphallaxis? But then there wouldn't be an extra dash of humor for gardeners who are also word lovers.

Coreopsis, you see, comes from the Greek (via New Latin) meaning "resembling a bedbug." (To the Greeks, the seeds of the coreopsis resembled the bedbug.) What a deft touch Mr. Thurber had!

Glabella—the smooth area between the eyes

Speaking of medicine, the glabella is the part of human anatomy which all of us have but some of us don't. The glabella is defined as the smooth area between the eyes (or eyebrows) just above the nose. The word comes from the Latin "glaber" meaning hairless or bald. The fact is that for some of us, the glabella is not hairless or bald at all. While women of some cultures pluck this area, the presence of hair virtually anywhere is considered a mark of beauty in other cultures. The origin of this word conveys something of our culture's bias in this regard.

Toastmasters' Image is Terrific



Toastmasters is very well thought of," International President Eddie V. Dunn, DTM, told Toastmasters International's Board of Directors at the opening of their mid-February meeting. "Our image is terrific in the business world and the Toastmasters program is extremely easy to sell. Company representatives were genuinely interested in learning how the Toastmasters communication and leadership program could be incorporated into their employee training programs."

President Dunn's observations, generated by his interactions with members of corporations and community groups, provided the foundation for much of the Board's three-day meeting. President Dunn also reported that district officers are more aware of the importance of forming new clubs that have high standards of membership levels, leadership education, and new-member orientation. He reported that stronger clubs had a higher degree of member retention.

Executive Director Terrence McCann expanded on the member retention issue in his special address to

the Board. In a recent meeting with service organizations such as the International Association of Lions Clubs and Rotary International, Executive Director McCann learned that "they all marvel at the success of Toast-

"OUR IMAGE IS TERRIFIC IN THE BUSINESS WORLD AND OUR PROGRAM IS EXTREMELY EASY TO SELL."

masters. Last year we built as many new clubs as Rotary International, and they have 20,200 clubs. We've grown from 3000 clubs in 1975 to 5000 as of this week. Our membership has climbed from 58,400 in 1975 to 102,000

today."

In order to continue such accelerated growth and retention, Executive Director McCann said, "We must look at our center of opportunity. Building speaking power is our main thrust because there are hundreds of thousands of people who still fear public speaking.

"We must have a clear picture of where our strengths lie—in building relationships, experiential learning, and positive reinforcement," he continued. "But as we continue to build clubs, we must remember that an important part of our marketing function is to keep our existing clubs intact. Along with our club-building goals we must encourage existing clubs to remain at charter strength, a minimum of 20 members."

President Dunn Reports

In his visits with individual districts President Dunn found that "District officers and members are very proud of Toastmasters and are pleased with our educational material. It is evident that they have 'experienced the power of Toastmasters' and are sharing the benefits with others."

President Dunn visited seven districts, covering 14,000 miles in 35 days. During that time he met with 46 different corporate groups ranging from educational institutions to aerospace, utilities and the FBI.

manuals, "Technical Presentations" and "The Professional Salesperson," which will be in production in late 1984.

- Selected four candidates for advancement to the second judging

survey and member-loss survey and identified commonalities that contribute to loss. These surveys will be continued annually.

- Explored means and methods to bring all clubs to a minimum of 20 members. To create and maintain an atmosphere in which members can flourish, each club must have enough members to conduct effective programs, to generate a positive social setting and to convince members they are part of something worthwhile.
- Planned to encourage newly-chartered clubs to start building membership immediately after completing chartering requirements.
- Planned to encourage all clubs to fully participate in the annual membership contest (Go For Growth!) and the two seasonal programs (Anniversary Month and Get into Action), and to utilize these programs to bring all clubs to a minimum of 20 members.
- Discussed specific actions districts and clubs can take to solve membership drops during the first 18 months. Clubs are encouraged to use existing programs such as the Spirit of Success Award, and to insure that all new members are appropriately oriented, using the New Member Orientation Kit (1162). Each new member should be assigned a coach/mentor and surveyed to determine his or her goals and objectives. Also, members should be surveyed periodically to determine if their goals are being met. Districts are encouraged to plan training programs at district conferences on the role of coach/mentor.
- Recommended that World Headquarters' management staff continue to study results of the annual Distinguished District Program (DDP), and evaluate what possible future impact the educational program upgrade might have on the DDP.

The Board of Directors will meet again August 20-21 in Orlando, Florida, just prior to the International Convention.

IT IS EVIDENT THAT MEMBERS HAVE EXPERIENCED THE POWER OF TOASTMASTERS AND ARE SHARING THE BENEFITS WITH OTHERS.

