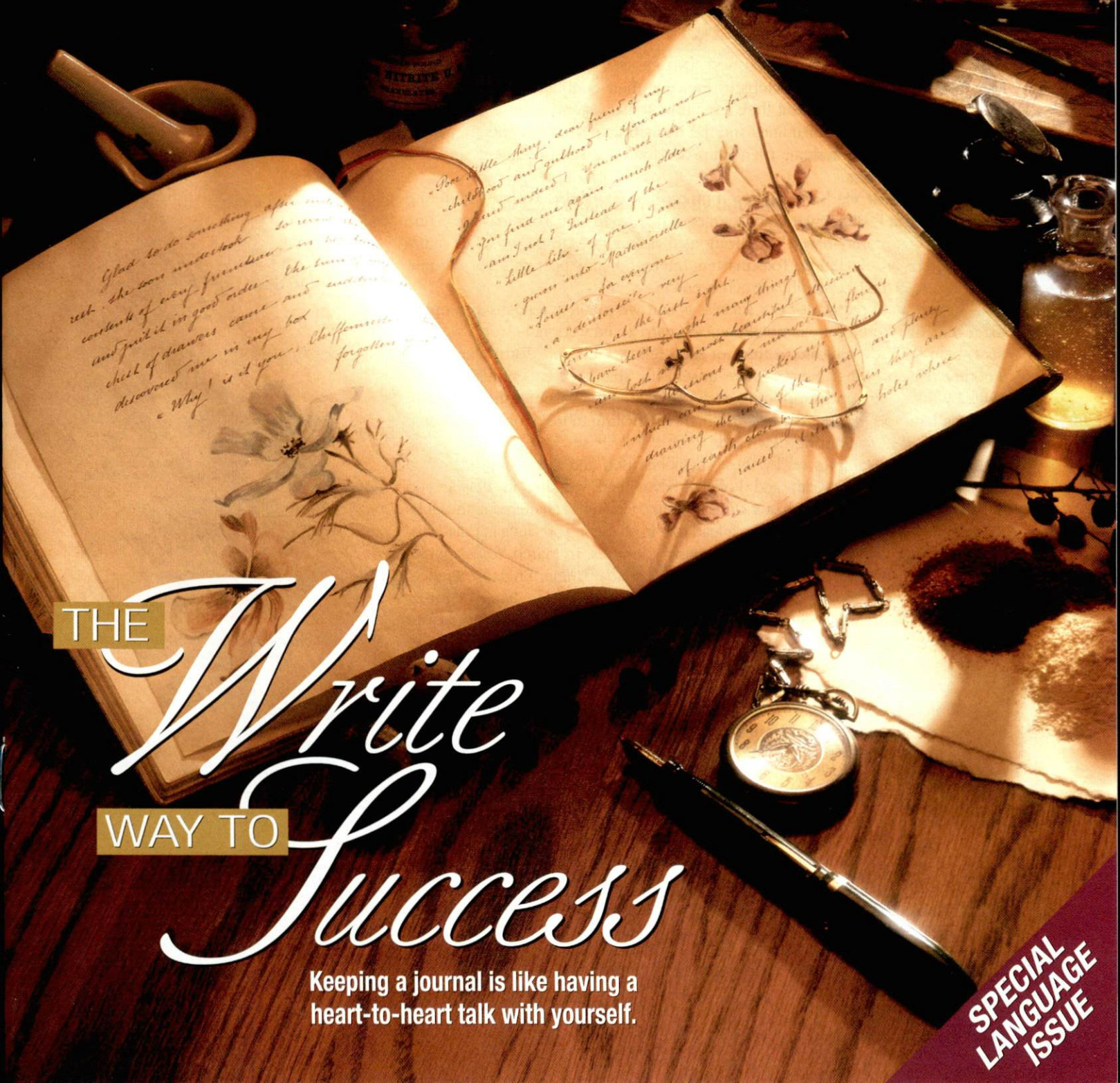


The TOASTMASTER

MAY 2003



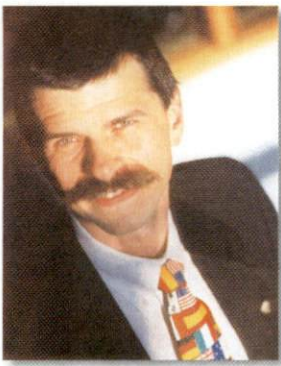
THE

Write Success

WAY TO

Keeping a journal is like having a heart-to-heart talk with yourself.

**SPECIAL
LANGUAGE
ISSUE**



VIEWPOINT

Don't Hold Back

◆ A SURVEY OF MORE THAN 5,000 PAST AND PRESENT TOASTMASTERS REVEALED that most members join our clubs to improve their confidence and ability to speak in front of a group. But they remain in Toastmasters because of the outstanding leadership opportunities and the many unexpected benefits they gain: a powerful support system, friendship/camaraderie, self-fulfillment and the ability to help others.

So far this year we have chartered more than 600 clubs. We are chartering more clubs and losing fewer clubs than ever before. In fact, Toastmasters is one of the few community-based organizations that continues to grow. While many organizations are declining, Toastmasters International is posting a growth rate of 8 percent. This is a significant achievement.

One important reason for our success is that we publicly recognize people's achievements. When for example members earn an educational award, we present them with a certificate in front of their fellow club and district members. Another reason is that members are unselfishly sharing their enthusiasm and skills by mentoring and supporting each other. Members around the world are working hard to bring out the best in others by inviting more people to become members and by chartering new clubs.

Consider the examples set by these members: Bob and Elena have chartered clubs in the Ukraine. Keith and Roberta have been working in Beijing and Guangdong, respectively, to charter clubs in China. Janaki has chartered many clubs in the Middle East, and Joe has taken a lead role in chartering 50 clubs in California.

It's exciting to see the growth in so many countries. In March, for example, we chartered clubs in 16 countries: Australia, Canada, China, England, France, Germany, Hong Kong, Kosovo, Luxembourg, Malaysia, Saudi Arabia, Singapore, South Africa, Switzerland, Taiwan and the USA. We truly are an international organization!

We have a very successful reward and recognition program that helps us grow. For it to work, members must submit their applications. You will do yourself a favor and help your club and district earn Distinguished status by submitting your educational award application as soon as you complete your last assignment. Make sure you are recognized for your achievements. After all, you've earned it!

If you know of an opportunity to start a new club, go forth and embrace that opportunity. You will help others as well as yourself gain valuable skills.

Gavin Blakey
Gavin Blakey, DTM
International President

The TOASTMASTER

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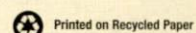
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The Toastmasters Vision:

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 Toastmasters Mission:

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

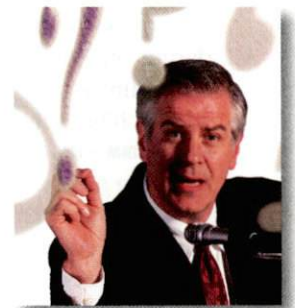
Through its member clubs, Toastmasters International helps men and women learn the arts of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership potential, foster human understanding, and contribute to the betterment of mankind.

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.

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LETTERS

Global Responsibility

The January 2003 article "Speaking Globally" was excellent and timely for those of us who travel overseas. When we travel abroad it is so important to be aware of other countries' cultures and customs, as well as protocol. I will certainly copy this article for my friends who travel.

We, as Toastmasters, should be "goodwill ambassadors" during our travels abroad, because we represent not only our country, but a truly international organization that is held in high esteem all over the world.

Helen Dea, DTM • CMS Club 84701-18 • Woodlawn, Maryland

Globally Irresponsible

The March issue of *The Toastmaster* contains compelling evidence that our organization is, increasingly, truly "international." The International President reports on the recognition of District 77P and the phenomenal growth in District 51. Why, then, does our magazine persist in perpetuating the impression that Toastmasters is an American organization?

The addresses for officers and directors listed on page 2 in *The Toastmaster* include the person's country of origin, but if the person lives in the U.S.A., only the states are designated. The same bias is evident on the "Letters" page, in your description of the authors of articles, and in the advertisement for the International Convention. We've come a long way since my country produced the first truly "international" president in 1986, but I'd like to repeat the point made by one correspondent, Yukihiro Arai, in the same March issue: "Just remember that *The Toastmaster* is read all over the world!"

