

The TOASTMASTER®

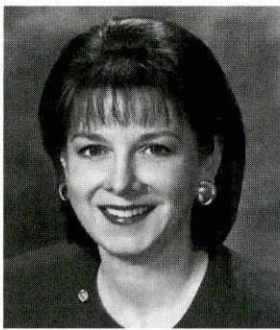
NOVEMBER 2000

ALSO INSIDE: Miss America Talks to Teens • TI's Strategic Plan 2000 • International Speech Contest Rules



Rx for Peak Platform Performance

Acting lessons for the speaker.



VIEWPOINT

Need New Members? Tell a Friend

Who is responsible for membership recruitment in our clubs? I am, you are, we are. Being a Toastmaster means more than simply making a commitment to self-development. Everyone who joins a Toastmasters club is making a commitment to the club, to its members and to the organization as a whole. If you remember, part of your "Toastmaster's Promise" is to "bring guests to club meetings so they can see the benefits that Toastmasters membership offers."

Something magical happens when a club recruits a new member. Regular club meetings take on new energy when a new member attends and participates. What before seemed old and stale now seems new and exciting.

I think this is because we all have a tendency to see the club meeting through the eyes of that new member. We become new members ourselves, recalling our impressions when we were new to the club and new to Toastmasters. It was a magical time when we were excited and perhaps a little scared about the possibilities opening up before us. Those memories rush back when a new member joins a club.

Something else miraculously happens: There is hardly a club problem that new members can't solve. If new membership is a problem, recruit one new member and see how fired up the others become to recruit additional members. If regular club members are not giving prepared speeches as they should, start scheduling a new member on the roster and watch others ask for a spot.

How is it that more than 4 million members have participated in the Toastmasters program worldwide? For the vast majority of club members, it's because someone invited them to attend a meeting. Think about it: How did you become a member? Almost certainly it was because somebody invited you to a meeting. And aren't you glad they did?

Our membership program for the 2000-2001 year is "Tell A Friend." I really like that. It ties in well with my theme, "Friends Helping Friends Succeed" – telling a friend is exactly the way to gain new members. If every member invited one guest to his or her club meeting, our organization would grow exponentially!

Where do we find potential new members? If you think about it, everybody you meet during the day, every person you know who is not a Toastmaster, is a potential guest, a potential new member just waiting for the opportunity to grow in Toastmasters. All they need is an invitation to attend just one club meeting, so they can see for themselves what all of us already know and love about Toastmasters.

Call or e-mail that friend or business associate *today* and invite him or her to your next club meeting! Won't you feel great when you've helped someone succeed?

Joanna McWilliams

JoAnna McWilliams, DTM
International President

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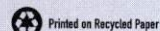
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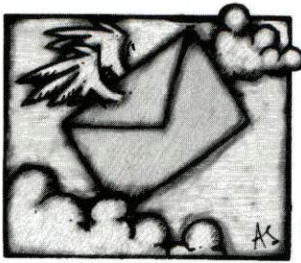
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

The Toastmasters Mission:

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.



LETTERS

REWARDS BETTER THAN AWARDS

I take issue with author Steve Broe ("Spread Your Wings" August 2000). The rewards of Toastmasters participation are many – peer appreciation, self-satisfaction and group recognition being the greatest in my view. Mr. Broe insults us by claiming we will do more for money than we will for our self-image. He says, "If you can meet a leadership challenge with a team in which no one gets paid, consider what you can offer your employer when career wages are part of the reward." Most of us, I reckon, don't put the pursuit of money on that high of a level.

And again, Mr. Broe debases our pursuit of recognition. I believe, and sincerely hope, that most Toastmasters strive for personal rewards above all others. We feel best when we are happy with our performance and behavior. To say that I will do better because of the enticement of a plaque, a cold assembly of wood and metal, is simply shallow.

David W. Porter • Gold City Toastmasters Club 6134-69 • Charter Towers, Queensland, Australia.

NEVER UNDERESTIMATE A GOOD 'THANK YOU'

I enjoyed Mr. Hubert's succinct and well-written article (July 2000) about tips for giving a quality "thank you." However, in the example he provided, the individual being personally thanked was largely responsible for the success of the other man's presentation. I think Mr. Hubert is remiss not to give credit where credit is due. The better "thank you" would have been to openly and publicly acknowledge the work of the individual responsible for a smooth presentation. The most wonderful way to show others we truly appreciate them is by publicly acknowledging their efforts and accomplishments.

Diane Fox, CTM • Nite-Shifters Toastmasters Club 6676-21 • Victoria, BC, Canada.

MARVELOUS MARCH MAGAZINE

I happened to pick up your March 2000 issue in my optometrist's office (her husband is a member). While I buy too many books and magazine subscriptions, I've never seen more useful, well-presented information in such a compact package in a long lifetime of critical reading. I'm checking out Toastmasters clubs near me right now!

Kathleen Jun, Dallas, Texas

TOASTMASTERS CAN EASE A TROUBLED MIND

I would like to express my pleasure and appreciation for being part of the Hereford Toastmasters club in Christ-

church, New Zealand, during my visit in the past year. I came to Toastmasters as an outlet from my work as a physician. I was delighted to be able to enjoy the open-minded, intellectual and fun discussions and speeches at the Hereford Street club.

Most of all, I valued the friendship and support of fellow club members as I struggled with issues related to my career direction and ultimate retirement from medicine. They were able to support and empower me – even as a guest – and boost my self-esteem and confidence.

Thanks to Toastmasters for helping me keep it together during my difficult period.

Cheryl Louise Branche • Hereford Street Club 7144-72 • Christchurch, New Zealand, now residing in Jackson, Mississippi.

THE GENDER-SPECIFIC ANIMAL KINGDOM

The article "Learning Human Relations from Geese" in the September 2000 issue of *The Toastmaster* was excellent. We have much to learn from nature. As animals are much closer to nature than we are, they are our teachers. They can show us how to accept others unconditionally and treat others as individuals, not as objects. Similar to the ecosystems within nature, we also have interrelated systems in ourselves. However, there is an inconsistency in the article. While the article is very favorable to geese, individual geese are consistently referred to as "it." I prefer to respect animals and avoid such terminology by saying "he" or "she" instead of "it."

Steve Ember, CTM • Conackamack Toastmasters Club 5009-46 • Piscataway, New Jersey.

AVERAGE IS NOT ENOUGH

I just read the September Viewpoint column by Ralph Smedley. A few pages later, I read the article "Achieving Average." I can't believe that you would publish such a factually inaccurate, wrong-headed opinion! Not only are the author's "facts" wrong, the message and direction are not what I want Toastmasters to be about. I was appalled to see such an article published in our magazine.

Ralph Smedley's column asks us to think. Well, think about the message of "Achieving Average." There is only one word for people who strive to achieve average instead of striving to be their best. That word is "loser"! I don't want to be part of an organization that promotes losers!

Howard Hulén, ATM-S • Western Foothills Toastmasters Club 3542-39 • El Dorado Hills, California.



By Kimberly A. Porrazzo

The case against visualizing success.

Picture This!

I THINK ALL THOSE EXPERTS WHO TELL US TO “VISUALIZE success” when preparing for a speaking engagement have never been on the lecture circuit themselves. After several imaginary sessions in which I’ve delivered wildly successful presentations – the kind during which I had to pause until

the applause subsided and didn’t have enough signed copies of my book on hand – I couldn’t wait to step on the podium to speak. I was ready. I was practiced. I had visualized myself as a success.

I was not, however, prepared for the unexpected.

My first lecture, which was intended to promote my new book about finding quality child care, was arranged by a local shopping mall as part of its “Coffee Talk” series. The audience, however, didn’t appear to be the target market I had carefully “visualized.” Instead of the young mothers listening attentively in my imaginary lectures, I faced grandmothers. Rather than eager new fathers, I was addressing old men. The senior set gathered here was more suited to a speech about Medicare than child care!

Attempting to correct the inconsistency before me, I asked cheerfully, hopefully, “How many of you are looking for good child care?” No one raised a hand. “Okay,” I struggled with the dilemma, “You must be here because you’re interested in providing child care?” Again, no hands.

Puzzled, I foolishly asked, “Then why are you here?” A sweet, silver-haired woman smiled apologetically and slightly raised her Styrofoam coffee cup with one hand and a bagel with the other. These seniors were here for the free coffee and bagels and had no interest in the subject I was about to speak on.

Though they politely sat through my presentation, which I deemed a dress rehearsal in order to get through it, not a single book was sold. Nor was there a single bagel left on the tray.

My next engagement guaranteed my audience would mirror the crowd gathered in my closed-eye visualizations. I was scheduled to speak to a group known as MOPS or Mothers of Preschoolers. Surely this crowd would be more interested in what I had to say.

What I didn’t plan on was being locked out of the room the group normally gathered in – the room with air conditioning and a play area for the children. The MOPS

mom who had the key to the building never showed up.

“Why don’t we meet outside?” the leader of the group suggested, pointing to an area in front of the building. Once again, I was faced with a contradiction to my mental rehearsal. This time the crowd was right, but the setting was all wrong. I was forced to adapt on the spot.

Imagine trying to speak to 25 mothers, each with toddlers on the loose. I was speaking to moving targets as mothers chased children headed toward the parking lot, changed diapers and burped babies. Forget about eye contact. Forget about audience interaction. Forget about the successful presentation I had imagined.

And then there was the group of moms who gathered for another of my presentations. “Do you speak Spanish?” the woman who contacted me asked as we picked a date for my lecture.

“No. Is that a problem?” I inquired.

“Oh no, but I may have to translate a few words for you,” she said without elaborating.

You guessed it. No one in the audience spoke *any* English! So, after finally getting all the elements right – mothers instead of grandparents, no children running around, an actual lecture hall – I again was disappointed, because not one listener could understand a word I said! After each sentence the translator got the laughs, the nods and the looks of agreement. Not me! It just wasn’t what I had pictured.

And then I got the call. The producers of *The Today Show* wanted to fly me to New York to be interviewed by Katie Couric for a nationally televised segment on child care – Inside Studio 1A, in Rockefeller Center, the rest of the world was blacked out by the hot white studio lights. Had I pictured the millions of viewers watching at that moment, surely something would have gone wrong. As it turned out, everything went right.

All my previous encounters with public speaking had prepared me well. I suppose the mental imagery might have also helped. Me...interviewed by Katie Couric. Imagine that! **T**

Kimberly Porrazzo is a freelance writer living in Lake Forest, California.

Putting together the personality pieces of your club.

By Karen O'Connor

Personality Puzzle

Your Toastmasters club, like thousands of clubs across the country, is filled with a fascinating variety of personalities – each unique, each with his or her own goals and objectives. One person may be heading for the professional platform. Another may have joined to overcome shyness. Still others may simply enjoy the camaraderie of like-minded friends from all walks of life.