As evidence of these groups' receptiveness, President Dunn received 24 commitments for Toastmasters demonstration meetings. He spoke with six non-Toastmasters groups and obtained four-hours-and-15-minutes of TV and radio time for Toastmasters promotion. One hour-long radio call-in program was broadcast to over two million listeners in 32 states, Canada, Mexico and the Caribbean.

"A vice president of a major corporation with over 200 retail outlets remarked that in addition to developing employees' communication and leadership skills, the Toastmasters clubs in his company have furthered the development of employee cooperation and teamwork, at the management level as well," said President Dunn. "The company executive went on to explain that his company has tried a number of programs to establish teamwork within the company, but that none are as effective as the Toastmasters program."

Committees Convened

After hearing the encouraging reports by President Dunn and Executive Director McCann, the Board broke into committees and deliberated on important issues.

When the Board reconvened at the final general meeting, action was taken on the following items, among others:

- Approved designation of two speaking-track awards beyond ATM, to be known as ATM (Bronze) and ATM (Silver). The requirements for these awards will be published before July 1, 1984.
- Reviewed drafts of two advanced

level in this year's Accredited Speaker Program.

- Recommended that commencing in 1985, International officers or directors, or candidates for those posts, be ineligible for the Accredited Speaker Program.
- Reviewed proposed changes in the Club Management Plan for 1985 to emphasize it as a management tool which will be easily understood and will include elements of successful clubs.
- Evaluated the current Club Officer Training Program for content and delivery system; recommended that World Headquarters survey districts regarding the program's use and effectiveness and report results for further study during the August, 1984 meeting.
- Adopted a requirement that all newly-formed clubs have at least 17 non-dual members of the 20 minimum members before they will be granted a charter, except specialty clubs such as advanced and professional speaking clubs, to be effective July 1, 1984.
- Recommended a survey of clubs in weakened condition to enhance awareness, the results of which will be forwarded to districts for use in working with low-membership clubs.
- Proposed revision to the Publicity and Promotion Handbook for the next reprint.
- Reviewed the Publicity Kit and recommended that all clubs be encouraged to utilize this tool.
- Reviewed results of a club-loss

Speaking so the Deaf Can Hear You and the Blind Can See Your Point

by Sharon Lynn Campbell, ATM

The speaker was doing a terrific job. The jokes were funny, perfectly timed and appropriate for the occasion. Ten minutes into his speech the speaker switched into the serious part of his talk about the philosophy of artificial intelligence. The vocabulary was technical, and one young woman didn't realize that the jokes had stopped. The speaker tried to catch her eye, failed and finally delivered a sarcastic monologue that culminated in the suggestion that the woman find another seat at the back of the room. The woman stopped laughing and turned red. The speaker continued, but he had lost his audience.

He had humiliated a blind woman, for no good reason.

What he did wrong was to commit a series of normal communication transactions that we all use everyday in our speeches—*nonverbal* cues indicated his topic changes instead of *verbal* cues. Let's look carefully at this incident.

The speaker started out with good, strong humor. The first time the young woman (who I will call Mary) annoyed the speaker was when she whispered to me to please help her. The speaker told a joke that involved pantomime, and Mary was only able to enjoy it because at her request I duplicated those gestures with her hands on mine.

When the speaker switched gears, he signaled the switch by making the jokes milder and milder and by changing his facial expression.

He never did come out and say that he was changing moods and his vocal variety didn't indicate any such change. Mary, a musician, was not familiar with the jargon the speaker was using and the unfamiliar words led her to laugh inappropriately. Nevertheless, the speaker was out of line in his approach to the problem.

A simple, "But seriously, folks," would have done the job. Instead he proceeded to humiliate Mary and

alienate the rest of the audience with a good three minutes of challenging and sarcastic remarks. He was lucky that Mary didn't get up and leave. Her guide dog would have made it very apparent to everyone what the problem was.

The speaker in question is a very famous writer who has never, to my knowledge, been a Toastmaster and who would never admit that he could use some help or training. Nor would he admit that he had made a mistake in this talk. You, however, can learn from his error even if he never will. There is only one mistake involved here. The speaker made a wrong *assumption*.

Don't assume

Don't ever assume that each audience member has perfect vision or hearing. If you must assume anything, plan on assuming that some of your listeners

systems and bright lighting help too. First we'll look at the needs of the blind and visually handicapped; then we'll look at the needs of the deaf and hearing impaired. Finally, we'll put it all together.