Mark von Dadelszen, DTM • Hastings Club 3473-72 • Hastings, New Zealand

Seeking Sense of Humor

How sad that a writer in the March Letters section felt offended by the witty toast attributed to Dorothy Parker in the article on toasting in the December issue. My, oh my, where is our sense of humor?

We need more toasts like this, especially today with all that's going on in the world. Aren't we being a little too sensitive when a Toastmaster causes us to laugh? I saw nothing lewd in that toast. In fact, I intend to use that same toast at a wedding I am attending this summer. I can't imagine anyone being offended by it. I'd even say that it was a "Master Toast."

Clifford P. Shellhase, ATM-B • Speak E-Z Club 4414-38 • Millville, New Jersey

Leading With Charisma

Lee Glickstein's article in the March 2003 issue caught my attention. As Vice President Education, I used his message as an educational presentation. For his concept "magnetism is the essence of charisma," I used a strong magnet held over a handful of paper clips to emphasize the idea. A poster I made for his six points (used for the opening and closing) was affective. A hand-held separate sheet for each point added clarity.

Thanks for his article encouraging us as speakers to be receptive to our listeners. I encourage others to use this article as a magnetic challenge to lead with charisma.

Marge Ziskovsky, ATM-S • Tama-Toledo 1263-19 • Toledo, Iowa

Misleading Charisma

Regarding the article by Lee Glickstein in the March 2003 issue: I don't know if that is Lee Glickstein pictured on page 14 of that issue, but if some joker ever showed up to speak at a Toastmasters meeting wearing one of those headband microphones, I would walk out on him. He looks like some guy you might expect to see on a late-night infomercial, or one of those telemarketers. There are plenty of versions of the wireless microphone. So don't insult your audience: be professional.

Frank La Forge • Beechmasters Club 1279-22 • Wichita, Kansas

In Honor of Our International President

Each time I listen to Gavin Blakey speak at a function, I realize just how lucky we are to have such a wonderful president representing us. Gavin's vision, ability and his unique presence makes me one very proud Aussie.

We were honored to have Gavin at our Division Conference in Brisbane, and we all noticed the extra work Gavin puts in to fulfilling his role as our International President. We saw pictures of Gavin and "the first lady" (Bea) as he put it, traveling to all corners of the world, joining cultures together where wars were brewing. They inspire everyday people to start clubs and keep the Toastmasters skills and ideas alive.

Gavin believes and teaches how Toastmasters transforms peoples' lives, but I also believe Gavin himself inspires people to bring out the best in us all. Such a wonderful Aussie to get to the top. Good work, mate!

Sonya MacDonald, CTM • Sunnybank Club 3110-69 • Brisbane, QLD, Australia



To Be a Speaker, You Must Be a Reader

◆ IF YOU WANT TO COMMUNICATE FROM THE PODIUM, YOU should be well-read. And if you want to communicate well, you must be open to what other people are talking about. Reading is one way to do just that. Ask any well-spoken person!

By reading this article, I hope you will have learned something new about how reading can enhance your speaking skills. What's more, I hope you will be encouraged to join a book club, grab a magazine you wouldn't ordinarily choose, or stop by the library and check out a book or two.

"Read extensively. Great books have great quotes," explains Philip R. Theibert in his book, *How to Give a Damn Good Speech, Even When You Have No Time To Prepare*. Even "fairy tales contain many truths that can be used to explain business, politics or sports," Theibert says. "The three little pigs and the big bad wolf might be a metaphor for the importance of building a solid foundation."

Reading, as a way to gain good public speaking skills, hit home after I left the corporate world to pursue my passion for writing.

A friend suggested I begin a "restructuring" process before adapting to a new way of living. The most important question to be answered would be, Who was I before the corporate world bought me with a guaranteed income and 401K?

It took seven months, a few side trips and some good luck. Case-in-point: I was invited by an ex-journalism professor to join a book club. She reminded me how important reading is to any successful writing career.

"And what have you read lately?" she asked in good faith.

"Nothing," I replied, "but reference journals and long, hard-to-read medical documents."

"Not good," was her tone when she suggested I begin a novel by Iris Murdoch and quickly join a book club.

At once, reading became a game for me! To make up for 10 years of medical literature, I've now gone places that seem so real that I've saved thousands in airfare. And I've met such interesting people. A few of them have been a bit eccentric; some were downright crazy, but their personalities have given me the luxury of at least a thousand new ideas for feature writing. Most important, everything I read enhances my Toastmasters skills. Let me explain.

In Jerri Nielsen's very personal and real-life narrative, *Ice Bound: A Doctor's Incredible Battle for Survival at the South Pole*, she not only introduces her readers to the South Pole, but reminds us that travel is a great source for articles and speeches. Nielsen's way of expressing herself would add interest to anyone's speech. For example, this is how she explains the supply system at the South Pole research station: "Supplies and utilities were finite at the Pole. Conceptually, I could understand this, but in time, I came to live it. It was good that we all had less than we could use. It made things more precious and life less messy."

If your speech is about how difficult life can be, then the word "messy" might provide your audience a quick visual of what you are trying to say. Quoting authors and subject experts in your speech reveals to your audience that you research your speech, and this in turn helps establish your credibility.

Speakers may be eloquent, but if the subject matter isn't right for the audience, it's probably not going to sell.

The American humorist and actor Will Rogers was famous for saying, "I only know what I read in the papers." But Dottie and Lilly Walters in their book, *Speak and Grow Rich*, tell us that "What he didn't say to his audience was that he regularly read every major news publication in the country."

As I continue to pick up books and magazines, and to search for clues related to writing opportunities, I gain a great deal of knowledge about speaking. *Atlanta* magazine's former editor-in-chief, Lee Walburn, gives some of the best advice I've seen:

"The mission of the redesigned *Atlanta* magazine is to: 'Make 'em laugh; Make 'em cry; Make 'em smarter.'"

Isn't that exactly why we speak?

So why not stop by your favorite bookstore today? Perhaps you'll find coffee, pastries, and much more to consume than first meets the eye! Reading is delicious, easy to digest, and even fat free. In addition, the bookstore is a garden spot for the speaker who is "stuck" for a topic for his or her next Toastmasters speech. **T**

Judi Kanne, CTM, is a member of Dunwoody Club 6301-14 in Dunwoody, Georgia.



Real-life ways
to turn conflict
into cooperation.

Tongue Fu!®

Linguist William Safire was once asked, “Is sloppy communication due to ignorance or apathy?” Safire thought about it for a moment, chuckled, and replied, “I don’t know and I don’t care!”

As Toastmasters, we care about how we communicate. We invest time and effort to shape our speaking skills so we can get our messages across more confidently and effectively. Ironically though, many of us don’t know that we often, unintentionally, use words that cause people to resent and resist us.

In my book and seminar on Tongue Fu!®, (martial arts for the mind and mouth), I identify 10 trigger words that make listeners feel we’re blaming, shaming, criticizing, or cutting them off. Our goal is to replace these “fighting phrases” with “friendly phrases” so when we talk with people – whether one-on-one, to a small group, or for a large audience – we create cooperation rather than conflict.

Words To Lose and Words To Use

Here are four of the most commonly used “Words to Lose” that set up hostility and the replacement “Words to Use” that set up harmony.

“Can I have my paycheck early? I’m going to Las Vegas this weekend.” “No, you can’t because it hasn’t been approved by payroll.” “Can we get this meeting started?” “No, we can’t because our AV equipment hasn’t arrived yet.”

Do you see how the words *can’t because* are like a verbal door slamming in the other person’s face? People will resent us because they’ll perceive we are rejecting their request. The good news is, we often can give people what they want with the words, “Sure you can, as soon as” “Sure you can have that paycheck, just as soon as it’s approved by payroll. Let’s give them a call, explain the circumstances and see if they can speed things up.” “Sure we can start the meeting, as soon as the AV equipment arrives, and if it’s not here in five minutes, we’ll start anyway.”