- The woman you sit next to one week may be the life of the meeting, making others laugh and wanting everyone to like her.
- The club president, on the other hand, would rather lead than follow. That's why he's the president! He likes being in charge.

- The volunteer who runs the video camera may be the type who prefers sitting in the back, quietly managing one task.
- The Toastmaster of the day may display her perfectionism as she conducts the meeting and makes sure every detail is in place.

Whatever your personality or the personalities of those around you, your Toastmasters club may seem, at times, like a giant picture puzzle with pieces that don't quite fit together. However, looking at the overall scene first can help you put the pieces into their rightful places. As you understand others, you will better understand yourself as well.

■ **The Playful Personality** is the bright flower in the picture puzzle. Men and women of this type motivate others to work and play. They walk into a room and bingo – a crowd of people swarms around them. Their ready laugh, warm smile and hardy handshake draw in even the most reserved member or guest. "Playfuls" make sure everyone feels welcome. They need fun and excitement in their lives, and they assume others want the same!

These are the people who plan the entertainment for the club holiday party, keep the meetings high-spirited, and remind the more serious members that speaking to an audience can be enjoyed, not merely endured.

Charles Flowers, an ATM Bronze and past officer of the Hardhats club in San Diego, California, speaks with enthusiasm about Jim Taylor, the club president. "Jim wakes us up every Friday morning," Charles says. "He runs around the room smiling and shaking everyone's hand. He not only



welcomes us, but he lets us know the meeting just wouldn't be the same without us. He's wonderful."

■ **The Powerful Personality** types are the square corners of the puzzle. They'd rather lead than follow, motivating people to take action and giving quick and clear instructions. They can come across as authoritative and overpowering, however, so don't be surprised if, at first, you feel intimidated in their presence. On the up side, the powerful types, according to Charles, provide structure and boundaries – two things every club needs to run effectively.

Charles observes that "Powerfuls" make outstanding club presidents, contest judges and area governors. Acknowledge their strengths, cooperate with them on projects, exhibit loyalty, and the benefits to you and your club will multiply. Because "Powerfuls" like action and results, anyone can learn, grow and achieve personal goals more quickly under their influence.

■ **The Perfect Personality** makes up the straight edges of the puzzle. Charles laughs as we talk about this piece of the puzzle. "The perfect personality is the detail person," he says, "the one who keeps the financial records, is sensitive to others' needs and, as Toastmaster for a meeting, makes sure club members execute their assigned tasks – Ah Counter, Timer, Grammarian, 'Waker-upper' and General Evaluator."

Charles admits that "Perfects," like him, are apt to be critical at times because they don't like mistakes, but they're sincere and sensitive too. "You can count on us," he adds with a twinkle in his eye.

Give "Perfects" what they need – order and support – and they'll give you what you want. They're good listeners and loyal friends. Put them in charge of charts, money, planning meetings. And look to them for sympathy and understanding if you're down. They care about people and are at their best when needed.

■ **The Peaceful Personality** is the background or landscape of the puzzle. "Peacefuls" are always willing to find the middle ground – even in the midst of seeming chaos. They sometimes appear to be indecisive and undisciplined because of their devotion to serenity, but they present a believable and balanced viewpoint that is calming in the midst of disagreement or frustration – such as when two people clash during club executive meetings.

Don't count on the Peaceful personality to motivate or rally for a deadline, however. But "Peacefuls" are ideal when it comes to supporting fellow members and officers behind the scenes. They don't clamor for recognition like the Playful type, or for power or perfection like the Powerful or Perfect personalities. They are simply happy to be part of the group.

By paying attention to the way people in your club behave, how they treat one another and how they present themselves, you'll begin identifying the personality

types around you – Playful, Powerful, Perfect and Peaceful. And you'll soon see where you fit.

"Toastmasters really is about so much more than public speaking," Charles emphasizes. "It's about getting to know yourself through speaking. And while learning about yourself, you learn about other people too."

Charles has been a loyal member of Hardhats for more than 10 years because he is never bored, always stimulated, continually growing, he says. "Unlike the work environment where people show up because they have to earn a living," he reminds us, "Toastmasters is a place for men and women to come together in a caring and supportive environment to work on their goals without the threat of competition or dismissal."

The variables are constantly changing as members take turns serving in different roles such as Toastmaster, club officer, videographer and Grammarian. "We are continually challenged to interact with and adjust to different personalities in different positions on a weekly basis," Charles says. "That's part of the attraction and part of the demand. I continue to learn to appreciate our differences and to enjoy them instead of being annoyed by them. And I take this knowledge and skill into all areas of my life – home, office, church and community."

Toastmasters, more than any other organization Charles has been part of, has helped him to see the value of cooperation, mutual understanding and teamwork. "I cannot achieve my goals on my own," he says, "I need my fellow Toastmasters. And they need me."

As you learn to appreciate the individuality and value of each puzzle piece in your club, you too can attain your speaking goals effectively and harmoniously, and help others do the same in a positive and productive environment that will make a profound difference for good in every area of your life and in the lives of others. **1**

Karen O'Connor is a Certified Personality Plus trainer, professional speaker and award-winning author. She lives and works in San Diego, California.

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Acting lessons for the speaker.

Rx for Peak Platform Performance

***A**s a student actor, I learned that all aspects of my being – my voice, face, body, mind and spirit – are instruments to be played for the expression of my art. As a speaker, I have found this training to be tremendously useful.*

It seems to me that others who wish to become more effective speakers and communicators also could benefit from learning a few techniques of the actor's craft. Building an effective and gratifying relationship with the

audience is a goal shared by anyone who steps onto a stage. This article touches on three ways in which acting training can help the public speaker attain this goal:

Learning to be "alive" in front of an audience – This is a skill stressed by actors but seldom mentioned by speakers. "Being alive" means being in the moment, responsive to the audience and to what happens here and now.

One way you can test whether you're "alive" in front of your audience is to become aware of how you react to distractions. Suppose someone enters the room noisily, something falls to the floor with a loud bang or a fire truck screams past the window, and everyone – except you, the speaker – reacts. In a situation like that, you can be sure you're not living the same moment as your audience. If the speaker is not alert to the same reality as the audience is, to whom is he speaking?

In Toastmasters we give great emphasis to "eye contact." The more important of those two words by far, is "contact." "Eye contact" has always seemed to me a sentence fragment; it needs an object. Better to complete the sentence by saying "I contact you!" Stage actors train every day to make contact, the essential element in creating a piece of theater.

Without contact, everyone might as well stay at home and play canasta. To connect, to be directly in touch with another human in an emotionally cathartic situation, is the main reason we go to the theater. And that is exactly the reason to give a speech rather than to simply pass out a few neatly typed pages. The speaker brings his ideas to life – provided, of course, that he is "alive" himself.

How do actors practice being "alive"? One way is by listening. It may seem paradoxical for a speaker to work on listening, but learning to listen to the audience is very important. There is much to listen to in an audience, involving more than just listening with the ears. The speaker must feel the audience instinctively and be responsive to them. The dictionary definition of listen includes "to pay attention." That is exactly what is needed from speakers: to pay – or better, to repay attention to the audience.

Socially, you can quickly spot a person who does not listen as he speaks. "He is a bore," you say to yourself and later to your friends. Listening to your audience is simply good manners – the mark of a considerate speaker.

Next time you're speaking, pause. Listen to what's coming back to you from the audience. Are the audience members smiling or yawning? How's their body language? Are they on the edge of their seats or in danger of sliding onto the floor? If you can't tell, ask them a direct question: "Are you following me?" Our Toastmasters manuals mention the value of pauses as a device for purposes such as building suspense, but their real value to the speaker is to assess the audience.

Self-consciousness, which creates paralyzing stage fright, is usually the cause of bad acting. The same is true with public speaking. The remedy is to focus on the

immediate task of helping the audience understand, persuading them, inspiring them, entertaining them. An interesting thing happens when you listen to your audience. By placing your attention on them, you take it off yourself. Good actors know that every long speech in a play, every monologue, every soliloquy, is actually a dialogue. The challenge of such deliveries is not so much how to speak them as how to be "alive" in them – and how to bring them to life for the listeners.

Voice and Diction – Perhaps the most important benefit of acting lessons concerns the use of one's vocal tools. Here, more than anywhere else, the lack of technique among speakers is most apparent. Of what use is the most carefully worded, most persuasive, wickedly funny or inspiring speech if it is inaudible? We've all had the experience of sitting in an audience and straining to hear a speaker who whispers, mutters, mumbles or races through a speech. I went up to such a speaker not long ago, and before I could ask for some notes of the speech he had just delivered, he said: "Please don't give me any pointers on speaking clearly.

This is just who I am, and the audience must take it or leave it." Of course, a goodly number of audience members did just that, at the intermission.

Too many speakers feel as helpless to change as that inaudible gentleman did. People think that the great voices of the theater – James Earl Jones, Richard Burton, Sir John Gielgud, for instance, were simply born with powerful speaking instruments and perfect diction. Let me assure you that actors of this caliber work very hard to be heard and understood. I once had the privilege of supporting James Earl Jones in a production of *Othello* in a cavernous, unamplified theater. His nightly pre-show routine included a solid hour of vocal warm-up exercises.

"Well, yes," I can hear you say, "James Earl Jones doing *Othello* is one thing – my five- to-seven-minute manual speech is quite another. Nobody expects me to sound like that."

True. But we in your audience expect and deserve to hear and understand you. Consider this: If Jones, with one of the most famous and beautiful vocal gifts in the world, feels the need to practice, exercise and improve what nature gave him, how are the rest of us to justify living content with our weak pipes and slender reeds?

Here's a suggestion that can make a real difference in your delivery: Sing in the shower. Or the bath. Do tongue-twisters, recite poems, learn to focus your vowels. Practice vocal exercises in the tub. If your family snickers and

"In Toastmasters we give great emphasis to 'eye contact.' The more important of those two words by far, is 'contact.'"

jeers, so much the better. Entertain them! Make sure they can hear you clearly. Shampoo out some of your inhibitions. Scrub away the notion that a soft, quiet voice is required of a polite and virtuous person. Sing out LOUD!

Memorizing and Improvising – Although the texts of plays differ in style and manner from speeches, the basic relationship the performer takes to them is similar. True, the actor in a play must memorize perfectly and the speaker need not. Still, the process of memory is important for both, and the rehearsal of a speech is a lot like the early stages of rehearsal for a play.

An actor works to memorize the role, not the lines. First the script is broken into small pieces, called “beats.” Each beat contains a single idea, action or intention. By repeatedly going over these beats one by one and forging transitions between them, the play and the role become a continuous “arc.” The lines are easier to remember because the arc provides an efficient way for them to travel.