Verbal cues for the blind

We can see from what happened to Mary that you need to make at least some of your cues verbal as well as non-verbal (see the article on speech transitions, page 13). You also need to explain your gestures if you engage in a mime sequence. "Then he (gesture) and I responded by (gesture)" isn't so very different from "Then he made hammering motions (gesture) and I responded by making like a saw (gesture)." To verbalize the gestures will also help any audience members who can't see you because of their seat location.

Of course, we all are encouraged to use visual aids in our talks. But describe your chart, including the variables on the axes and the units. If you are giving a technical talk and you know that you will have blind audience members it would be helpful to have braille versions of your visual aids available for them. Then provide cues as to when you are moving on. If your visual aid is a physical object try to give the blind members a chance to feel it; at least describe it briefly.

Above all, give the blind audience members a chance to sit up front. They *must* be able to hear you. Make an effort to *enunciate*. You might want to stress vocal variety too.

Visually handicapped

The visually handicapped have needs that differ from those of the blind. Certainly, all the things you do for blind people will help the visually impaired. In addition, however, make the print in your visual aids large and easy to read. Use high-contrast combinations of lettering and background.

If you can provide large-print versions of visual aids in advance, it would be

EXPLAIN YOUR GESTURES, VISUAL AIDS; DESCRIBE SOUND EFFECTS.

do have a problem. Blind people in the United States number 98,000 and 1.4 million people have severe visual impairments. Deaf people number 320,000 and 16 million others have significant hearing loss. And these are only the *diagnosed* cases. Many people refuse to admit they need help.

What can you as a speaker do to make sure you reach these audience members? Believe it or not, about all you have to do is make some minor adjustments in your talk. You'll also want to make some special arrangements for seating and, of course, good sound

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Just think—if every member of your club were to sponsor one new member this year, your club would double in size! And there's no better time for your club to grow than during Toastmasters' April-May membership campaign, Get Into Action. By adding new members during these months, your club will not only grow bigger, stronger and better—it can also earn special recognition. Every club that adds five or more new members during April and May will receive a "Get Into Action" banner ribbon. Those adding 10 or more new members will be mailed a "Best Speaker" trophy. In addition, the top club in each district will be presented with a "top club" ribbon. So don't hesitate...Get Into Action! Tell a friend about the benefits of Toastmasters, then invite him or her to your club's next meeting.

appreciated. Even if they don't contain large print, paper copies can be held close to the eyes and would be helpful. Give the visually handicapped a seat in the front, and speak clearly with good vocal variety.

Making the deaf hear you

The deaf members of an audience are another challenge. As for those with

than it is at one foot. (The same applies to light, making front row seats vital for some visually-impaired listeners.)

While the difference may not be noticeable to someone with normal hearing or vision, for the hearing- or visually-impaired person the additional three feet between the first and second rows can make the difference between

BLIND PEOPLE IN THE U.S. NUMBER 98,000; DEAF PEOPLE NUMBER 320,000—THESE ARE ONLY THE DIAGNOSED CASES.

visual problems, you must keep your speech clear and your vocal variety good. The deaf are used to coping. They may arrange for an interpreter; if so, talk in advance with that individual and do whatever he or she requests.

If the deaf audience member doesn't have an interpreter, he or she is prepared to speechread. This means that you must take care to *always* face that individual, using crystal-clear speech. Men, if you have a beard and moustache, consider getting them trimmed neatly before the talk so that those who have to read your lips can see them.

If you can, give the deaf audience member a written text or outline of your talk in advance. And by all means, if your speech involves sound effects, describe them.

All this still doesn't explain why good vocal variety is necessary. Speechreading involves more than the lips. A deaf person will be looking for changes in facial expression and good vocal variety will help produce those facial changes. (Don't believe me? Try an experiment, watching yourself in the mirror. Say, "Charlie is dead" twice—once without emphasis, and once in horror. See what I mean?) Use gestures freely too. It adds the equivalent of vocal variety for deaf listeners.

Take the time to arrange with the program chair for the sensory-impaired audience members to get first crack at the front row. I have personal expertise in the needs of the hearing impaired, so let me explain why this is so very important. Those of you without hearing problems may not realize that sound diminishes drastically as you get further from the source. In physics, this is called the inverse-squared law. At one foot from the source, the sound is four times louder than it is at two feet away. At three feet, the sound is nine times softer

enjoying and understanding the speech or experiencing total frustration. So if you are fortunate to have no problems, give up your front-row seat if someone asks you. It makes a world of difference to the person who asked.

Minimize noise

What else does the hearing-impaired person need? Try to make noises in the room minimal. Don't try to speak over music or other sound effects, for it all combines into a horrible muddle from which it is impossible to extract words. Don't have two people speaking at once either. Close the doors and hush talking audience members. If you speak with an accent or dialect, be sure to enunciate very carefully. If a hearing-impaired person asks you to repeat something, don't just repeat it verbatim; rephrase it instead.