Sure, as soon as puts people on the same side instead of side against side. A single mother named Connie said, “I have three children under the age of 10. This is going to change the way I parent. My kids are always coming to me asking for permission. I feel like a ‘big meanie’ because most of the time I tell them No.

“Now, instead of saying, ‘No, you may not play with your friends because you haven’t done your homework,’”

Connie says, "I can say, 'Yes, you may play with your friends, right after you do your homework. Finish your math, let me have a look at it, and then you may go out and shoot hoops.' Instead of saying, 'No, you can't watch TV because you haven't done your chores,' I can say, 'Sure you can watch TV, as soon as you finish your chores. Take out the trash, pick up your room, and then you can turn on *The Simpsons* (or Discovery Channel!)." "

Connie said, "This isn't just semantics; this response changes the whole relationship. When I turn them down, they see me as blocking them from what it is they want. When I say, 'Sure, as soon as' *they're* responsible for getting what they want."

But, should, and there's nothing are like a triple threat. These three words come across as dismissive, scolding, and hopeless. Imagine that a club member is late in submitting an article to your newsletter. If you say, "I'm sorry, but the deadline's already past. You should have turned it in last Friday. There's nothing we can do about it now," you're going to have an upset person on your hands.

Instead say, "I'm sorry. The deadline was last Friday. There's something I can suggest. If you'd like to leave your article with me, I can make sure it gets prominent placement in next month's newsletter."

See and hear the difference? Eliminate the argumentative word *but* or substitute it with *and*. Replace the reprimanding word *should* with the words *next time* or *from now on*. Change the uncaring words *There's nothing* to *I wish, I hope* or *There's something*.

Use Language that Shows Empathy vs. Apathy

A Toastmaster told me she wished she had known about these "Words to Lose" and "Words to Use" the week before I had shared my message with her. I asked what happened. She said, "I was making dinner when my daughter came home from school, all excited. She waltzed into the kitchen, grabbed me around the waist, and twirled me around while proudly pronouncing, 'I got it, I got it.'"

"Puzzled, I asked, 'What did you get?' She told me, 'Mom, I got the lead in the high school play. Get out your calendar. Circle this date. I want you there on Opening Night.'"

"I pulled out my day planner with a feeling of dread. I sighed and told her, 'Honey, I'd love to be there, but I'm going to be out of town that weekend at a conference. I'm leaving on Thursday night and I'm not even getting home until Monday.'"

She looked at me in disappointment and said, 'Mom, you travel all the time. You miss so many of my activities. Can't you get out of this?' I shook my head and said, 'You should have told me earlier. This presentation has been booked for

Words to Lose

*can't, because,
but,
should
there's nothing,*

Words to Use

*sure, as soon as
and
next time, from now on
there's something*

months. I can't back out now.' She pleaded, 'Mom, this really means a lot to me. Why don't you get someone else to take your place?' I explained, 'Honey, no one knows the program the way I do.'"

"My daughter left the room in tears. When I get home tonight, instead of saying 'There's no way I can be there,' I'm going to tell her 'I wish I could be there in the front row, because I'm so proud of you. There's something we can do. Let's ask a friend to videotape the play so we can sit down on the couch together when I get home and you can talk me through your performance. Okay?'"

In the real world, we can't always give people what they want. We can at least give them our concern with the words, *I wish* or *I hope*. Instead of telling them what they should have done (which serves no good purpose because people can't undo the past); focus on what we can do about it now or from now on.

Words Matter

Remember the little childhood chant, "Sticks and stones can break my bones, but (oops!) words can never hurt me." Wrong. Words can hurt. From now on, whether you're preparing for a Toastmasters competition, responding to a fellow club member's request or talking with your kids, be sure to use words that help instead of hurt. Use the handy guide on this page and keep it "in-sight, in-mind" so you remember to communicate in ways that prevent conflict and promote cooperation.

T

Sam Horn is an author, speaker and trainer. This article is based on her book, *Tongue Fu!*, and her presentation at the 2002 International Convention in San Antonio, Texas. To find out more about Sam and the other six Words to Lose and Words to Use, visit www.SamHorn.com.

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Saying It Right

John Morse, *Merriam-Webster's Collegiate Dictionary's* keeper of words, shows us how.

It's pronounced, "nu - cle - ar." Say it with me again, "nu-cle-ar." That's right. If this is news to you, and you've been saying something like, "nu-CU-lar," (President Bush, are you listening?) you've been wrong all these years - along with about a million other people. And even though you and the "nu-cu-lar" crowd are a pretty well-educated bunch, you're still mispronouncing it. And this tells the rest of us something about you.

Are there other words you're misusing? Not sure? Perhaps it's time for a "vocab" makeover.

Remember John Molloy's popular book, *Dress For Success*? It taught us how to make over our wardrobes in order to get ahead at the office. Dress for the position you want, not for the one you have. Good advice. But, you can blow the image you've worked so hard to create with your Armani suit the moment you open your mouth. That is, if you mispronounce or otherwise misuse words. Just as bad, while your wardrobe may be in fashion, your vocabulary might simply be out of date.

For a wardrobe analysis, refer to Molloy's book. For a word review, do what your mother always advised. Open the dictionary.

The wizard of words, John Morse, is executive editor of *Merriam-Webster's Collegiate Dictionary* (10th edition). What Molloy is to business attire, Morse is to the lexicon.

He is the guy who tosses out-of-style words (like *tattletale gray* - I'll explain later), and officially enters new words into our bible of the English language.

Morse has been at the helm of Merriam-Webster for more than 20 years, recently launching our printed words into the electronic world with the introduction of www.Merriam-Webster.com. But he never rests.

Talk about a vocab makeover! His book gets a complete redo every 10 years. "We reread every single word in the dictionary," Morse explained, adding that everything that goes in the Merriam-Webster book is based on citations, or examples of words in context. "That's how we decide what words mean and how they're spelled - by looking at ways in which words are actually used."

Morse and his staff do a reality check. Just as retail buyers analyze fashions that the customer will wear - jeans never go out of style, but bell-bottoms come and go - Morse's crew analyzes how Americans actually speak.

"We don't sit around thinking, 'This is a really cool word,'" Morse said. "We study the way language is really being used."

Morse says his staff spends time every single day reading newspapers, magazines, corporate annual reports, even parts manuals. "Whatever we can get our hands on," he said. They also look for new words like *web cam*, or for old words with new meaning, like *bookmark* and *burn*. Thanks

to the Internet, we now use cyber placeholders fondly called bookmarks, and we can burn CDs.

How does a term or expression make it into the “Who’s Who” of words?

“We want evidence that it really is becoming a permanent part of our language. We don’t want to just put in today’s slang.” Morse says a word must be used for a number of years and by different people in different parts of the United States, as well as in mainstream publications. “For the most part it takes about 10 years for a word to satisfy all those requirements.”

Admittedly, the Internet is now speeding this process, as well as so many other aspects of our lives. A word no longer has to be passed from one person to another to be spread. With the Internet, within moments it can be made available to the entire world. *E-zine* and *e-tailing* are examples. According to Morse, the earliest evidence of e-tailing is from 1997. The term made it into the dictionary by 2002.

Morse’s team also banishes words that are out of fashion. Every 10 years such words become as vulnerable as that Nehru jacket hanging in the back of your closet. Morse claims, “It happens when we need to make room for new words.” For example, if you’ve never heard the word *tattletale gray*, Morse predicts you’re not older than 30. “It was a very popular term in the ‘50s and ‘60s as part of a television commercial. It referred to the color of a poorly laundered shirt and people began to use the phrase to mean a shade of gray.”

“It went in for the 8th edition in 1973 and stayed in for the 9th edition, which came out in ‘83,” Morse recounted. “By 1993, there was no evidence of anyone using *tattletale gray* for a number of years.” So out it went.

Then there are the words that are mispronounced so frequently that even the experts aren’t sure which pronunciation is correct. “Nuclear is so often said ‘nucular’ that you start to wonder if it’s still mispronounced!” Morse laughed. *The Collegiate Dictionary* even indicates the word’s questionable status with a usage note that states the word is often pronounced *nucular*, even by presidents. (Morse mentioned that *cochlear* is the only word in the English language that rhymes with “nuclear.” You can pull that little tidbit out of your Armani suit pocket the next time you’re having a drink with the boss.)