Speakers also should construct their presentations so that they form a unified arc. The better the structure of the speech, the easier the speech is to remember for both speaker and audience. In approaching a role, it is the transitions that the actor works hardest on. If you’re having trouble remembering a certain element in your speech, you probably need a stronger transition there.

Actors usually learn their parts by paraphrasing at first and then becoming more and more “word perfect” with repetition. This is exactly the case with experienced speakers, who concentrate first on the order and progress of ideas when preparing a speech and later, as they rehearse, they develop the exact wording. Some speakers like to set the words firmly for themselves, while others are content to set only the ideas.

Both methods have advantages. Those who feel stronger about their writing skill like to have the strongest words, developed and set for the greatest impact. Those who place more value on their spontaneity will leave the idea in a nascent state and depend on the energy of the moment to carry the day. Often a combination of the two styles works well, using rote memorization where some especially apt or forceful phrases have emerged in rehearsal, and in other places improvising and finding the exact words to express the idea at the moment and in partnership with the audience.

This brings us to improvisation. “Improv” is an important tool for speakers who use it in off-the-cuff presentations and in Table Topics. In the theater, improv is mainly an exercise meant to keep the actor’s imagination agile and flexible. More and more, however, improvisation has become the main event, with theater companies like Second City, TV programs like *Saturday Night Live* and

Mike Leigh films succeeding with only the sketchiest of scripts. Improv is the jazz of drama.

The actor can show many improvisational techniques to the public speaker. Chief among them is the need to take what you get and play with it. Improvising is not a happy experience for perfectionists. The spirit of play must be present in abundance. There is no greater kill-joy than a grumpy grown-up standing by in one’s mind, all judgment and negativity.

The seeming paradox between rigid control and spontaneous freedom, between a strong, well-structured arc and a playful, improvisational spirit, is the reason great actors and great speakers are so rare. Most fall on one side or the other. Some speakers write brilliantly but undermine their brilliance by reading slavishly; others who can entertain and banter ‘til the cows come home, leave us wondering if there was any point to it.

Fortunately, both memorizing and improvising are skills that can be acquired by practice. If you feel safer reading or memorizing until your speech is rock solid – lighten up! Build in a Q&A; interact with your audience; give yourself the challenge of doing a five- to seven-minute speech off-the-cuff.

For the free-wheeling banterist, try to practice a speech two hours for each minute of time at the lectern. But practice the actor’s way. Learn the ideas first, then the most expressive, efficient words to communicate them. Work in small pieces and then hammer in the transitions. Absolutely memorize the opening and the closing. Use your improv skills in the performance.

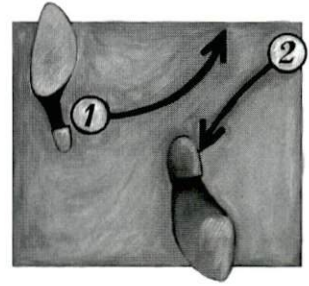
When I first joined Toastmasters, people who knew my acting background told me to beware as a speaker, saying that platform speaking is not a performance. I think they meant that there was a need for great authenticity in a speaker. No room for the actor to hide behind a character, no sets, props, playwright or director. I believe these people were holding too narrow a view of “performance” and putting too exclusive a definition on “authentic.”

Every speaker, actor, acrobat and clown must perform. If they are to move and entertain, to persuade or inspire their audiences, they must do so with great authenticity. For speakers, the challenge is to bring the wide world of experience and ideas to the most restricted of spaces – a platform. We speakers must find a way to create a “platformance.” **T**

Michael Landrum, ATM-B, is a member of S E C Roughriders Club 1876-46 in New York City. He is a business and presentation skills coach and conducts workshops in and around the city. He has been an actor for nearly 40 years, appearing in plays on and off Broadway, on television and in commercials.

“The better the structure of the speech, the easier the speech is to remember for both speaker and audience.”

By Don Ritter Jr., ATM-S



Do You Motivate, Inspire or Simply Perspire?

THE OTHER DAY I WAS DOING SOME RESEARCH FOR THAT NEXT great speech when I quizzed a co-worker (a non-Toastmaster) with the following question: "What do you feel are the successful elements of an effective motivational and inspirational speech?" Expecting specific examples, I was

surprised by her astute response. She retorted, "Which type of speech, motivational or inspirational?"

"Say what?" In an instant, the temperature in the room seemed to rise, for now I was on the hot seat. Upon quick reflection, it soon became apparent that in her eyes I had incorrectly paired the two. My "two peas in a pod" actually turned out to be "apples and oranges."

While it is possible to blend the two styles to form an effective speech, let's answer her question and discuss the fundamental elements of each type. Inspired by the challenge, I did some research and formulated what I feel are the six key elements of each.

MOTIVATIONAL SPEECHES:

- **Share personal strategies of success.** People want to know your specific roadmap for success. If they understand the process of how it can be done, they'll be more interested to try.
- **Relate to familiar situations the audience may face.** Use real-life examples. You may understand what it takes to win a Nobel Prize for physics and are eager to explain it, but most folks would rather hear you teach them how to modify their old coffeepot to make a better-tasting cup of coffee.
- **Discuss immediate benefits to the audience.** This is the big hook, which can be used to land and maintain their attention.
For example, by reading this article and effectively applying these straightforward elements you can gain an edge over your competition in the upcoming club and area contests. Sounds good, you'll keep reading – right?
- **Use visual aids, charts and checklists to reinforce message.** From experience, I have found I am an extremely visual person. When I can see a picture, I more easily understand the "Big Picture." Believe me, it does speak a thousand words and brings your audience quicker to your ultimate goal – your message.

- **Provide a vehicle for others to follow to achieve similar results.** Share your recipe for success. Teach your audience "how to fish." It will feed their interest past your last syllable and give them a blueprint to follow when you are gone.

■ **Issue an immediate challenge to audience.** Secure a commitment for timely action. All the clichés you have heard are true: "There is no time like the present"; "Sound the trumpet and rally the troops"; "Strike while the iron is hot" and the topic is "fresh in their minds."

INSPIRATIONAL SPEECHES:

- **Share personal stories. Make it real.** A personal story is universal and unique. We all have many to choose from, and they are usually different and fascinating to listen to.
- **Touch a nerve with the audience, display emotion.** Stir the pot and "cut the onions" to release a flow of memories powerful enough to make us listen, laugh and cry. By sharing our deepest feelings, the audience members relive your experiences and tingle along with you.
- **Overcome adversity to achieve a personal goal.** Stories about the underdog succeeding against the odds will always be popular. The struggle with dilemmas and hardship is a universal human condition we all can relate to.
- **Incorporate humor.** We learn best while we are laughing; humor is indeed "the best medicine."
- **Explain that success is universal and repeatable.** We like to know success can happen to us as well. No matter how bad, we all want to believe we can achieve a happy ending.
- **Provide hope.** Remind the audience that no challenge is too great for those who are resourceful and determined.

The path to achieve truly effective communication includes carefully worded questions. Only when we seek to ask the question do we begin to understand the answer. **1**

Don Ritter, ATM-S, is a member of Vocal Professionals 7241-25 in Grand Prairie, Texas and Northern Orators 5584-6 in Minneapolis, Minnesota.



MEMBERSHIP BUILDING

By Wayne Myers, ATM-B

There's no limit to what a club can accomplish when it follows leadership principles and a bold goal.

365 Days to a Club Turnaround

"We do not imitate, but are a model to others."
PERICLES (OF THE ATHENIANS)

In June 1998, members of the Nathan Hale Toastmasters Club gathered at a dinner to celebrate the club's 10th anniversary. But the festivity belied reality. Our club was falling apart. But its decline was so gradual that it was nearly imperceptible without a close scrutiny of the facts, which were harsh. Over time, more and more of our members were giving fewer speeches. Some members had not delivered a manual speech in years!

We reached our nadir in the 1997-98 Toastmasters year. That year, we had not earned a single Toastmasters award. And none of our members in leadership positions had participated in officer training. We had lost focus, and our future was bleak.

Or so it seemed. This is the story of our club's remarkable turnaround – and of what a club can do when it follows leadership principles and sets a bold goal.

Here's the eight-step plan we followed:

■ **Set a Bold Goal and Instill a Sense of Urgency:** In July 1998, as our club's new president, I was mapping out our speaking goals for the year ahead and searching for ideas to motivate our listless club members. I was convinced the club's continued existence was at stake.

The competition between baseball's Mark McGwire of the St. Louis Cardinals and Sammy Sosa of the Chicago Cubs to break the 37-year-old record of 61 home runs in



a single season, set by Roger Maris of the New York Yankees, provided the impetus we needed.

■ **Find a Hook:** I persuaded fellow club members to buy into the idea of trying to beat the Pericles Toastmasters club's record 122 speeches for a club in the 20-29 member category, set in 1961, the same year Maris set his home-run record.

In June 1961, the Pericles Club of Athens, Georgia, passed the record of 120 speeches in a single Toastmasters year, which the Cardozo Toastmasters club of New York City had set in the 1925-26 Toastmasters year. Our club was intrigued with taking on the challenge. The snowball began to form and gain momentum. We wanted that record! Although no one realized it at the time, many successes would come from that goal. Even more

important, it was a true group effort.

■ **Share the Leadership:** Club heroes emerged. Among them were George Dalmas, who organized the "Pericles

Leadership Principles

- Set a bold goal
- Instill a sense of urgency
- Get buy-in
- Share leadership
- Get everyone involved
- Publicize victories
- Keep your eye on the goal
- Have fun!

Speakers' Forum" – a monthly "speeches only" event – and Cora Jacobson and Delores Cashell, both first-time officers. Emphasizing that giving speeches is an essential activity of any Toastmasters club, the new officers exhorted members to speak frequently. And members responded positively.

■ **Get Everyone Involved:** Realizing that participation by members who had become inactive was necessary to reach our goal, active members feverishly worked on rekindling passive members' interest. Their efforts paid off. Members who hadn't showed up for some time made sudden and dramatic appearances, with speeches in hand, during the final few weeks of our campaign.

■ **Publicize Victories:** Each month, Dan Ramey, editor of *Nathan's Tale*, our club's newsletter, published updates, with meeting-by-meeting statistics, on where we stood as we sought to surpass Pericles' and Cardozo's speech records. We were "Chasing Pericles."

■ **Keep Your Eye on the Goal:** By mid-April 1999, with 23 members now in our club, we were in record waters. Our members had delivered more than 100 speeches since we embarked on our venture. On May 26, we delivered speeches number 118, 119, 120 and 121, passing the Cardozo club's mark.