To summarize, you can be sure your speech is easy for all audience members to understand if you:

- Make front-row seats available for those who need them.
- Enunciate and use good vocal variety.
- Use verbal as well as non-verbal cues and facial expressions.
- Explain clearly all visual aids or sound effects.
- Make all visual aids as easy to read as possible.
- Keep background sound as simple and quiet as possible.

These easy adjustments will not only let you get your message across to the sensory-impaired audience members, but they will make it even better for your whole audience. 🗣️

Sharon Lynn Campbell, ATM, is past president of Graybar Toastmasters Club 1436-46 in New York City, New York, and former editor and originator of *The Bridge*, the District 46 bulletin.

HALL of FAME

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Trapelo Noon Talkers 3136-31, Waltham, MA

Howard Charles Ferguson
Capitol 422-32, Olympia, WA

Patricia Anne Marston
Capitol 422-32, Olympia, Wa

Fern Goemmer
Peninsula 3409-32, Gig Harbor, WA

Dannell L. Barber
On-Shaw 1850-33, Fresno, CA

Loretta Adams
Bachelors/Bachelorette 3374-33, Las Vegas, NV

Joe Block
County 4622-33, Merced, CA

Joan Jenquin
Oconomowoc 834-35, Oconomowoc, WI

Anton V. Simenc
Milwaukee Public Works 1003-35, Milwaukee, WI

Florence M. Sachse
Reedsburg Area 2780-35, Reedsburg, WI

Karl W. Sachse
Reedsburg Area 2780-35, Reedsburg, WI

J. Thomas Quirk
Blackhawk 3521-35, Madison, WI

Raymond L. Richardson
Tip Top 632-36, Silver Spring, MD

Joseph V. Badinelli
Phenix 1152-36, Washington, D.C.

Paul P. Kosco
Vienna 1762-36, Vienna, VA

Frank Sokolove
Vienna 1762-36, Vienna, VA

John E. Converse
Springfield 1792-36, Springfield, VA

Robert Sidney Owen
Andrews 2184-36, Andrews Air Force Base, Washington, D.C.

Patricia Ann King
Annandale 3122-36, Annandale, VA

Lloyd G. Herman
Advanced Speakers, 4036-36, Washington, D.C.