Not sure about how to use a certain word? Pick up *Merriam-Webster’s Concise Dictionary of English Usage*. Page 531 explains not only how to use words like nuclear, but also explains why they are often mispronounced.

For example, like that Nehru jacket, it’s thought that we just can’t let go of more familiar things – in this case, verbal patterns. We so often say words like *spectacular*, *particular* or *secular* (to use a few examples from the book) that when we have to change consonant clusters, as with nuclear, we just can’t do it.

There’s no explanation, however, for why you may be hanging on to that jacket.

Let’s hope, with the next edition of *Merriam-Webster’s Collegiate Dictionary*, Morse will be able to oust that most often mispronounced word, nuclear. No matter how it’s said, when followed by the words, *war*, *arms* or *threat*,... well, the world would just be a better place without it.

That goes without saying. **T**

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

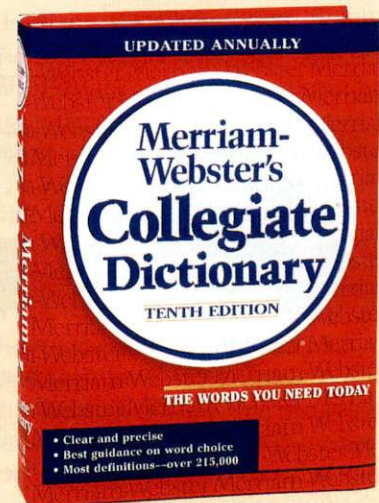
What’s in a Name?

By Kimberly Porrazzo

◆ WILL THE REAL WEBSTER PLEASE STAND UP! SEEMS AS IF EVERY OTHER DICTIONARY claims to be a Webster’s. According to Arthur Bicknell, spokesperson for Merriam-Webster, “Our biggest competitor is the legion of dictionaries out there with Webster’s on their cover.” The name is now public domain and any publisher can use it because titles cannot be copyrighted. “Look for Merriam-Webster,” Bicknell recommends, adding that no one else can use the bull’s-eye trademark on the cover. Merriam-Webster does have the trademark for the term Collegiate, so no other desk dictionary can use that label.

So how does Merriam fit in? Bicknell tells of George and Charles Merriam, publishers from Springfield, Massachusetts, who obtained the rights to publish the works of the great lexicographer Noah Webster upon his death. In an effort to continue the connection with Webster, the Merriams hired his son-in-law, who had been trained by Webster himself, to be their editor-in-chief. Webster’s own son, William, also served as editor for the very first Merriam-Webster dictionary, published in 1847.

The story of
Merriam and
Webster.



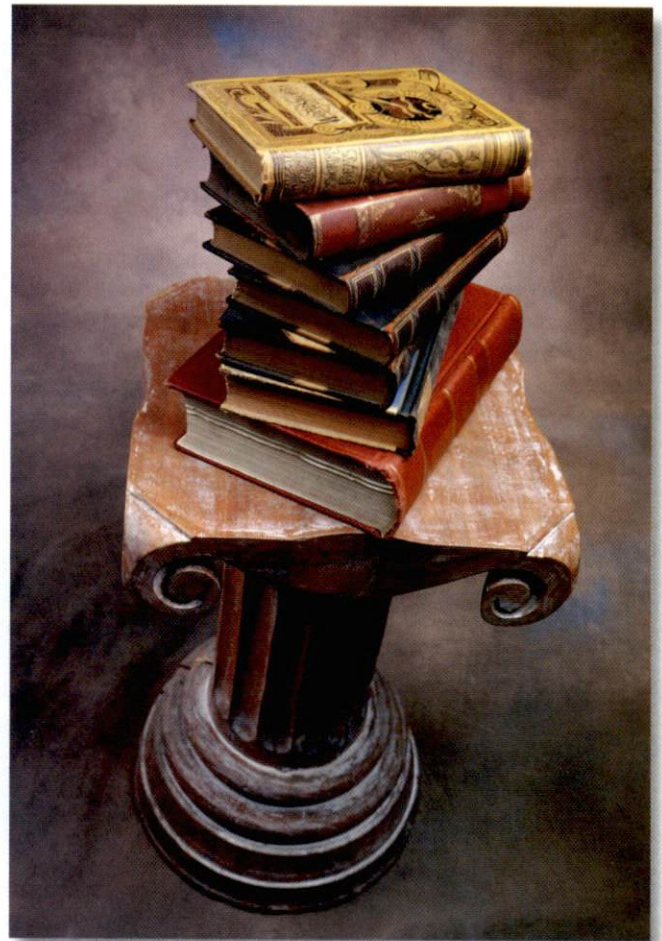
The dictionary is his
good-luck charm.

Consider the Source

According to Greek mythology, nine Muses inspired and fostered the arts. Unfortunately, not one of those goddesses was a patroness of rhetoric. We speechwriters have always had to hustle for inspiration. In theory the speaker is our muse, telling the writer exactly what to say; our task is merely to punctuate his eloquence. Of course, reality is rarely so accommodating. The speaker often has no idea what to say and only a vague direction as to a topic. One client offered me this sum of wisdom: "I'm supposed to say something about education at a college fund-raiser." He obviously had no inspiration to spare, but I had recourse to a richer source for ideas: the dictionary.

I wanted to know the original meaning of *college*. Many words have intriguing, sometimes ironic, roots. Why did medieval scholars choose the term "college" to advertise their remedy to The Dark Ages? I delved into the etymology of the word and found precisely what I needed. The revelations in my *Webster's Unabridged Dictionary* inspired me to write: "The words *college* and *colleague* are derived from the same Latin root: *collegium* – a chosen association. It is an association of common interests and goals, of mutual assistance and benefit. This is the very relationship that exists between the business community and colleges." The affinity between *college* and *colleague* made a perfect basis for the fund-raising appeal.

Was I lucky? Definitely, but the dictionary is my good-luck charm. I peruse its pages expecting such enlightening and entertaining surprises. It offers wonderful gossip on the origins of words. Once I was burdened with the topic of globalization of financial futures. In a valiant attempt to be interesting, I approached the subject as a travelogue for



money. My curiosity compelled me to look up the word *travel*. I was delighted to learn that *travel* is derived from a Latin word for torture. (You probably suspected it.) The dictionary inspired me with a wry and appropriate introduction to the topic.

I enjoy being curious, and I find it rewarding. You will too. The secret is to take nothing for granted. Look at a map, even a local one, and you will find an anthology of names and cultures. I live amidst suburbs named for Scottish valleys, a French trapper, German towns and an Indian chief. There is a reason and a history for each name, and it is worth knowing. My hometown, Chicago, has a unique etymology, and it provided a fitting theme for a speech. In the welcoming address to a convention for the food industry, I wrote,

"Welcome to Chicago, the only major city named for a vegetable. Everyone knows us as hog butcher for the world and the home of Al Capone, but to the Native Americans this was Checagou, 'the swamp of wild onions.' Welcome to Wild Onion. This city lives up to its name. Chicago has verve, versatility and bite."

Every word has a story. We just assume that the English language emerged fully developed from a business lunch between William Shakespeare and Noah Webster. In fact, language evolves; it is an ongoing fermentation of slang, jargon and idiom. Consider the mutating meaning of *travel*. Trepali was a Latin term for torture and Roman slang for work. Rome conquered Gaul, and *travail* – as the Gauls mispronounced it – became the French word for work. The Normans conquered England and gave orders in French. Under Norman oppression, the English interpreted *travail* as brutal drudgery. In the Middle Ages, when robbers were more certain than roads, any journey seemed a *travail*. The Renaissance inspired a healthier opinion of travel and its current spelling. So, in the etymology of *travel*, you have 1,500 years of history and an itinerary from Caesar to Chaucer.

Words often give hints about their origins. The similarity between *college* and *colleague*, or *travail* and *travel*, is not a coincidence but a family resemblance. Take a second look at *clerk* and *clergy*. They were not always two separate vocations. In the Middle Ages, that Epoch of Ignorance, only the clergy had the education to inventory Charlemagne's pillage and write the place cards for the Round Table. Because Henry I of England (1068-1135) had the audacity to be literate, he was nicknamed "the good clerk." By the 13th century, literacy was no longer an idiosyncrasy, but writing and counting were still described as clerical work.