The stage was set for Record Day, Friday, May 28, 1999. Only the Pericles club's nearly 38-year-old mark of 122

speeches remained to be overcome. Ed Pawlowski, Distinguished Toastmaster and our club's founder, delivered our record-breaking 123rd speech on the topic of – what else? – motivating club members! Terry Franklin, our club's treasurer, then delivered our Word of the Day – "stupendous." And it was! We now stood alone: One hundred and twenty-three speeches in a Toastmasters year for a club in the 20-29 member category.

A Stunning Turnaround

In the 1998-99 Toastmasters year, the Nathan Hale Toastmasters club – a club that had not earned a single Toastmasters award the previous year – accomplished the following:

- Its members earned eight Competent Toastmaster, three Advanced Toastmaster, and four Competent Leader awards;
- It became a Select Distinguished Club;
- It had 100 percent membership participation;
- Its members delivered 155 speeches.

■ **Have fun!** With still more than a month to go in the Toastmasters year, Dan Ramey altered his monthly "Chasing Pericles" column in the June edition of our *Nathan's Tale* newsletter to read "Surpassing Pericles." By the time it all came to an end at our Record Day Ceremony on June 30, our club members had delivered 155 speeches. Months later, Cora Jacobson, our Sergeant-at-Arms, summed it up: "Pericles: chased, caught and clobbered."

We had staged a stunning turnaround. And our success has carried over into the 1999-2000 Toastmasters year. Many of our members continue to earn Toastmasters awards and, for possibly the first time in

our club's history, all of our club officers attended district-sponsored training. T

Wayne Myers, ATM-B, was president of the Nathan Hale Toastmasters Club 6967-27 in McLean, Virginia, in 1998-99. Nathan Hale Club past president Dan Ramey, ATM-S, contributed to this article.

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CAN WE TALK?

By Patrick Mott

Don't let your clothes do the talking.

Dressing for the Stage

In the early days of his stand-up career, comedian Steve Martin would arrive on stage dressed in what, for that time, was a highly unusual showbiz ensemble – a natty suit and tie. Audiences would immediately howl.

The reason: Martin also wore a fake arrow-through-the-head prop.

Good speakers who want to look the part in front of any audience can find a lesson there. To butcher Shakespeare only slightly, “To thine own self, dress true.”

This doesn't mean you should stand behind the lectern wearing a Batman suit if you see yourself as a mysterious champion of the oppressed. It means that you dress in such a way that your audience will perceive you as the genuine article, no more or less than who you truly are as a speaker and person.

This might sound a little mystical in theory. In practice, though, it isn't. Dressing properly is simply another way of allowing your audience easy access to you and your message, and the rules are easy to master.

■ **Don't “cross up” your audience.** In baseball, when a pitcher throws a pitch that's different from what the catcher expected, the pitcher “crosses up” the catcher. You do the same thing to an audience when at a formal occasion you arrive dressed in, say, khakis and a sport coat. Or when you show up to speak at a club picnic encased in Armani. Likewise, if your speech's subject

matter is weighty or formal, your wardrobe choice should be too.

“Society is like a group of tribes, and each of these tribes does things differently,” says Dianna Pfaff-Martin, founder of California Image Advisors, a training, development and image consulting company. “You have to identify the type of people you'll be speaking to, and what the subject matter will be, when you're thinking about what to wear.”

■ **Stand out...a little.** You don't want to look as if you just ran away from the circus, but neither do you want the wallpaper to swallow you up. As a speaker, you are, after all, supposed to be the focus of all eyes and ears. Pfaff-Martin sees judicious use of color as a means to help bring about the desired result. For men, this is usually achieved by a choice of tie; for women, the choice of the dominant color in her entire outfit. These colors can be bright and expressive, says Pfaff-Martin, but they shouldn't overwhelm the rest of the sartorial ensemble.

■ **Remember that Tabasco sauce is red.** This will remind you to use that color discreetly and well.

“Red, psychologically, has a lot of power,” Pfaff-Martin reminds us. “It's been shown that red stimulates the pituitary gland and increases the heart rate in both men and women.”

It also magnifies emotion. This means that if an audience is inclined to like and agree with you, red may increase that favorable response. Conversely, however, it may stoke the negative feelings that a bad impression engenders. Whatever you are, you will be more so in red.

■ **It's hard to go wrong with white.** For men's shirts and women's blouses, white is the safest and most formal and conservative color, says Pfaff-Martin. The best bet for men is a 100 percent cotton shirt with a tab collar, freshly starched from the cleaners. Button-down collars are considered largely out of style or too informal, she explains.



For a slightly more informal impression, her shirt-color preference is periwinkle blue.

■ **Save the prints for wedding receptions.** Women “need to be very careful to avoid strong patterns and prints in their wardrobes,” Phaff-Martin believes. “Women enjoy prints, but if they’re going to be speakers or presenters, I’d suggest solid colors. Blue is the most respected color if you’re going to wear a suit. If you’re going to be more casual, you could go with a trouser-style cuffed and pleated pant with a solid blouse, and the blouse need not be white.”

■ **Keep it straight.** When you dress to mean business, swooping, curving or radical lines should give way to straight lines – crisp verticals and horizontals that sharply define the outfit. This, for women, means moderate accessorizing – no dangling earrings or bracelets or excessive jewelry.

■ **Strike a balance.** The speaker’s perfect ensemble, says Phaff-Martin, should contain no single element –

“Everything you wear should complement the purpose of the meeting or the interaction among people.”

for instance, a tie, necklace or pair of shoes – that calls attention to itself. The outfit should be one harmonious whole.

“When everything is in balance,” she says, “no one thing pulls up the red flag. The focus stays on the meaning of your words. Everything you wear should complement the purpose of the meeting or the interaction among people.”

There’s one final intangible, and it may be the best reason of all to take care with our speaking clothes: When we’re properly dressed, our comfort- and self-esteem levels rise proportionately.

“Some insightful person,” wrote fashion writer C. Bruce Boyer, “...opined that being properly dressed can confer a peace of mind often not attained even from prayer.”

So take care when choosing your speaking duds. And don’t forget to say amen. **T**

Patrick Mott is a freelance writer living in Fullerton, California.

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Miss America 1997 Talks to Teens

It may surprise you to know that contestants in the Miss America Pageant generally worry more about their public speaking skills than their appearance.

According to former Toastmaster Tara Dawn (Holland) Christensen, Miss America 1997, "When the Miss America Organization was formed in 1921, the role of women was quite different from the role of women today. Even 20 or 30 years ago, Miss America attended events to sign autographs, smile and cut ribbons. Today, she has a platform issue. The title of Miss America is a full-time speaking job."

This Miss America wouldn't have been interested in participating had she been a young woman 40 or 50 years ago. "Had it not been for the speaking tour – if it were simply a ribbon-cutting and smiling job – I would not have been there," she says. "I would not have found a lot of value in spending my year like that." Christensen had a platform. She had something to say and she wanted to make a difference.

When she was 15 she learned that an adult relative could not read. At 17, she made a commitment to speak out on the topic of literacy and decided she would do that as Miss America.

Because excellent public speaking ability is critical to winning the crown, Christensen joined a local Toastmasters club. She says, "I wanted to improve my skills and be better able to handle the job as speaker on my issue."

She admits she needed help eliminating conjunction words from her speech. "It wasn't so much 'um' as it was 'and.' I was joining together all my thoughts and not having a definite ending or beginning. So that (training) was very important for me." Of course Table Topics offered valuable practice for the interview portion of the competition.

Representing Kansas in the 1996 Miss America Pageant, Christensen won the title, and her dream of educating people on the issue of literacy became a reality.

But her reign is over. She doesn't have to travel and make speeches anymore. So what is she doing? Traveling and making speeches. Still using her innate talents and the skills she learned and honed in her Toastmasters club, she continues to spread the word about literacy, but she has added a new platform to her repertoire. Now she also speaks to teens on the potentially unpopular topic of abstinence.

"I call it the 'U CAN 2' message," says Christensen. An advocate and an example to youths in the area of abstinence from drugs, alcohol and premarital sex, she takes her message into public and private middle and high schools as well as colleges. "I talk about pursuing



BY PATRICIA L. FRY ■ PHOTO OF YOUTH BY DAVID WOODS

Former Toastmaster and beauty queen Tara Dawn Christensen is now a professional speaker. She says "being real" is the key to holding teenagers' attention.



dreams, achieving goals and what it takes to achieve your goals," she says. "Part of the message is that you have to do what you say you will do. It involves making choices about drugs, alcohol and premarital sex."

This topic is not one that would automatically make her a hero among teenagers. How does she get them to listen? What is her secret to holding the attention of a gymnasium full of young people? This beauty queen/professional speaker knows what she's doing. Here's Tara Dawn Christensen's blueprint for speaking to teens:

1 Have a high level of energy. "Kids are not going to be energetic about something that you're not energetic about," says Christensen. "We often think of standing behind a lectern when speaking to adults. With youth, I'm all over the place. They need movement. They need to feel like I'm right there with them. So I go to them." Christensen, who is often surrounded by 3,000 teenagers on bleachers, says, "I'm in the middle of them, so my job is to make all sides feel they are a part of [the presentation]."

She also recommends getting lots of sleep. "And," she says, "it doesn't matter what happened last night or that

morning. I toss everything aside and really focus on them. I let them know that I care and that's why I'm there."

2 Use real-life illustrations. Young people don't want philosophy. They want to hear true stories. They need something they can relate to, Christensen says.

And when you're sharing a message such as the one Christensen gives, you have to reveal some of yourself. She certainly bares her soul, pointing out that she has abstained from alcohol, drugs and premarital sex and that she is not alone.

3 Talk to young people, not over them and not at them. Christensen is adamant about this point. You have a better chance of success when speaking to kids if you like them, understand them and show them some consideration.

She says, "If young people think you're coming to talk at them about whatever is important to *you*, then you're not going to make a difference in their lives. They're not going to walk away thinking about what you said."

4 Command respect. "But do it with a smile," says Christensen. She maintains that every aspect of what you're doing is important in commanding that respect. She says, "I look at everything, from what I'm wearing to my posture to my command of the microphone. Having the microphone hot enough is important. If it's too low they can't hear you and guess what? They're not going to try."

She warns: "A speaker can easily get run over by teenagers if he lets those first five minutes go without letting them know he isn't going to tolerate talking, hitting each other, passing notes and so forth." She says, "I have found that if you establish groundrules at the beginning, they will respect them throughout the entire presentation."

To stop a disturbance, for example, Christensen halts her presentation and looks at the youngster who is causing the problem. "I do not continue until I have their attention," she says. "The rest of the people around them will kind of take care of getting them to pay attention. And if they know they're holding up the whole assembly, they will usually stop. Without scolding them and really getting on their bad side, I'm telling them I'm not going to tolerate that behavior."