Michel A. Herlant
Gold Mine 241-37, Concord, NC

Robert E. Herndon
Gold Mine 241-37, Concord, NC

Sandi Huyser
Capitol City 661-37, Raleigh, NC

Lorrie Constantinos
Raleigh 843-37, Raleigh, NC

Johnnie R. Mosley
Kinston 962-37, Kinston, NC

Harry Parsons
Catawba Valley 1193-37, Hickory, NC

Eston G. West
Albemarle 1811-37, Albemarle, NC

Jerold Lee Smith
Northwestern 2946-37, Winston-Salem, NC

Curtis W. Campbell
Guilford Center 3023-37, Greensboro, NC

Andrew T. Creekmore Jr.
Cary 3335-37 Cary, NC

Sheila A. Miller
Cary 3335-37, Cary, NC

Linda C. Anderson
Statesville 4187-37, Statesville, NC

James D. Beissel
Ephrata "Cloister" 3011-38, Ephrata, PA

Judy Saragoza

Lyoth 215-39, Tracy, CA

Michael R. Denney

Hooker Oak 662-39, Chico, CA

Marcia L. Peters

Reveilliers 985-39, Sacramento, CA

Mary Ann Smith

Reveilliers 985-39, Sacramento, CA

G.L. Smart

49ers 1230-39, Sacramento, CA

William Marcum

Forum 1735-39, Sacramento, CA

Barbara L. Taylor

Speakeasy 3262-39, Reno, NV

Flora L. Hallman

Aquarians 3446-39, Reno, NV

Carol L. Lane

Gold Country 4089-39, Auburn, CA

Pat Curtis

Rockwell 214-40, Columbus, OH

NEW CLUBS

5372-F Swift/Hunt-WessonFullerton, CA—Tues., 11:45 a.m.,
Swift/Hunt-Wesson Foods, Inc., 1645 W.
Valencia Dr. (680-1442).**5379-1 Mattel**Hawthorne, CA—Thurs., 5 p.m., Mattel
Toys, 5150 Rosecrans (978-5706).**5363-4 A Full Dec**Santa Clara, CA—Wed., noon, Digital
Equipment Corp. 2525 Augustine Dr.
(748-4999).**1505-6 Land O'Lakes Buttermasters**Arden Hills, MN—Thurs., 6:30 a.m.,
Land O'Lakes, Inc., 4001 N. Lexington
Ave. (481-2233).**5365-6 Itasca**Grand Rapids, MN—Thurs., 6 p.m.,
Rainbow Inn, 1300 E. Hwy. 169
(326-0523).**5369-6 Toro Prose**Bloomington, MN—Tues., noon, The
Toro Company, 8111 Lyndlae Ave., So.
(887-8921).**4193-8 Prairie's Edge**Paris, IL—Thurs., 6 p.m., Mr. Laarley's,
West Jasper St. (465-8455).**649-10 Phoenix Rising**Cleveland, OH—1st & 3rd Sat., 5 p.m.,
YWCA, 3201 Euclid Ave. (443-4232).**1016-10 Clinical Speakers**Cleveland, OH—Wed., noon, Cleveland
Clinic Foundation, 9500 Euclid Ave.**5376-11 Notre Dame**Notre Dame, IN—Wed., 6:30 p.m., Hayes
Healy Building, Rm. 220 (283-1601).**5371-14 Knot Speakers**Brunswick, GA—Wed., noon, Hercules,
Inc., Cafeteria Conference Room
(265-3550).**1873-16 Conversing Couples**

Tulsa, OK—Fri., 6 p.m. (341-0210).

5350-17 YellowstoneGardiner, MT—Tues., 7 p.m., TWA
Services Inc., Personnel Office (344-7438).**5386-17 Sidney**Sidney, MT—2nd & 4th Wed., 6:15 p.m.,
La Londe Hotel, 217 S. Central Avenue
(482-5366).**5361-19 John Deere Voice of Distinction**Waterloo, IA—Mon., 4:10 p.m., John
Deere Tractor Works Training Room A,
P.O. Box 3500 Donald St. & Elk Run Rd.
(292-7421).**5366-22 Old American**Kansas City, MO—Tues., bi-weekly, 3
p.m., Old American Insurance Co., 4900
Oak St. (753-4900).**5357-24 P.W.D. Speakeasies**Omaha, NE—Wed., 7 p.m., Coco's, 8724
W. Dodge St. (734-6060).**5362-25 Dallas Police**Dallas, TX—Tues., 8:30 a.m., Media
Conference Room., 2014 Main St.
(670-4400).**5360-26 Talking Heads**Denver, CO—Mon., 6 p.m., Arthur
Andersen & Co., 717 17th St., Ste. 1900
(295-1900).**5348-31 Better Speakers Coop**Bedford, MA—1st & 3rd Thurs., noon,
BASF Systems, Crosby Dr. (271-6621).**5353-33 Supper Club**Modesto, CA—Tues., 7 p.m. Hobo Joe's
Restaurant, 1525 McHenry Ave.
(529-0456).**5367-33 Sky's The Limit**Goleta, CA—Tues., noon, Santa Barbara
Research Center, 75 Coromar Dr.
(968-3511/4417).**5380-35 Postal Toasters**Milwaukee, WI—2nd & 4th Tues., 7 p.m.,
U.S. Post Office, 345 W. St. Paul Ave.**5364-36 Faux Pas**Bethesda, MD—Thurs., noon, USUHS,
Executive Dining Room, Bldg. B, 4301
Jones Bridge Rd. (295-3122).**5377-36 Washington, D.C. Advanced Speakers**Washington, D.C.—Tues., 6 p.m., Depart-
ment of Transportation Building, Rm.
3200-400, 7th St. S.W.**5378-36 Virginia Advanced Speakers**Alexandria, VA—Wed., 7 p.m., John
Marshall Library, Conf. Room, 6209 Rose
Hill Dr. (325-0030).**5355-38 Postal Express**Philadelphia, PA—2nd & 4th Mon., 4
p.m., Philadelphia Bulk Mail Center, 1900
Byberry Rd. (969-7010).**5370-42 Westender**Calgary, Alta., Can—Wed., 12:05 p.m.,
Western Canadian Place, 707 8th Ave.
S.W. (298-6309).**5374-42 Wild Rose**Edmonton, Alta., Can—7:30 p.m. Army &
Navy Club, 12611-127 St. (465-2833).**5356-43 State Tech**Memphis, TN—1st & 3rd Wed., 12:35
p.m., State Technical Institute at Mem-
phis, 5983 Macon Cove, Fulton Building,
Rm. 214 (377-4108).**5375-45 Postal**Halifax, Nova Scotia, Can—Mon., 7 p.m.,
Metro Post Office, 6175 Almon St.
(826-7282).**5354-57 Tongue-Tied**Pleasanton, CA—2nd & 4th Wed., 11
a.m., Farmers Insurance, Pleasanton
Regional Office, 11555 Dublin Canyon Rd.
(847-3100).**5359-57 McGee Avenue**Berkeley, CA—Mon., 6:30 p.m., McGee
Avenue Baptist Church, 1640 Stuart St.
(848-7568).**1974-60 Price Waterhouse**Toronto, Ont., Can—Price Waterhouse
(863-1133).**5373-62 L. Perrigo Company**Allegan, MI—1st & 3rd Tues., 5:30 p.m.,
Hubbard House, M-40 South (673-8451).**5368-75P Dizon Copper Operation**Zambales, Philippines—7th, 17th and 27th
monthly, 7:30 p.m., DCO, Clubhouse
Conference Room, Pili, San Marcelino.**5352-U D.F.S.L.**Tamuning, Guam—1st Wed., 3rd Fri., 4
p.m., Duty Free Shoppers Ltd. Offices, In-
ternational Trade Center.**5358-U NAVSECGRUACT**Naples, Italy—Wed., noon, U.S.
NAVSECGRUACT, Box 37, FPO NY
09521.