Perhaps the English language is rich in such wry derivations because it is a linguistic hodgepodge: the ripe compilation of barbaric German, second-hand Latin and Norwegian-accented French. The American variety of English is further enriched by the earthy vitality of a score of immi-

grant tongues. If the Declaration of Independence were written today, Thomas Jefferson might have described King George as a *schmuck*. Yet, all languages evolve, and each has entertaining and embarrassing roots.

For example, the French language is based on Latin slang. The erudite Julius Caesar conquered Gaul, but his ruffian legionnaires impressed their idiom on the natives. As you recall, the French word for work is based on a Latin word for torture. The French word for head is derived from a Latin word for pot. When you calculate the linguistic evolution of 2,000 years, Julius Caesar would be completely baffled by modern French. Imagine his reaction to that classic sentence of high school French, "*La plume de ma tante est sur le bureau de mon oncle.*" We would translate it as "my aunt's pen is on my uncle's desk." The Roman statesman would decipher it as "My aunt's ornate feather is over my uncle's burlap." He would have been unaware of the seventh century innovation of using a feather quill for writing, and he would be mystified that the material for a furniture cover had become the term for a desk.

At least Caesar would have recognized the word *evolutio*. Language is dynamic, metamorphic and unpredictable. It is a fertile, vulgar fermentation, street-smart rather than university-bred. Whether you study etymology or simply peruse the dictionary, you will be impressed, amused and intrigued. One word can tell an epoch of history, define the attitude of an era, or reflect an ancestral sense of humor. We are a fascinating species, and our words literally express it. **T**

Eugene Finerman is a freelance writer living in Northbrook, Illinois. He welcomes your comments at finerman@theramp.net.







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LET
ME
BE

Perfectly Unclear...

BY JOHN CADLEY

As communicators, we all know that language can obscure as easily as it can clarify. When you don't know what you're supposed to know – or when you do know but would rather not say – you can offer an “I don't know” (and look like an idiot) or remain silent (and look like a crook).

**A brief
discourse on
the art of
linguistic
obfuscation.**

We humans, however, being nothing if not endlessly resourceful in the avoidance of embarrassment and/or guilt, have devised a third alternative, something called the non-responsive response, the answer that does not answer, the explanation that does not explain – in short, a refined way to say, “That's for me to know and for you to find out.”

Think, for instance, of the “plain-spoken” U.S. Secretary of Defense, Donald Rumsfeld, telling the world that he has clear proof of Iraq's involvement in terrorism which, due to the shadowy nature of intelligence gathering, he can neither clarify nor prove.

Clear enough for you?

How about the tobacco executive who was asked by a Congressional Committee if he thought cigarette smoking causes disease and death. His answer: “It may.”

And let us not forget why English has supplanted French as the language of diplomacy. Nick Elam, the British Ambassador to Luxembourg, tells us “it is much easier to talk about nothing, very elegantly, in French.” Diplomacy, however, cannot be about “nothing” or a lot of very well-dressed people would lose their jobs. And yet diplomacy cannot be about the plain, unvarnished truth either or, well, a lot of well-dressed people would lose their jobs. Diplomacy is the art of appearing to say something important without anyone really knowing exactly what you mean. Hence, the choice of English, which

allows for a kind of “studied incoherence” as Mr. Elam puts it, in a way that French does not.

For instance, the U.N. Security Council has asked Iraq to “prove it does not have weapons of mass destruction” – a logical impossibility. One cannot prove a negative. It is like asking, “Please show us what you do not have, and if you can't show it then you must have it.” Try saying *that* in French.

But I am not here to skewer public leaders for their profligacy in linguistic obfuscation. (1) It's already been done, (2) it's too easy, and (3) it's not fair. They live in a world where speaking the plain truth is pointless since everyone will assume it's a lie.

I am here, rather, to talk about us, the supposed purists, the ones who respect the mother tongue far too much to ever intentionally misuse it for our own selfish ends.

For instance, I'm sure you've used the simple little word *etcetera* many times. The question is: How have you used it? To communicate or to obfuscate? The dictionary defines “etcetera” as meaning “and so forth,” indicating that “more of the same sort or class might have been mentioned, but for shortness are omitted.” In other words, *etcetera* implies that you know far more about your subject than you're saying.

Or far less.

I'll be the first to confess. I addressed a group of people recently in which I had cause to mention the subject of financial management. I said, “Of course, your investment



choices are many – stocks and bonds, etcetera.” In actual fact, the phrase “stocks and bonds” circumscribes my entire knowledge of the financial world (I’m not even sure what bonds are). Yet by judicious use of that one little word I was able to deftly sidestep the unpleasant truth of my ignorance. (It reminded me of a college history test many years ago when I was asked to name the first five American Presidents. I wrote, “George Washington, etcetera,” and the teacher failed me. He was so mad he didn’t even give me credit for George Washington.)

In spite of that test I managed to graduate and even to get a real job (if you consider advertising a real job). In my line of work I run into people like Brad. Brad is something called a client. Brad makes a lot of money by telling other people what to do. Then he either takes the credit when they succeed or avoids the blame when they fail. That takes real talent. To succeed at this difficult task Brad must use language like a criminal launders money: so that nothing can be traced back to him. For instance, not long ago I presented a marketing plan to Brad, ending up with the kind of talk Brad likes to hear. “So as we view the marketplace going forward, Brad,” I said, “we propose a tiered program of synergistic marketing modalities nested in one overarching strategic vision, which leverages brand equity to engage the target demographic proactively at every point on the purchase-decision continuum. Of course, we’ll need your approval to move forward and we’re anxious to know what you think.”

Brad nodded knowingly. He looked carefully at my charts and graphs. He leafed through the hard copy of my PowerPoint presentation. He took out his Montblanc Black LeGrand Rollerball 162 to make a note in the margin, then thought better of it and put it away. Finally, he leaned back in his chair, peered at me over the top of his reading glasses and said firmly, “I do not disagree.”

Say what? The man has used a double negative, which, if we were mathematicians, would equal a positive – i.e., “I agree.” Yet if my marketing plan turns out to be a failure of gargantuan proportions, and if I were to say, “Well, at least Brad agreed with me,” Brad could say, “I never said that.” And he would be right.

This is genius, folks.

Lest I be too hard on Brad, however, I must admit to using similar tactics in my role as a parent. My children are constantly asking me questions for which I have no good answer.

- "Why do I have to go to bed if I'm not tired?"
- "Why can't I drink coffee when you let me drink Pepsi, and that has caffeine too?"
- "How come you say swearing is bad, and then you do it every time you drive the car?"

What can you say? I'll tell you what. You say what every parent says when they've been outsmarted by their children: "Because."

With one word you've provided an infinite number of reasons without having to specify a single one. If the little buggers should challenge you with "Because what?", you parry quickly by adding a well-inflected "just" – i.e., "Just because." If your face is purple, your teeth are clenched, and your eyes are bulging, that should pretty well close it out.

Another area worth considering is the field of medicine, where the conditional form of the present tense is as common as aspirin. Stand in a doctor's office for one hour and you will hear more variations, conjugations and permutations of the simple word *could* than you ever thought possible. Recently a physician examined my 88-year-old mother for a persistent cough. I asked if it was pneumonia and was informed, "It could be, but it might not be." How's that for an answer? I can either worry that it could be pneumonia or feel relief that it might not be. The choice is up to me. Either way, the doctor is off the hook. If it is pneumonia the physician can say, "I thought it could be that;" if it is not pneumonia, he or she is equally free to say, "I had a hunch it might not be that."

All of which inclines me to believe that a true miracle of modern medicine might be when the doctor gives you (a) a definitive diagnosis that (b) you can understand.