Of course, you also have to know how to hold their attention. Christensen says, "You must have something captivating to say." And she suggests starting with an illustration. "I start with a story to get their attention and then I tell them the point behind it."

5 Be honest, open and vulnerable. "Kids today are being lied to in every area of their lives, whether it's their peers, their parents, the media, the Internet or MTV," says Christensen. "They're getting all kinds of

stories and they need somebody who is going to be open and honest with them. That means you have to bare a little bit of your soul to them. They will respect you for that."

6 Challenge them. "This generation is looking for a challenge," says Christensen. "They are a brilliant, community service-minded generation. Even though, as adolescents, they tend to be egocentric, in comparison to other generations at this age, they really do care about others and they want to do something to help other people."

She's concerned, however, that so little is expected of teens nowadays that they don't feel challenged. She says, "If you challenge them, they generally respond well." But she cautions those who wish to speak before large groups of teens: "Make sure, before you get in front, that you really have something to say to them – that it is not just an idea that you want to pass on to them. Call them to action – whether it's to get involved in a program, stop doing something or start doing something. Make sure there's an action involved rather than just sharing your thoughts."

She continues, "What I've realized is that if you put a big challenge out there and it's attainable and you show them that it's attainable, then they're more likely to listen – I think a lot of them feel they haven't been successful because they've not been challenged to be successful."

Christensen encourages her listeners to pursue goals, but to start with small steps that are accessible now and then work toward the bigger goals.

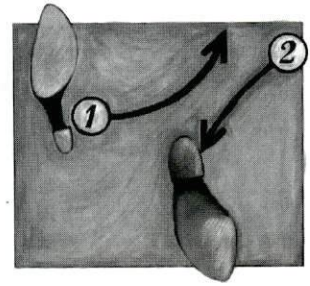
She tells her audiences, "When I decided I wanted to become Miss America, the Federal Express person didn't just show up at my door with a crown. I had to create a plan of action. A plan that would help me get from where I was to where I wanted to be. So I walk them through that. I encourage them to tell me their goals. I've heard every goal from being a farmer to being the U.S. president. All of those are attainable goals."

7 Listen to what they're not saying. Christensen suggests that if the kids are getting fidgety, you need to change the pace. Add an illustration, get the audience involved. She says, "They will let you know what they're thinking and feeling by their reactions to you. You need to listen to your audience and go with them."

Tara Dawn Christensen is not just another pretty face. She's also an eloquent, effective speaker who is making a difference. This is a Toastmaster who continues to meet her own lofty goals. **T**

Patricia Fry, CTM, is a freelance writer living in Ojai, California, and author of the recent book, *A Writer's Guide to Magazine Articles for Book Promotion and Profit.*

By Mary Jeanne Vincent



Hot Tips for Speakers, Trainers and Facilitators

From Fizzle to Sizzle

DID YOUR LAST SPEECH OR WORKSHOP SIZZLE LIKE BUTTER ON a hot griddle or did it fizzle like a can of soda left on the kitchen counter too long? What do audiences gain when you sizzle? Knowledge, information, an interest in the subject – in short, exactly what you want them to gain!

Experts in the field of accelerated learning agree that people learn and retain more when they are actively involved in the process. Use the following tips to turn up the heat and put the sizzle in your next presentation. Your audience will be glad you did, and so will you!

1 Build interest by creating a catchy title. Spoof TV shows, play with acronyms and company jargon, or use rhymes and alliteration. Example: “From Bore and Snore to We Want More,” is a title my two colleagues and I used for a workshop we presented.

2 Involve your participants immediately. Start with a question that relates to your topic. If the topic is coaching, “Who was the best coach you ever had, and why?” If the topic is finance, “How often do you balance your checkbook?” Or, make a controversial statement, “The next president of the United States will be a woman!”

3 Make it fun – even technical subjects can be fun. Use games to teach or review dry material: Banking Bingo, Job Search Jeopardy, Stump Your Partner, or 20 Questions.

4 Vary the pace and the process every 15-20 minutes. Include brainstorming, discussion, role-plays, videos, brief lectures or whatever else is appropriate. This will keep your audience awake and interested while activating both the right and left sides of their brains.

5 Use metaphors and analogies to help the audience make connections between what they already know and the new ideas you are presenting. Years ago, when I was adjusting to my first computer, my boss drew a picture of a file cabinet and made an analogy between it and

the computer. As a result, I easily grasped the concept of computer folders and files.

6 Stimulate your audience with colorful visuals. Hang posters, signs and bright objects on the walls. Make flipcharts, overheads and handouts bold and colorful.

7 Provide opportunities for the audience to interact with each other. Break them into pairs or trios and ask them to share ideas. For example, in a goal-setting workshop, ask participants to pair up and share a personal or professional goal they have achieved in the last 12 months.

8 Allow time for doing and reflecting. Adults need to both make sense of and incorporate new information.

9 Lighten the mood. Use related cartoons, motivational sayings and toys as props. It may be a serious topic but it doesn't have to be deadly serious!

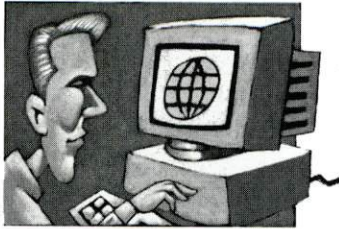
10 Keep the ball in the participants' court 70 percent of the time. That means limiting your lecture time to accelerate learning and increase retention.

11 Plan for spontaneity. Know your material and then incorporate at least one new idea or approach in every presentation. This will keep the material fresh for you and your audience.

12 Celebrate your audience at every opportunity. We all need to be appreciated, so thank your audience for their insight, knowledge and interest.

There you have it – a dozen ideas guaranteed to make your next presentation SIZZLE! **1**

Mary Jeanne Vincent is a professional speaker, trainer, coach, and facilitator. The co-author of *Play Breaks: Tips for Trainers*, she is a member of the Monterey Peninsula Club 934-4 in Monterey, California.



Encyclopedias Want to Be Free

Encyclopedias have traditionally been regarded by academics as second-rate sources of information, collections of summaries short on depth and authority, works you'd be embarrassed to cite in a paper or presentation. Using primary sources – firsthand accounts and opinion – is the gold standard.

But as the Internet makes dubious firsthand information available with a few clicks of the mouse, encyclopedias aren't looking so bad after all, particularly for speakers. In contrast to the rumors, gossip, hoaxes, exaggerations, falsehoods and mistakes that you can find on the Net, encyclopedias are a mainstay of professionally written and edited materials that, for the most part, are accurate and trustworthy.

Change is again rousing the once sleepy world of encyclopedias, making them more accessible than ever.

The leader here is the unlikely of trailblazers, the formerly staid and ever fusty *Encyclopedia Britannica*. This British-born, but now American-owned, grande dame of reference works, the last of the top encyclopedias to embrace multimedia CD-ROMs, is the first to make its entire content available for free on the Web.

At Britannica.com (<http://www.britannica.com>) you can freely search through any of the 76,000 articles – 3,000 more than the 32-volume printed set, which is still available for a cool \$1,250. (*Encyclopedia Britannica* has another Web site at <http://www.eb.com> that's targeted toward libraries, schools and other institutions and carries subscription fees.)

To compete in the frenzied and future-oriented dot-com world, Britannica.com is giving away more than the

wide-ranging content of its unparalleled encyclopedia. It also offers fresh material every day – news, weather, sports, features about pop culture and other topics, and 125,000 selected links to other Web sites. "We want people to visit us every day," says spokesperson Tom Panelas.

To succeed, the company needs frequent visitors. Its business model is based on advertising and e-commerce (the company sells educational tools such as telescopes and science kits).

Britannica.com is in the vanguard, with other encyclopedias likely to follow, if kicking and screaming. "As print encyclopedias were overwhelmed by CD-ROMs, CD-ROM encyclopedias may be overwhelmed by the Web," says David Card, an analyst for Jupiter Communications, an Internet research firm in New York City.

Microsoft, the company that has succeeded by trying to eat everyone else's lunch, has taken baby steps here. At MSN Encarta (<http://encarta.msn.com>), you can get free access to a concise encyclopedia of 16,000 abridged articles and a world atlas. Access to the 42,000 articles in the unabridged encyclopedias still cost \$50 a year, or \$40 a year if you recently bought an Encarta CD-ROM.

The other major encyclopedias are even slower out of the gate. Grolier Multimedia Encyclopedia Online



(<http://gme.grolier.com>) costs \$60 a year; World Book Online (<http://www.worldbookonline.com>) is \$50 a year; and Compton's Encyclopedia Online (http://www.comptons.com/index_retail.html) is \$40 a year. None offer free abridged versions, though all the pay encyclopedias offer free trial periods ranging from one week to one month.

Fortunately, you have other free offerings to choose from. Funkandwagnalls.com (<http://www.funkandwagnalls.com>) offers the complete content of the unabridged *Funk & Wagnalls Encyclopedias*, along with a dictionary, thesaurus, atlas, animal encyclopedia and media gallery where you can access photos, animations, music and speeches.

Electric Library's Encyclopedia.com (<http://www.encyclopedia.com>) offers only an abridged encyclopedia, the *Concise Columbia Electronic Encyclopedia*. But for more depth, it also includes links to related Web sites and articles from Electric Library, a compendium of 3 million articles from magazines, newspapers and other sources. Access to Electric Library, however, costs \$60 a year.

Nothing beats an almanac for quick facts on everyday items, which is the forte of InfoPlease.com (<http://www.infoplease.com>). It offers almanacs on general topics, entertainment, sports, and kids' interests as well as an encyclopedia and a dictionary - all free of charge.

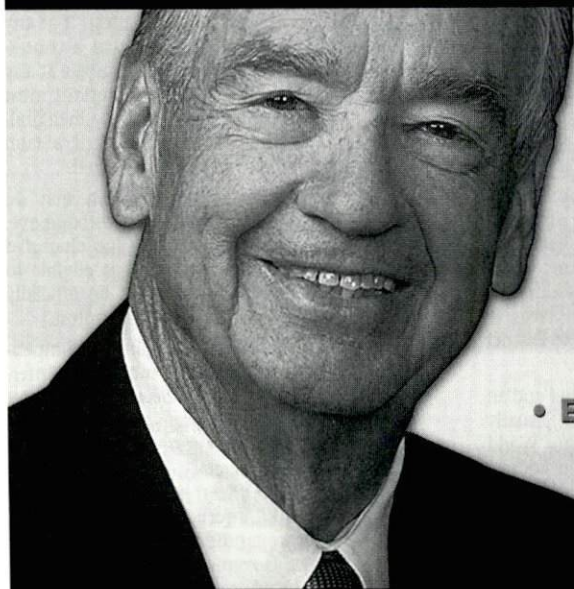
Big companies may be staking claim to the Web, but there's still room for home-grown efforts. Internet Oracle (<http://www.internetoracle.com/encyclop.htm>) provides a convenient, free launch pad to search through 23 general and specialized encyclopedias and other reference works, plus links to dozens of other reference sources.