ANNIVERSARIES

50 Years

Quakertowne 19-F, Whittier, CA

40 Years

Progressive 264-16, Tulsa, OK

35 YearsCommodore 654-8, Decatur, IL
Metro 719-15, Salt Lake City, UT
Bismarck 717-20, Bismarck, ND
Shreveport 718-25, Shreveport, LA

1983-84 DISTRICT GOVERNORS

Dearborns Dynamic 726-28, Dearborn, MI

Port Angeles 25-32, Port Angeles, WA

Reading 714-38, Reading, PA

Springfield 722-40, Springfield, OH

Petaluma 732-57, Petaluma, CA

30 Years

County Employees 1166-F, San Bernardino, CA

Pinnacle 1504-11, Mount Vernon, IN

Five Seasons 1529-19, Cedar Rapids, IA

Metro-Speakers 1470-25, Dallas, TX

Mount Prospect 1500-30, Mount Prospect, IL

University 1499-35, Milwaukee, WI

Tri-City 1579-57, Livermore, CA

Spartanburg 1453-58, Spartanburg, SC

Broadview 1569-60, Toronto, Ont., Can

Nashville 1565-63, Nashville, TN

Fulton 1515-65, Fulton, NY

25 Years

St. Joseph 1439-22, Saint Joseph, MO

Daybreakers 2899-25, Dallas, TX

Northwestern 2946-37, Winston Salem, NC

Piqua 2671-40, Piqua, OH

Chinook 1448-42, Calgary, Alta., Can

Portsmouth 1094-45, Portsmouth, NH

Southwestern 2995-56, Houston, TX

Monday Mumlbers 2976-63, Chattanooga, TN

Vital Words 2375-64, Winnipeg, Man., Can

20 Years

Mill-Braers 2168-4, Millbrae, CA

Hillsboro 881-7, Hillsboro, OR

High Noon 3714-7, Salem OR

Top O The Morning 3786-20, Fargo, ND

Telespeakers 2328-21, Vancouver, B.C., Can

DLA 3772-36, Alexandria, VA

Peterborough 3427-60, Peterborough, Ont., Can

Colonials 2700-65, Rochester, NY

Cairns 3779-69, Cairns, Qld., Aust

Whitehorse 2219-U, Whitehorse, YT

15 Years

Fireside 851-5, San Diego, CA

Du Pont 1664-18, Wilmington, DE

Kettle Moraine 2098-35, West Bend, WI

Patent Office 2540-36, Arlington, VA

Jewel City 29-52, Glendale, CA

New Horizons 312-60, Toronto, Ont., Can

Southend-on-Sea 3749-71, Southend Essex, England

10 Years

The Hard Hats 1394-5, San Diego, CA

Viroqua 1559-35, Viroqua, WI

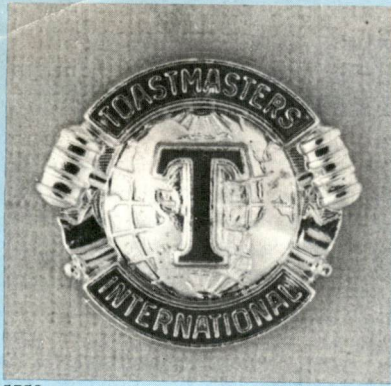
Fort Richmond 2403-64, Winnipeg, Man., Can