As I review the examples above they all seem to demonstrate an inescapable fact: We insecure humans want – nay, need – to be right, and if we can't be right then we can at least not be wrong. Thus, we have devised a language of tenses and moods, declensions and conjugations, participles and modifiers, cases and voices – which allow us to use words like peas in a shell game, shifting and mixing them so deftly the ear is forced to guess where the meaning lies. In fact, I must mention one of my personal favorites – the subjunctive mood, the mood of condition or contingency – since it once saved me from a bad marriage. Before I met my true life partner, I was dating a woman who wanted to know how I felt about her. I didn't know how I felt, or rather I did know and it wasn't the answer she was expecting to hear. Caught between not wanting to hurt her feelings and not wanting to live a lifetime of unspeakable misery, I quoted some lines of the Victorian writer Algernon Charles Swinburne, who used the subjunctive mood employed in what grammarians would call a condition contrary to fact.

The setting was a railroad "theme" restaurant in downtown Utica, New York, where the waiters wore little engineer hats and the hamburgers arrived on model trains. As the "freight car" delivered a jumbo bacon and cheeseburger with raw onions to my paramour's plate, she looked at me and said, "I need to know. How do you feel about me? Really. I mean, really feel."

Call it survival instinct, or perhaps the superhuman abilities we become capable of when facing mortal danger, but from out of nowhere the aforementioned lines of Swinburne suddenly appeared in my brain and I recited:

*If love were what the rose is,
And I were like the leaf,
Our lives would grow together
In sad or singing weather.*

When I finished she gave me an odd look, the look of someone who has demanded an answer in no uncertain terms and has gotten one in terms of which she is not certain. All in all, not a happy look.

"What does that mean?" she said.

"Well," I replied, "it means if love were a rose and I were a leaf –"

"Love isn't a rose and you're not a leaf," she said. "And in case you haven't noticed," she added, "I'm no spring chicken."

"Yes, you see, but in the subjunctive mood things can be other than what they are so the poet may posit a hypothetical situation in which if things were as we describe them then certain other things might possibly but not necessarily follow."

She eyed me suspiciously as she munched on a curly fry. "So the way you feel toward me is ... what, like a leaf?"

"Only if love were a rose."

"Am I the rose?"

"Love is the rose."

"Then what am I?"

I bent forward and stared into her eyes. "That's what you must discover," I said.

Saved by the subjunctive! The ball was now in her court. The focus was now on her, where I am happy to say it remained for the rest of the evening. We parted ways soon after, and the last I heard she had taken up horticulture and married a gardener.

And so, my fellow communicators, while perfect clarity is and will always remain our ideal, for those times when it is not possible – or simply not desirable – to make our meaning clear, we have at our disposal the infinite flexibility of the English language to make our meaning perfectly unclear.

Funny – I thought I'd be a little embarrassed discussing such a delicate topic. Now that's it out, however, I feel much better. In fact, I'm beginning to feel more like I do now than I did when I first got here.

I'm sure you understand. T

John Cadley is a freelance writer living in Fayetteville, New York.



**Hackneyed vocabularies
produce dull speeches.**

Buzzword Bingo

◆ DO YOU USE BUZZWORDS AND CATCHPHRASES TO IMPRESS your peers and superiors, to show you're "with it," or to show you know the meanings and intricate significance of a concept? Are you guilty of speaking in buzzwords to conceal a lack of original thought?

Recently a friend, a financial consultant to three European conglomerates, wrote me about a game he plays to pass the time at lengthy department and board meetings. Before a meeting, he prepares a bingo card by marking a piece of paper with five vertical and five horizontal columns, giving him 25 blocks. In each block he writes the following words or phrases: *synergy, strategic plan, core competencies, best practice, bottom line, revisit, best rate, 24/7, out of the loop, vision, value-added, proactive, win-win, think outside the box, fast track, result-driven, empower (or empowerment), knowledge base, at the end of the day, feedback, mindset, brand awareness, ballpark, game plan* and *teamwork*.

When he hears one of those words or phrases in a meeting, he checks off a block. When he checks five blocks vertically, horizontally or diagonally he stands up and yells "Bingo!" Okay, not really. But friends with whom he has shared information about this game have written to him that the game increases their attention spans, makes meetings more fun, and helps pass those dreadful hours spent around a conference table.

As Toastmasters, we need to be just as concerned about using buzzwords. In many of our meetings we hear familiar catchphrases and buzzwords, including some that are specific to Toastmasters. Have we forsaken trying to find the right word when a buzzword will do?

One of the values of having a Grammarian is to call attention to buzzwords and catchphrases. Your club's Grammarian may want to list the buzzwords my friend cited – or add a few that are overworked at your meetings. Grammarians are there to guard against triteness by encouraging Toastmasters to seek out the proper words to use when speaking.

Language is constantly evolving. Today's well-turned phrase may become tomorrow's buzzword and next year's catchphrase. In 10 or 20 years, the words are likely to become dated and in a century, forgotten. By searching for the right words to reflect our thoughts, we avoid triteness

and make our speeches colorful and meaningful to listeners. A club's Wordmaster, by introducing a new word at each meeting and using it in its proper context, can open our minds to new possibilities.

As Toastmasters, we should constantly strive to learn and use new words and, thus, enrich our means of expression. Resources to help us abound. They include, but are not limited to, dictionaries and thesauri, which are available online as well as in traditional book form. Subscribing (free) to wsmith@wordsmith.org is an excellent way to learn a word a day and to explore the endless possibilities of language.

Hackneyed vocabularies produce dull speeches, so I urge you to accept this challenge: In your next speech, use at least one word that you believe may be unfamiliar to some in the audience, but whose meaning can be ascertained from the context of your speech. Try to use words that elicit visuals, evoke remembrances, and help your listeners discover commonalities of the spirit. Word choice is especially important in describing human experiences. If we fail to use fitting and colorful words to express our ideas and instead resort to buzzwords, then we deserve to have someone stand up at our meetings and shout "Bingo!" **T**

Ruth E. Aschmann, ATM-B, is a writer and member of Doylestown Club 1540-38 in Pennsylvania.

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Burt Davis

THE Write WAY TO Success

Do you recall keeping a diary as a child? Did you abandon it like you did your jump rope and little red wagon? Or have you carried this practice into adulthood?

Journal-keeping is not just for kids. Many professional men and women use personal writing as a means of solving problems, organizing their thoughts, establishing their goals, as well as overcoming grief, fear and anger.

Documenting your thoughts and feelings helps bring them into focus so you can manage them. What happens when you attempt to solve a problem in your head? It's likely that the more you try to force a solution, the more overwhelmed and confused you'll become. If, on the other hand, you talk to someone about the problem or write about it, you probably will feel better and a solution will emerge as if by magic. In fact, journaling is often more effective than talking to someone, because you're not inhibited by the fear of being judged.

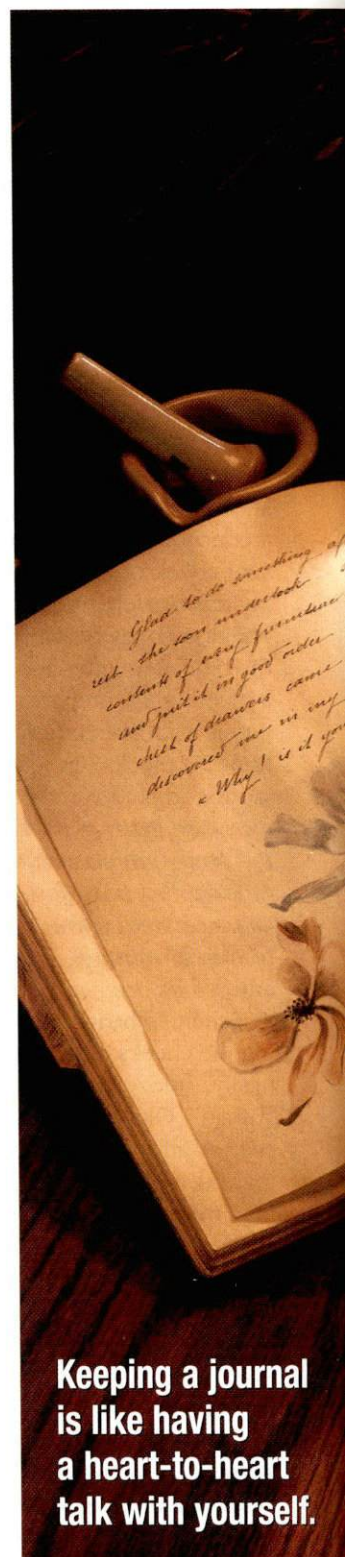
■ **Just Ramble.** There are a number of techniques for effective journal-keeping. A popular one is what I call, "rambling." You might use this method when trying to make a decision. To ramble, just start writing your thoughts about the situation. Most likely, you'll discover a solution within your words.