Resource Central (<http://www.kalama.com/~mariner>) is a similar site, offering links to 40 encyclopedias, 60 dictionaries and numerous other reference sources. Library Spot (<http://www.libraryspot.com>) and Virtual Reference Desk (<http://www.refdesk.com>) also deserve bookmarks.

You still wouldn't want to quote encyclopedias in a doctoral dissertation, but for quickly finding reliable information to help you with your work, home or school life, they're hard to beat. And with the trailblazing efforts behind *Encyclopedia Britannica*, free access to them is a trend that will be hard to stop. **T**

Reid Goldsborough is a syndicated columnist and author of the book *Straight Talk About the Information Superhighway*. He can be reached at reidgold@netaxs.com or <http://members.home.net/reidgold>.

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I N T E R N A T I O N A L

Speech Contest Rules



Before entering the International Speech Contest, study the rules, especially those pertaining to eligibility, speech length, originality, timing and protests.

In addition, attend the pre-contest briefing for all contestants, held by the contest chairman, who will tell you the rules and procedures. During the briefing, contestants also draw for speaking positions and become familiar with the speaking area. This is your opportunity to ask any questions about the contest.

Familiarity with contest rules and procedures often makes the difference between winning and losing. Be a winner – know the rules and procedures.

1. PURPOSE

- A. To provide an opportunity for speakers to improve their speaking abilities and to recognize the best as encouragement to all.
- B. To provide an opportunity to learn by observing the more proficient speakers who have benefited from their Toastmasters training.

2. APPLICABILITY

These rules, unless otherwise noted, apply to all Toastmasters speech contests which select contestants for the annual International Speech Contest, which is conducted in English only. These rules may not be supplanted or modified, and no exceptions may be made.

3. SELECTION SEQUENCE

- A. Club, Area, District. Each Club in good standing may select a contestant to compete in the Area contest. A Club may choose its contestant by whatever means the Club desires. If a contest is held, it must comply with all these rules and the contest result is final. The Area speech contest winner then proceeds to the Division contest (if applicable). The Division winner then proceeds to the District contest. Should an Area or Division contest winner be unable to participate in the next level contest, the highest placed available contestant will advance to that level. NOTE: The District contest chairman informs World Headquarters of the name and address of the winner and alternate in the District contest. Information concerning the Regional contest is then mailed to the winner and alternate.
- B. In those Areas with four assigned Clubs or less eight weeks prior to the Area contest, Districts have the option to allow the two highest placed available contestants from each Club to compete in the Area contest.

Should additional Clubs charter prior to the Area contest, the two highest placed available contestants from each Club may compete. In those Divisions with four assigned Areas or less, Districts have the option to allow the two highest placed available contestants from each Area to compete. In Districts with four assigned Divisions or less, Districts have the option to allow the two highest placed available contestants from each Division to participate in the District contest.

The decision whether or not to allow two contestants to advance from Club to Area, from Area to Division, and/or from Division to District must be made and communicated throughout the District prior to the commencement of the contest cycle – i.e. prior to any Club contests being held. Once the decision is made, it must be implemented consistently throughout the District in all Areas and Divisions affected. If a District decides to allow two contestants to advance from Club to Area, its decisions regarding the number to advance from Area to Division and/or from Division to District need not be the same.

- C. Each Region shall select a winner and an alternate. The contest chairman, usually the first-year Director, informs World Headquarters of the name and address of the winner and alternate in the Regional contest. Information concerning the International Speech Contest is then mailed to the winner and alternate. Eight speakers, one from each Region, compete in the International contest. A ninth speaker, selected in a special speech contest among Districts outside of North America, also competes in the International contest.

4. ELIGIBILITY

- A. To be eligible to compete at any level of

the International Speech Contest, an individual must:

1. Be a Toastmaster in good standing of a Club in good standing.
2. Have completed at least six manual speeches in the Communication and Leadership Program manual prior to the Club contest.
3. If a new, dual, or reinstated member, have dues current with Toastmasters International.
4. A member must maintain eligibility at all levels of any contest. If at any level it is discovered that a contestant was ineligible to compete at any previous level, the contestant must be disqualified even if the ineligibility is not discovered until a later level and has been corrected.
- B. Only one kind of exception may be made to the requirements listed above. A charter member of a Club chartered since the previous July 1 is eligible to compete. (The Club must be officially chartered prior to the Area contest.)
- C. The following are ineligible for competition in any contest: incumbent International Officers and Directors; District Officers (Governor, any Lieutenant Governor, Division Governor, Area Governor, Secretary, Treasurer, or Public Relations Officer) whose terms expire June 30; International Officer and Director candidates; Immediate Past District Governors; District Officers or announced candidates for the term beginning the upcoming July 1.
- D. The winner of the contest finals held each August during the International Convention is not eligible to compete again at any level.
- E. Toastmasters who are members in more than one Club and who meet all other eligibility requirements may compete in

each Club contest in which membership in good standing is held. However, should they win more than one Club International Speech Contest, the contestant may represent only one of the Clubs at the Area level. No contestant can compete in more than one Area International Speech Contest, even if the two Areas are in different Divisions or different Districts.

- F. A contestant must be a member in good standing of the Club, Area, Division, District, or Region being represented when competing in a speech contest at the next level.
- G. Each contestant must complete the Speaker's Certification of Eligibility and Originality (form 1183) and submit it to the chief judge prior to the contest.

5. SPEECH SUBJECT AND PREPARATION

- A. Subject for the prepared speech shall be selected by the contestant.
- B. Contestants must prepare their own five- to seven-minute speeches, which must be substantially original and certified as such in writing to the chief judge by the contestants prior to the presentation of the speeches (on form 1183, Speaker's Certification of Eligibility and Originality). Any quoted material must be so identified during the speech presentation.
- C. All contestants will speak from the same platform or area designated by the contest chairman with prior knowledge of all the judges and all the contestants. The contestants may speak from any position within the designated area and are not limited to standing at the lectern/podium.
 - 1. A lectern/podium will be available. However, the use of the lectern/podium is optional.
 - 2. If amplification is necessary, a lectern/podium fixed-mounted microphone and a portable microphone should be made available, if possible. It is suggested that the fixed-mounted microphone be nondirectional. The selection and use of a microphone is optional for each contestant.
 - 3. All equipment will be available for contestants to practice prior to the contest. Contestants are responsible for arranging their preferred setup of the lectern/podium microphone and other equipment in a quiet manner before being introduced by the Toastmaster.
- D. Every participant must present an entirely new and different speech for the Regional and for the International contests than given in any contest that same year. Up to and including the District contest, contestants may use the same speech, but are not required to do so.
- E. Winners of each District contest shall present a detailed outline of their winning speech in the District contest to the chief judge of the Regional contest. Winners of the Regional contest will prepare and mail to World Headquarters outlines of their District and Regional winning speeches, which will be given to the chief judge at the International contest.

6. GENERAL PROCEDURE

- A. At the Club or Area level contests, a contest chairman, chief judge, at least five judges, three counters, and two timers are appointed. These appointments will be as far as practical at the Club level, but required for the Area level.

At the Division or District level contests, there should be at least seven judges or equal representation from the Areas composing the Division or District in addition to a contest chairman, chief judge, three counters, and two timers.

At the Regional or International contest, there should be at least nine judges or equal representation from the Districts or Regions respectively; no judge shall be a member of the Club represented by a contestant. In addition to these judges, five qualifying judges, a contest chairman, chief judge, three counters, and two timers are appointed.

All judges will judge all contestants.

- B. Before the contest, contestants are briefed on the rules by the contest chairman. Judges, counters, and timers are briefed on their duties by the chief judge. Contestants will then draw for their speaking position with the contest chairman.
- C. If a contestant is absent from the briefing, the alternate speaker, if present, may be included in place of the primary contestant. When the contest Toastmaster is introduced, if not present, the primary contestant is disqualified and the alternate officially becomes the contestant. Where the primary contestant arrives and makes this known to the contest chairman and has all required paperwork in good order prior to the introduction, and missed the briefing, disqualification shall not occur and the primary contestant may speak in the drawn order, but waives the opportunity of a briefing.
- D. Introduce each contestant by announcing the contestant's name, speech title, speech title, and contestant's name.
- E. There will be one minute of silence between contestants, during which the judges will mark their ballots.
- F. Contestants may remain in the same room throughout the duration of the contest.
- G. In contests with five or more participants, a third place winner (if wanted), a second place winner, and a first place winner will be announced. In contests with four or fewer participants, a second place and first place winner will be announced.
- H. Announcement of contest winners is final unless the list of winners is announced incorrectly, in which case the chief judge, ballot counters, or timers may immediately interrupt to correct the error.

7. TIMING OF THE SPEECHES

- A. Speeches will be five to seven minutes. A contestant will be disqualified from the

contest if the speech is less than four minutes 30 seconds or more than seven minutes 30 seconds.

- B. Upon being introduced, the contestant shall proceed immediately to the speaking position. Timing will begin with the contestant's first definite verbal or non-verbal communication with the audience. This usually will be the first word uttered by the contestant, but would include any other communication such as sound effects, a staged act by another person, etc.
- C. Timers shall provide warning signal lights to the contestants, which shall be clearly visible to the speakers but not obvious to the audience.
 - 1. A green light will be turned on at five minutes and remain on for one minute.
 - 2. An amber light will be turned on at six minutes and remain on for one minute.
 - 3. A red light will be turned on at seven minutes and remain on until the conclusion of the speech.
 - 4. No signal shall be given for the overtime period.
 - 5. Any sightless contestant may request and must be granted a form of warning signal of his or her own choosing. Acceptable warning signals would include, but not be limited to: a buzzer, a bell, or a person announcing the times at five, six, and seven minutes. If any special device and/or specific instructions for such signal is/are required, the contestant must provide same.
 - 6. In the event of technical failure of the signal, a speaker is allowed 30 seconds extra overtime before being disqualified.
- D. Prior to announcing results, the chairman should announce if time disqualification(s) occurred, but not name the contestant(s) involved.

8. PROTESTS

- A. Protests will be limited to judges and contestants. Any protest will be lodged with the chief judge and/or contest chairman prior to the announcement of the winner and alternate(s). The contest chairman shall notify the contestant of a disqualification regarding originality or eligibility prior to that announcement before the meeting at which the contest took place is adjourned.
- B. Before a contestant can be disqualified on the basis of originality, the contestant must be given an opportunity to respond to the judges. A majority of the judges must concur in the decision to disqualify.