Sandgate 3721-69, Queensland, Qld., Aust

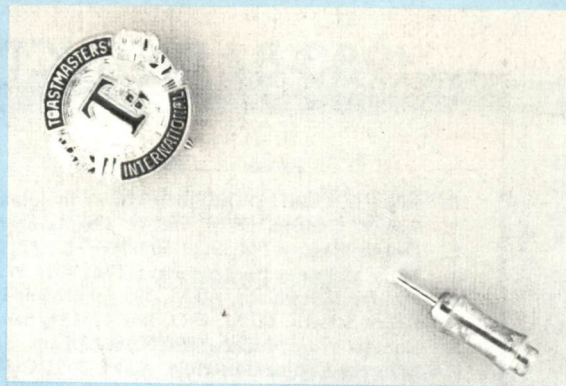
Gore 1895-72, Gore, NZ

Great Land 3069-U, Anchorage, AK

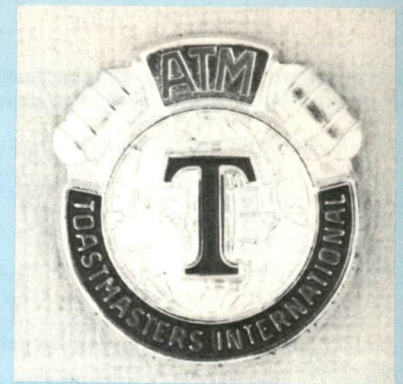
- F. Myra L. Obert, DTM, 1859 Wayne St., Pomona, CA 91767
1. Ann V. Cousins, DTM, 760 W. Lomita Blvd., #178, Harbor City, CA 90710
 2. Dennis Ham, ATM, 9111 50th Ave. S., #212, Seattle, WA 98118
 3. Mary Margaret Dockendorff, DTM, 1627 W. Indianola, Phoenix, AZ 85015
 4. Wallace J. Rothbart, ATM, 595 John Muir Dr., # 101, San Francisco, CA 94132
 5. Renee Sciacca, DTM, P.O. Box 178134, San Diego, CA 92117
 6. Douglas Ward, ATM, 1294 N. St. Albans, St. Paul, MN 55117
 7. Maureen Collins Casterline, ATM, 3091 Cullaby Lake Rd., Warrenton, OR 97156
 8. Paul Lloyd, ATM, P.O. Box 305, Cape Girardeau, MO 63701
 9. Adrian Burd, DTM, 1702 11th Ave., Lewiston, ID 83501
 10. Paul Timmel, ATM, 911 Bunker Hill, Medina, OH 44256
 11. Patricia Van Noy, DTM, 3138 Welch Dr., Indianapolis, IN 46224
 13. Dr. Donald L. Panhorst, ATM, 100 Harrison Dr., RD #3, Edinboro, PA 16412
 14. W.A. (Bill) Waldrop Jr., DTM, P.O. Box 386, Riverdale, GA 30274
 15. Robert Keller, DTM, 7300 E. Federal Way, Boise, ID 83706
 16. George Saunders, DTM, 3333 N.W. 63rd St., Suite 210, Oklahoma City, OK 73116
 17. Duane L. Ferdinand, ATM, P.O. Box 714, Lewistown, MT 59457
 18. Betty A. Temple, DTM, 3173 Telegraph Rd., Elkton, MD 21921
 19. Ronald E. Rath, DTM 3940 Falbrook Dr. N.E., Cedar Rapids, IA 52402
 20. Evan Hass, DTM, 198 Woodcrest Dr., Fargo, ND 58102
 21. Bob Larmour, ATM, #6-2108 Tamarack St., Prince George, B.C., V2L 2Y7 Can
 22. J.B. Farmer, ATM, 1909 Maine, Lawrence, KS 66044
 23. Pat Koenig, ATM, 6008 Carruthers, N.E., Albuquerque, NM 87111
 24. Dan Evans, DTM, 15610 Capitol Circle, Omaha, NE 68118
 25. Ernie Dubnicoff, ATM, 7403 Authon, Dallas, TX 75248
 26. Liz Sittner, DTM, P.O. Box 69, Kittredge, CO 80457
 28. Ben Hambrick, ATM, 17305 Centralia, Redford, MI 48240
 29. Charles Otto, DTM, 7987 Bonanza Dr., Mobile, AL 36609
 30. Datta Manerikar, DTM, 411 Seward, Park Forest, IL 60466
 31. Bob Dea, ATM, 43 Van Rosen Rd., Newton Center, MA 02159
 32. C.W. "Bud" Kinsman, DTM, 2108 No. Winnifred, Tacoma, WA 98406
 33. Wayne Choate, DTM, 3001 Stafford Way, Modesto, CA 95350
 35. Harvey F. Hoernke Jr., DTM, 3101 S. Superior St., Milwaukee, WI 53207
 36. Paul H. Terry, DTM, 3120 Craiglawn Rd., Beltsville, MD 20705
 37. Gene A. West, DTM, 3110 Wynmore Place, Charlotte, NC 28208