Maybe you enjoy your Toastmasters meetings, but dread Table Topics. Yet you cringe at the thought of being called on to speak. You realize that practicing Table Topics

in a supportive environment will help you overcome your anxiety. So will journaling.

Quiet yourself and then start writing your thoughts and feelings about Table Topics. You might write, "I'm afraid that if I'm not familiar with the subject, I'll sound stupid." Or "What if I can't come up with anything to say?" Or "I just don't think that fast."

Knowing the reason for your fear is the first step. Once you feel confident that you've discovered the problem, list what you can do about it. One solution to all three of these scenarios is practice. You might write, "Practice speaking on an assortment of topics at home." "Become more knowledgeable about current events." "Rehearse various methods of changing from the Table Topic given to an issue that's more familiar to me." Or "Ask my Toastmasters mentor for tips to help me feel more at ease when speaking off the cuff."



Keeping a journal is like having a heart-to-heart talk with yourself.



The pro side might read, "Taking a leadership position in Toastmasters would hone my leadership skills, which would help me in my career." "It would look good on my resume." Or "I think I would enjoy being more involved in my Toastmasters club."

When you review the list, the answer to your dilemma should become apparent.

■ **Use Your Journal for Goal Setting.**

The first step toward meeting a goal is to identify it. You might decide that you want to complete the Communication and Leadership manual this year. Put that goal in writing and watch it gain momentum. Writing it gives it credibility. It becomes real, thus obtainable.

The second step in meeting a goal is to chart your course. Outline your strategy. This might mean scheduling your speeches so you can finish them all within the year. Perhaps you'll need to plan some outside speeches in order to meet your goal. Brainstorm about possible speech topics.

Third, define potential obstacles. Most goals come with built-in obstacles, which is another reason that journaling is so valuable. When writing about goals, you're more likely to become aware of potential obstacles.

Ted's goal was to become president of his Toastmasters club. And that's what he wrote in his journal. When he began to chart his course, however, he realized that he had never told anyone that he was interested in running for office. Another roadblock for Ted was that he usually attended only a few meetings each month. Through his journal, Ted was reminded that he was creating his own obstacles, and he began creating a plan to make his goal a reality.

■ **Make a Journal List.** Written lists are enormously helpful in problem solving. Let's say you are trying to decide whether to run for a Toastmasters office this year. Sit down and list the pros and cons. On the con side you might write, "It would take more of my time." "I don't know if I'm really qualified to be an officer." "This commitment might interfere with the new project I just took on at work."

■ **Write to solve problems.** Writing is an excellent way to handle personal dilemmas. When we try to work something out in our heads, we tend to think in circles. The same thoughts keep coming up again and again, and we're hard-pressed to find a solution. When keeping a journal, we're laying out the possibilities in front of ourselves, helping us to see more options.

Let's say you're upset about a club member who gives harsh evaluations. You've had your feelings hurt a few times by her insensitivity. First, write your thoughts and feelings about the problem. Then write some possible solutions. Don't hold back. Write the ridiculous as well as the practical.

"Quit Toastmasters so I don't have to face her evaluations." "Give her a really cruel evaluation for her next speech." "Talk to the president about doing an educational session on evaluations." "Take Mary aside and tell her how her evaluations hurt."

If, after documenting your possible solutions, you still need more insight, write potential consequences to each of them. For example, "If I quit Toastmasters, I'm losing out on an opportunity to grow professionally. I'd be hurting myself." "If I resort to vindictiveness instead of solving the problem, I'm probably creating a new problem." "I like the idea of arranging for an educational session on evaluating. It just might help this woman give better evaluations. Besides, we all could use a refresher."

■ **Write to Generate Ideas.** Use your journal to come up with good speech topics and Table Topics. If you feel as if your ideas have dried up, pull out your journal and you'll be surprised how fast the wellspring will be replenished.

Don't hold back. Write whatever comes to mind. Sure, you'll probably end up with some seemingly silly ideas. Just remember that bad ideas often create a pathway to some really good ones.

■ **Write Your Way to Better Communication.** Journal-keeping provides an opportunity to practice the language skills that we use in everyday communication as well as in public speaking.

I know a professional storyteller who writes her stories before telling them. She says, "My stories often come from journal entries reflecting my thoughts. I just embellish them in my journal before ever bringing them before an audience."

Your personal journal is a good place to practice using new words as well as old words in new ways. I was once in a Toastmasters club with a man from China. While learning public speaking and leadership skills, this man was also trying to master the English language. He often wrote down words that he heard during meetings to study later.

■ **Establish New Habits Through Writing.** Who hasn't struggled to change a bad habit? If you want to stop a habit in its tracks – eating sweets, for example, procrastinating, using slang or clichés, speaking too softly or too much – turn to your journal. The act of committing the words to paper is more powerful than just thinking or speaking them.

Let's say that fellow Toastmasters have recently pointed out your overuse of the phrase "you know," and you want to stop saying it. List ways that would help you change that habit. You might write, for example: "Think before speak-

ing." "Speak slower." "Pay more attention to each word as I speak." "Rephrase a sentence each time I use that term." "Ask friends, spouse, co-workers to tell me when I've said, 'you know.'" "Penalize myself every time I slip." Penalties might include putting a dollar in a jar, doing without an iced mocha or a dessert each time you slip.

■ **Your Journal as a Daily Record.** Keeping a daily journal will help you to recognize patterns and to change those that aren't working. Over time, you'll become aware of your progress in Toastmasters. For example, you may have felt nervous about giving a speech and wondered if you'd ever become a poised public speaker. After reading the entries you wrote when you joined Toastmasters, however, you may realize how much you have improved.

■ **Your Journal as a Confidence Builder.** Each of us needs that pat on the back, that sincere applause, those feel-good moments. You can build them into your journal by creating a "feel-good" section. This is where you write down your more prominent attributes, the positive things people have said about you and the good things that have happened in your life. You might call these "pages of positivity." Anytime you feel a bit low, turn to these pages and read about how much you are loved and appreciated, what a good friend you are, how eloquently you gave that talk on saving feral kittens. This will raise your spirits and boost your confidence.

■ **Journal for Health.** Writing has long been known as good therapy. And now there's evidence that it can also improve your health. James Penne Baker, Ph.D., professor of psychology at the University of Texas at Austin, conducted a study involving thousands of men and women who kept journals over a period of a dozen years. He found that those who write regularly about their emotions suffer less anxiety and depression. His studies also show that journal-keeping can have a positive effect on overall health.

Other studies reveal that, although writing about stressful events can be unpleasant at the time, the writer experiences an almost immediate positive physical effect. Over time, those who keep a diary regularly suffer fewer colds and other common ailments. Why? Experts believe that when we manage our emotions rather than ignoring them, we are less stressed and our immune systems become stronger.

Keeping a journal is like having a heart-to-heart talk with yourself. It can be a problem-solving tool and a guiding light. It's a mirror full of useful reflections. The next time you need a friend or want a peek into your psyche, open your journal and just start writing **T**

Patricia L. Fry, CTM, is a freelance writer and regular contributor to this magazine.



Notes from My Journal

◆ MY PERSONAL JOURNAL – WHERE FOR MORE THAN 20 YEARS I have recorded my hopes, thoughts and dreams – has proven to be a good source for my speeches and articles. My first public appearance as a speaker was at a mother-daughter brunch last year at our church. Because a mother wears many hats, I based my talk on a journal entry about the many hats I own.

Some of the obligations of motherhood include nursing, gardening and acting as family chauffeur, doing it all with a cheerful attitude. For my speech, I constructed a nurse's cap out of a white napkin. I used a large-brimmed hat I bought at a fair when discussing a mom's role as gardener. For my grand finale, I used one of my clown hats. I called my recitation "Hats off to Moms."