The contest chairman can disqualify a contestant on the basis of eligibility.

- C. All decisions of the judges are final.

Our Strategy

The Toastmasters International Strategic Planning Committee meets regularly and addresses trends that impact Toastmasters International and its communication and leadership program. The committee's purpose is to ensure the organization's long-term success by studying its past and present, and determining a path for the future.

OBJECTIVES AND STRATEGIES

Objectives are broadly defined results which Toastmasters International hopes to achieve on behalf of its membership. They reflect our organization's highest priorities. Objectives elaborate and put into action the aims found in the TI Mission Statement (see page 26).

Strategies are shorter actions or programs that, when achieved, lead toward the achievement of objectives. Implementation of operational programs related to strategies are outside the scope of the Strategic Planning Committee's efforts. These are the responsibility of Board of Directors committees. The following objectives represent Toastmasters International's highest priorities:

1 MAKE EVERY CLUB A DISTINGUISHED CLUB – To achieve this objective, Toastmasters International establishes procedures and provides educational and training programs aimed at increasing the club's overall quality and performance so that it meets each member's needs and wants.

- Create an environment that maximizes club quality and efficiency.
- Train club officers to meet and exceed minimum performance standards. Pursue, through training, improvement in educational programming, as well as in club leader effectiveness.
- Through publications and promotions, increase club awareness of available educational programs and recognition (awards) systems.
- Continue to create and update materials on communication and leadership subjects.

- Continue to implement and expand the "Better Speaker Series," "Successful Club Series" and the "Leadership Excellence Series" (due to be released in late 2001).

2 ENSURE DISTRICT EXCELLENCE IN SERVICE TO CLUB – Toastmasters International will evaluate, develop and maintain a district organization structure that provides for optimum service to clubs, effective and efficient communication to and from the membership, and effective response to clubs' needs.

- Train district officers to help clubs deliver good programs. Continue to support club and district officers with updated programs, tools and technology.
- Continue to provide training programs for use at the club and district levels; ensure that districts deliver quality training; and make training a major district priority.
- Promote existing Toastmasters International recognition systems for club extension, membership growth and club achievement.
- Provide district officers and clubs with current and easily accessible performance data.
- Offer programs and activities that help districts provide excellent service. Themes should:
 - Communicate increased commitment to club service.
 - Train and coach district leaders on service techniques and inspire them to build within clubs the belief that commitment to service is "Job No. 1."
- Work to build and maintain a strong, positive, supportive, service-oriented relationship among all levels of the organization.

3 MAKE EVERY AREA, DIVISION AND DISTRICT DISTINGUISHED – The organization's long-term success is based on the effectiveness of areas, divisions and districts. Their accomplishments are measured by the Distinguished programs.

- Ensure that all districts focus on club building, membership growth, officer training and educational accomplishments.
- Create a realization that the success of an area, division or district is ultimately based on the clubs' success.

ic Plan 2000

TI's leaders are preparing today
for you to succeed tomorrow



Our Mission and Vision

Toastmasters International's basic philosophies are described in its vision and mission statements. The TI Strategic Planning Committee reviewed the following statements and confirmed their validity.

VISION

"Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

THE MISSION

"Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

"Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening, and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding and contribute to the betterment of mankind.

"It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs; thereby offering ever-greater numbers of people the opportunity to benefit from its programs."

THE DISTRICT'S MISSION

The district's mission is to enhance the performance of and extend the network of clubs, thereby offering greater numbers of people the opportunity to benefit from the Toastmasters International educational program by:

- Focusing on the critical success factors as specified by the district educational and membership goals.
- Ensuring that each club fulfills its responsibilities to its members.
- Providing effective training and leadership development opportunities for club and district officers.

THE CLUB'S MISSION

A Toastmasters club's mission is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

- Ensure that districts train and support each division and area governor so that he or she has the skills to lead a division or area to Distinguished status.
- Ensure that all funds entrusted to districts are used to achieve the district's Mission.
- Ensure that international directors are involved in helping districts become Distinguished by making this objective their primary responsibility.
- Eliminate programs and activities that divert individual or districtwide attention from earning Distinguished status.
- Continue to provide programs and materials that will increase the effective use of district officer time and district resources.
- Continue to enhance the importance of district, division, area and club recognition programs.
- Focus all meetings on the importance of reaching Distinguished status.

4 ADD MEMBERS AND BUILD CLUBS – The organization can continue to grow through vigorous marketing and retention efforts. The following tables show varied club and member growth projections:

Clubs	1999	2005	2010	2015	2020
1%	8,801	9,342	9,819	10,320	10,846
2%	8,801	9,911	10,943	12,082	13,339
3%	8,801	10,509	12,183	14,123	16,372
4%	8,801	11,136	13,549	16,484	20,055
5%	8,801	11,794	15,053	19,211	24,159

Members	1999	2005	2010	2015	2020
1%	175,846	186,664	196,186	206,193	216,711
2%	175,846	198,031	218,642	241,399	266,524
3%	175,846	209,969	243,412	282,181	327,125
4%	175,846	222,501	270,707	329,356	400,712
5%	175,846	235,650	300,756	383,850	489,900

- Diligently market Toastmasters membership to both current and prospective "customers."
- Identify and cultivate new markets for clubs.
- Find sponsors for corporate clubs.
- Continue to survey member needs. Maintain the ongoing system of researching members' interest and satisfaction.
- Expand the scope of member and club marketing strategies to include appeals to various market segments.
- Promote existing membership- and club-growth programs to clubs and districts.

- Maintain a cost/benefit ratio that ensures Toastmasters membership continues to be perceived as a good return for the time and money invested.
- Ensure that area governors have a valid perception of their role and responsibility in the club- and membership-building processes.
- Promote consistency of the Toastmasters product: the clubs. Encourage consistent quality among clubs. Promote consistency from meeting to meeting within clubs.

5 FINANCIAL SECURITY – Toastmasters International strives to maintain a minimum amount in reserve equal to two year's operating expenses.

- Strive to develop an annual budget that generates a surplus.
- Maintain the current investment policy of maximizing return with an acceptable level of risk.
- Continue to search for revenue sources other than member dues.

6 LEADERSHIP AND PROFESSIONAL DEVELOPMENT – The organization must position Toastmasters as an effective method of personal and career enhancement by building leadership skills.

- Promote the leadership track as a means of improving the overall effectiveness of club and district leadership.
- Emphasize the leadership development opportunities available through service as a club and district officer.
- Offer education and training programs that prepare leaders for office and enhance their professional development.
- After researching to determine what is wanted and needed, refine and develop tools and programs directly related to success in the workplace and the community.
- Make sure that Toastmasters materials meet the design expectations of target markets.
- Emphasize the importance of core values and ethical behavior in leadership development programs and materials.

7 UNDERSTANDING MEMBER NEEDS AND WANTS – Toastmasters International must continue to make research-based decisions about educational programs and recognition systems and to make every effort to identify needs and wants of members and prospective members.

- Maintain an accurate profile of a Toastmaster – demographics, educational needs, and preferred frequency of recognition.
- Continue to monitor why people join Toastmasters, and what motivates them to stay or leave.

(See the April 2000 issue of *The Toastmaster* for recent member survey results.)

8 FULL PARTICIPATION IN THE COMMUNICATION AND LEADERSHIP PROGRAM – The organization must help all clubs understand their obligation to create a culture that fosters ongoing and full participation the communication and leadership program.

- Every member, at a minimum, earns, applies for and receives CTM recognition within 18 months of joining.
- Clubs ensure that every member is properly inducted, oriented, and given the opportunity to receive the guidance of a properly prepared mentor.

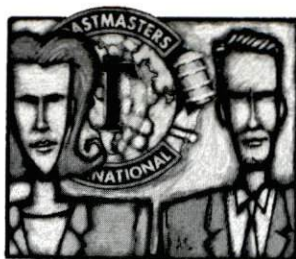
9 CLUB OFFICERS ARE WELL-TRAINED – All district and club officers deserve the training needed to properly fulfill their roles.

- Create the expectation that all officers receive effective training.
- Insist that officers be trained using the training programs produced by Toastmasters International.
- Review and consider alternative training methods and vehicles.
- Select highly motivated and experienced individuals to conduct the training.
- Impress upon district officers that training is an investment in the district's success.
- Ensure that the Toastmasters International training materials are relevant, up-to-date and improved as necessary.

The Toastmasters International Strategic Plan helps the organization focus on areas critical to our long-term success. As we work to achieve each objective we come closer to fulfilling our mission to make "...effective communication a worldwide reality."

Toastmasters International Values

Toastmasters International's core values are integrity, dedication to excellence, service to the member, and respect for the individual. These are values worthy of a great organization, and we believe we should incorporate them as anchor points in every decision we make. Our core values provide us with a means of not only guiding but also evaluating our operations, our planning, and our vision for the future.



Building a Better World

At the August Board of Directors meeting in Miami Beach, Florida, 1999-2000 International President Tim Keck, DTM, reported on the organization's progress during his year in office. "It has been a year to remember with pride and with celebration," he said. "Our district and club officers have truly been building a better world while striving to achieve Distinguished District and Distinguished Club goals. This year we had 25 Distinguished Districts and 2,570 clubs reaching Distinguished status or better. We chartered 647 clubs and had more than 15,000 Toastmasters earn a CTM and almost 6,400 earn an ATM award. More than 5,000 Toastmasters earned DTM and the Competent and Advanced Leader awards."

Stressing the importance of all Toastmasters clubs achieving Distinguished status, Keck said continued progress in leadership development is vital in reaching this goal. And to ensure the organization's continued growth, he stressed the importance of recruiting members from a wide variety of ethnic and cultural backgrounds.

During the year, President Keck visited 11 districts and three new provisional districts in Europe, Japan and Taiwan. "The hospitality I found everywhere has been exceeded only by the enthusiasm I found for Toastmasters," he said. "I've enjoyed beyond description the opportunity to meet with our leaders and members and to learn first-hand of the tremendous positive difference Toastmasters is making in their lives."



Toastmasters International's 1999-2000 Board of Directors in action during the August board meeting in Miami Beach, Florida.

BOARD ACTION:

- Continued its review of the Toastmasters Web site (<http://www.toastmasters.org>) and the enhancements made to it. Future additions include templates for submission of club officer lists, address changes and requests for duplicate semiannual reports and duplicate proxies.

- Discussed the deadlines for submitting club officer training reports in the Distinguished Club Program and made the following changes, effective with the 2000-2001 program year: The deadline for submitting June-August training information will be September 30; however, districts have until November 30 to send in correc-

tions to the information. The deadline for submitting December-February training information will be March 31; however, districts will have until May 31 to send in corrections to the information.