 38. Larry M. Factor, ATM, 1134 Chesworth Rd., Philadelphia, PA 19115
 39. Michael R. Denney, DTM, 1100 West 11th Ave., Chico, CA 95926
 40. Robert E. Straker, DTM, 1281 Crestview Dr., Troy, OH 45373
 41. Merlyn Sluzle, ATM, 14-15 St. N.E., Watertown, SD 57201
 42. W. Peter Francis, ATM, 3248 Athol St., Regina, Sask., S4S 1Y9 Can
 43. Paul Dudenhefer, ATM, 5369 Rock Ridge Rd., Memphis, TN 38134
 44. Scott W. Long, 3708 Cassidy Court, Midland, TX 79707
 45. Philip O. Works Jr., DTM, 10 Sewall Rd., Portsmouth, NH 03801
 46. Margaret Flory, DTM, c/o Sandoz Inc., 59 Route 10, E. Hanover, NJ 07936
 47. Ray Floyd, DTM, 1501 S.W. 7 St., Boca Raton, FL 33432
 48. Frank C. Brown, DTM, P.O. Box 2103, Montgomery, AL 36102
 49. Albert Zane, DTM, 80 Dowsett Ave., Honolulu, HI 96817
 52. Beverly Pearce Garcin, DTM, 1412 Valley View Rd., Glendale, CA 91202
 53. Robert C. Rankin, ATM, RFD #1, Long Hill Rd., Essex, CT 06426
 54. Vince Lorson, ATM, 904 W. 19th St., Sterling, IL 61081
 56. Karen Thompson, ATM, 7110 Jetty Lane, Houston, TX 77072
 57. Michael Jay, 2325 Edwards St., Berkeley, CA 94702
 58. Bill Benton, DTM, 301 Great Glen Rd., Greenville, SC 29615
 60. William Gardner, DTM, P.O. Box 650, Scarborough, Ont., M1K 5E3, Can
 61. Muriel A. How, ATM, 28 Farnham Crescent, Ottawa, Ont., K1K 0G2 Can
 62. Dick Haskins, ATM, 809 Meadowview Lane, Lansing, MI 48917
 63. Charles Gillihan, DTM, 139 Baltimore Dr., Oak Ridge, TN 37830
 64. Don Dunand, DTM, 2-42 Luxton Ave., Winnipeg, Man., R2W 0L6, Can
 65. Joseph Cole, ATM, 4897 Northeast Townline Rd., Marcellus, NY 13108
 66. Larry Prickett, DTM, 9740 Alfaree Rd., Richmond, VA 23234
 68. Harold F. Parker, DTM, 1230 Friscoville Ave., Arabi, LA 70032
 69. John Scouller, 136 Ellison Rd., Geebung 4034, N.S.W., Aust
 70. Egerton (Ted) J. Mackness, DTM, 5 Balyata Ave., Caringbah, N.S.W. 2229, Aust
 71. Mary O'Connor, 43 Parnell St., Waterford, Rep. of Ireland
 72. Judith Anne Bartlett, DTM, 8-10 Locke St., Wairoa, Hawkes Bay, New Zealand
 73. Raymond Anderson Thatcher, 6/82 Burwood Hwy., Burwood East, Vict., 3151, Aust
 74. Norman Adams, DTM, P.O. Box 26145, Arcadia 0007, South Africa
 - 75P. Joseph Baduel, General Milling Corp., Cebu City, Philippines



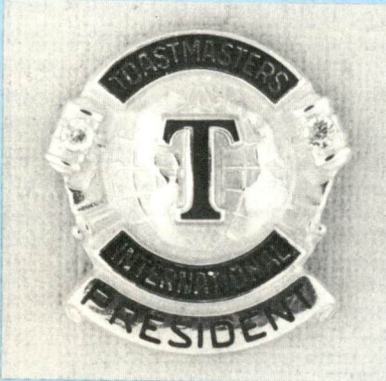
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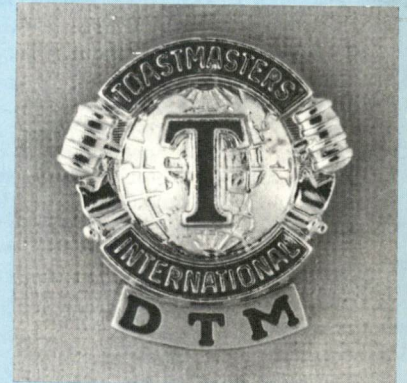
5930



5802



343



5941

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