- Discussed the deadlines for submission of club officer lists in the Distinguished Club Program and made the following changes, effective with the 2000-2001 program year: Clubs that charter between April 1 and June 30 will automatically receive credit for having submitted their club officer list on time for the upcoming Distinguished Club Program year. Clubs that charter between October 1 and December 31 and/or elect officers semiannually will automatically receive credit for having submitted

their club officer list by December 31 for the current Distinguished Club Program year.

- Announced the retirement of Executive Director Terry McCann, effective August 2001. An executive search firm has been retained to help in the search for a replacement.

- Amended the procedural rules for Toastmasters clubs to follow when terminating an individual member. The procedure was expanded to give a club's executive committee the option to handle the expulsion of club members, with a right of appeal to the club.

- Amended policy to clarify that the only entity authorized to conduct surveys of members (including former members), clubs, areas, divisions and districts, or release the results of those surveys, is World Headquarters. No individual member, club officer, district officer, or member of the Board of Directors may survey members and/or clubs unless given advance, written permission by the Executive Director. The only exceptions are a club surveying its own members and a district seeking information on educational or related programming from members within the district for its own use.

- Discussed what clubs can do to encourage member retention and made suggestions to World Headquarters staff.

- Reviewed mentoring programs currently available and recommended that mentor programs be encouraged through training programs and TI publications such as, *The Toastmaster* magazine, *TIPS* and the *District Newsletter*.

- Recommended an action plan to help low-member clubs rebuild themselves.

- Reviewed the first-year results of the Distinguished Club Program and discussed the positive aspects of the new program.

- Reviewed and approved region, district and club guidelines for newsletters, Web sites and directories.

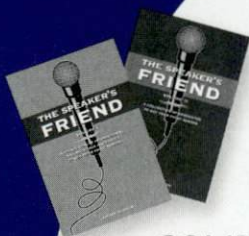
- Changed policy so that advertisements by or on behalf of candidates for district office are not permitted.

- Approved a draft of an Effective Club Service and Club Visit brochure that area governors can use to assist clubs in membership growth, member retention, and quality club educational programming.

- Recommended changes to the District High Performance Plan to be included in the plan's revision for the 2001-02 year. **T**

2 VOLUMES - 700 PAGES - 1,000 SUBJECTS - 2,200 ITEMS

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As we get older, good communication remains essential in our lives.

Toastmasters Is for All Ages

Much emphasis is correctly placed on the value of Toastmasters training for people seeking to advance in the work force. However, I am convinced that Toastmasters is for all ages and that retirees can gain much by participating in a Toastmasters club. Here are four reasons I believe this to be true:

1 All Toastmasters, regardless of age or employment status, are called upon to conduct meetings, to communicate and listen effectively, and to provide extemporaneous answers in a variety of situations. As we get older, good communication remains essential in our lives. We rely on it every day in conversation and various routine activities and, even more important, in handling personal business matters, some involving seemingly endless paperwork.

2 Toastmasters provides the opportunity for retirees to repay the clubs they belong to and the community at large for assistance the retirees received during their working years. Serving as a mentor to new members, serving as judges and other officials at club and area contests – or as club, area or district officers – are only some of the opportunities available. Conducting and participating in Speechcraft and Youth Leadership programs can benefit the entire community.

3 Too often older people associate mainly with individuals of their own age bracket and status. There is little opportunity for intergenerational dialogue, which I believe is essential for a fulfilling retirement. Toastmasters is an excellent channel for such dialogue because adults of all ages are represented in a typical club. Participating in activities to help youth with speaking skills also enhances this dialogue.

4 Finally, most people regardless of age maintain a degree of competitiveness. Do we still have the ability to compete with younger Toastmasters? Club, area, division and district contests provide this opportunity. Competition is an excellent avenue to help maintain our mental acuity.

I joined my first Toastmasters club when I was just two years from retirement. My job required me to make

numerous presentations and speeches both within the company and in the community. Although I considered myself an adequate speaker, I didn't develop a full appreciation of good oral communication and proper techniques for conducting a meeting until I joined a club. I regret not having been associated with Toastmasters earlier, but now, as I enter my 15th year of retirement, I still look forward to participating actively in my Toastmasters club.

That's because I've discovered that Toastmasters is a tremendous organization for people of all ages! **T**

Paul E. Nelson, ATM-S, is a member of Gem City Forum Club 296-37 in Franklin, North Carolina.



Proving that it's never too late to be a Toastmaster, Peter and Frances Hawthorne, ages 74 and 72 respectively, both recently earned their Distinguished Toastmaster (DTM) awards. The Hawthornes joined the Mid City Toastmasters Club in Des Moines, Iowa, in 1992, and have remained active in the club ever since. Now retired and with five grandchildren, the Hawthornes apply their speaking and leadership skills in their many volunteer activities within Toastmasters and in the community.



The following listings are arranged in numerical order by district and club number.

DTM

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

- Judith Anne Norris 5417-3
- Paul Kimball 9055-3
- Franklin Chun 1881-4
- Anne Groetsch 4807-6
- Allan Edinger 6996-7
- Dennis P. Juvan 151-10
- Mona M. Mordoff 2169-12
- Linda Love Laprad 2739-14
- Geraldine B. Roberts 3800-18
- Barry Kramer 6805-18
- Kenneth Leroy Fry 1089-19
- Maxine C. Gilbert 4598-21
- Denise Yates 7047-24
- James A. Herren 8539-27
- Mary Ellen Warner 2357-28
- Geraldine E. Johnson 7667-28
- Victor A. Carbone 7831-31
- Michael Exley 1123-32
- Mary Jo Manzanares 3925-32
- Jerry Kurzer 3210-35
- Louise Thompkins 2226-36
- N. Tom Tsai 4889-36
- Jayne D. Williams 7997-39
- Sharon L. Turney 9349-39
- John M. Smilek 4532-40
- Larry Whaley 9588-40
- Carol Littelljohn 6901-42
- Fred Owens 8555-44
- Jeff Roy 3978-45
- Anita Bentley 6487-45
- Paul J. Spiewak 6003-47
- Eileen Gerbin 6026-47
- Jerry Osborn 8248-47
- Richard W. Thornburg 8345-47
- Fung Yee Kwok 2936-51
- Tham Chee Wah 7564-51
- Neil Wilson 8406-51
- Longbao Harry Qiu 7378-56
- Joyceland Myers Farrow 3150-57
- E. Jean McAllister 1908-60
- Robert G. Dye 5717-60
- Patricia Baird 2826-62
- Barbara Zielinski 3009-62
- Sherri L.M. Wood 2638-64
- Manuelita Mejos 4729-64
- Mark Roffey 9686-69
- Margaret Hawrylcw 3108-70
- John A. Reimers 3511-72
- Agnes M. Carlos 3789-75

Anniversaries

OCTOBER

65 years

First Canadian 38-21

55 years

Executives 335-19
Evergreen 333 333-32

50 years

Dynamic Whittier 873-F

45 years

Dogwood 1901-14
East Story County 504-19
San Luis Obispo TM's 83-33
Redstone 1932-48

40 years

Longhorn Toastmasters 3178-25
Brant 2580-60

35 years

Yawn Patrol 364-7
Executive 266-14
Davie 2508-47
Kenora 3875-64

30 years

Yuma-Kofa 196-5
Bandag 3896-19
Emerald Coast 1919-29

Merrimacks 508-31
Apolymon 1466-39
Tauranga 3089-72

25 years

South County 1957-8
The Expressionists 3820-12
Daybreakers of Westlake 3332-33
Anderson Hills 1941-40
Sunrise 2468-56
Bluewater 3835-60
Farm Bureau 2836-62
Sunshine Coast 2763-69

20 years

Zingers 615-F
Fluor Fluent Philosophers 4387-F
High Spirit of TMS 4368-4
Metro Speakers 4371-21
Innovators 4362-24
Flagship Speakers 4370-25
ASTM 4361-38
Millwoods Vocabularies 4383-42
Butterworth 4388-51
Consumers Gas 4373-60
TM of Hixson 4376-63
Indooroopilly 4364-69
Western Suburbs 4365-70
Good Hope 4374-74

NOVEMBER

50 years

Astoria 775-7
Monument 898-36

45 years

Mid 1933-7
Demosthenes 972-9
Executive Toastmasters 1783-50

40 years

Aerospace Orators 2389-8

35 years

Daybreakers 814-6
Cookeville 2744-63
Dauphin 2991-64
Waitemata 2017-72

30 years

Miami Valley 1740-40

25 years

Revenuers 3847-43
Paris 3230-59
Waterford 3794-71

20 years

Diagonal #1307 1307-1
V.A.M.C. 3334-6
Toastmasters Oasis 4397-12
Firetower 3878-17
Delta 1924-21
Overland 1938-21
Nina 80-33
Sunrise Speakers 1449-39
Bennelong 3289-70
Toukley and District 4394-70

John Stone Photo Studio
Statement of Ownership, Management, and Circulation

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11. Known Bondholders, Mortgagees, and Other Security Holders Owring or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities. If none, check box: **None**

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15. Extent and Nature of Circulation

15. Extent and Nature of Circulation		16. Average No. Copies Each Issue During Preceding 12 Months	17. No. Copies of Single Issue Published Nearest to Filing Date
a. Total Number of Copies (Net press run)		170,215	173,650
b. Paid and/or Requested Circulation (Sum of 1b(1) and 1b(2))		115,939	117,909
c. Free Distribution Outside the Mail (Sum of 1c(1) and 1c(2))		0	0
d. Total Free Distribution (Sum of 1c(1), 1c(2), and 1c(3))		0	0
e. Total Paid and/or Requested Circulation (Sum of 1b(1) and 1b(2))		115,939	117,909
f. Total Distribution (Sum of 1d and 1e)		115,939	117,909
g. Copies not Distributed (Sum of 1a and 1f)		54,276	55,741
h. Total (Sum of 1f and 1g)		170,215	173,650

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b. Paid and/or Requested Circulation (Sum of 2b(1) and 2b(2))		115,939	117,909
c. Free Distribution Outside the Mail (Sum of 2c(1) and 2c(2))		0	0
d. Total Free Distribution (Sum of 2c(1), 2c(2), and 2c(3))		0	0
e. Total Paid and/or Requested Circulation (Sum of 2b(1) and 2b(2))		115,939	117,909
f. Total Distribution (Sum of 2d and 2e)		115,939	117,909
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- Items 21b, 21c, 21d, 21e, 21f, 21g, 21h, 21i, 21j, 21k, 21l, 21m, 21n, 21o, 21p, 21q, 21r, 21s, 21t, 21u, 21v, 21w, 21x, 21y, 21z, and all other copies not distributed.
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