A month later I revised that talk and used it for my Ice Breaker speech, titled "Hats." This time my many hats represented my hobbies and interests. My large-brimmed gardening hat became my theater hat. I sang a line from *Marian the Librarian*, a song from the musical *The Music Man*. My writer's hat looks like a fisherman's cap. I named it my Hemingway cap. I used a replica of the Mad Hatter hat from *Alice In Wonderland* when talking about clowning.

Before I joined Toastmasters, I had recorded in my journal a description of my family's last Christmas gathering before my daughter, Mary, moved to North Carolina. My son walked into the room wearing the bright red sweater my mother had made for him years before. Soon everyone was reminiscing about the clothing my mother had knitted for them.

That became the subject of my third Toastmasters speech, and I presented it at my club's first December meeting. It was titled "The Christmas Sweater – Or Put on Your Shades, Here Comes Jim in His Christmas Sweater."

One of the good things about keeping a diary is that complete sentence structure isn't necessary. A journal is like a map of our ideas, opinions and feelings that can be explored – and then traveled later. Family gatherings or vacations are splendid times to collect information. The next time you are at a family reunion or a social event with friends, listen to the conversations around you. Pay attention to banter, a clever or funny joke delivered by a friend, or Aunt Jane's comments about how things have changed since she was a girl.

Any of these examples of dialogue can become tomorrow's invocation, joke of the evening or even the basis of a contest-winning speech. So, you don't remember the exact words spoken? Just brainstorm. Jot down the first few words that come to mind on a piece of paper. Your memory will kick in, and those few words will become a sentence or paragraph, and you know what happens next!

Each person can set a time for journal-writing that fits into his or her lifestyle. Journaling should never be a chore that has to be worked on each day. It can be fun and relaxing, anytime or anyplace.

My third Toastmasters speech, also based on notes from my journal, started out as scattered words and incomplete sentences I had jotted on paper. After some drafting, I had an organized speech with a beginning, middle and end, thus meeting one requirement of the Toastmasters manual. Another requirement was that the speech be entertaining. If my audience enjoyed hearing it as much as I enjoyed presenting it, then the speech fulfilled its mission. **T**

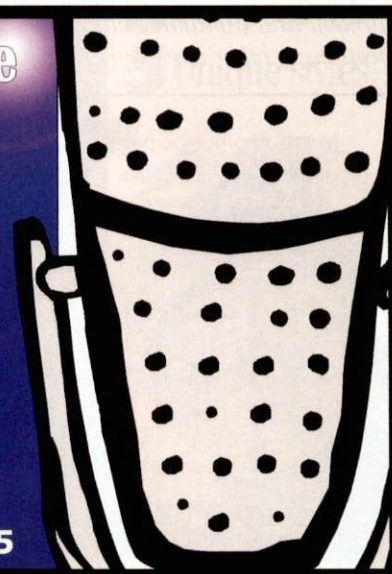
Jean Casey, CTM, is a member of Lake Club 2093-10 in Mentor, Ohio.

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Toastmasters Share Their Lessons Learned

Creative Consternation

◆ THINK OF THE TIMES YOU SAW SOMEONE ELSE RECEIVING accolades for a new idea or good deed. Did you think, “I could have done that”? You probably could have. Great achievements usually result more from perseverance and a willingness to accept risks than from brilliance. Toastmasters set trends. Decide what you want to accomplish and do it! Here are some tips from fellow Toastmasters on how they go about achieving:

■ *I write out speeches I'm preparing – with notations on emphasis, pauses, loudness, softness, you name it. However, I don't like to use notes during my presentations; I choose to memorize my speeches. On the other hand, I want to sound natural and conversational. So how to make this happen? I retreat to my garage studio and practice, using a variety of vocal tools and body language – yelling, whispering and speaking in different dialects or accents. This type of practice helps me feel more comfortable using vocal variety when I give my speech. During practice, I exaggerate hand and arm movements and facial expressions, so that when I actually give the speech, I can tone it down and still look comfortable. I am convinced my preparation works because I've been told my speeches always seem natural and unrehearsed.*

LINDA HEINS, CTM • BILLINGS, MONTANA

■ *A summer barbecue is a great way to involve your family in Toastmasters – and to strengthen membership commitment and stimulate enthusiasm. Traditionally, our club meets every other week during the summer. One of our best*

meetings was when our families were guests for a barbecue. Our Table Topics theme was “Summer Vacations.” It was fabulous to see the group dynamics of various cultures and the interaction of adults and children sharing their impromptu speeches. The sound of laughter, along with an atmosphere of camaraderie, reinforced for members our reasons for having joined Toastmasters.

CINDY LAROCQUE, CTM • KANATA, ONTARIO, CANADA

■ *Warm, generous and frequent applause is an important way to support speakers. However, there are times when applause is inappropriate. The conclusion of an invocation is one of those times. I've been dismayed to hear a number of people clapping at such moments at area and division contests. People should applaud entertainment but not inspiration. It might help individuals who are uncertain about when to applaud to pair in their minds a pledge of allegiance, which we do not applaud, with the invocation that usually follows. As Toastmasters we should set a good example for guests or others who look to us for correct public behavior.*

PEGGY CASELLE, ATM-G • SYRACUSE, NEW YORK


■ *Do stretching exercises before giving a speech to help you relax during your presentation. Here are some suggestions:*

- Turn your head left to right (5 times)
- Move your shoulders around (5 or 10 times)
- Twist your upper body (10 times)
- Bend your knees and move around (10 times)
- Do breathing exercises (3-5 times)

Depending on your club's meeting room and schedule, you should be able to find a convenient place and time to do these exercises.

AMIN AIME, ATM-S • WOODLANDS, MANITOBA, CANADA

Your Time is Valuable – Make the Most of It!



Do you have trouble getting your speeches to “fit” into the prescribed time limits? Here's a program that provides you with the colored visual indicators you get at club meetings, which you can use in the privacy of your own home to practice getting the time just right.

For more information contact Dan Karlan at dankarlan@earthlink.net

Share with us that favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

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Spread the Word about Toastmasters:

Hang Billboards!

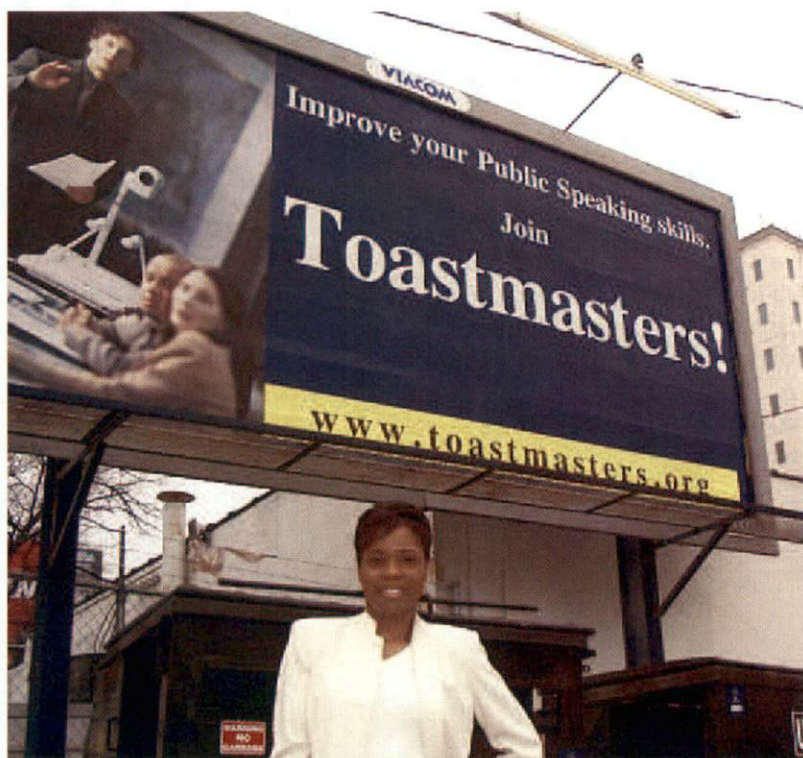
◆ The public relations vision for District 14 is to make Toastmasters a household name. If you asked a stranger in America what comes to mind when he hears the store name Home Depot, he would probably reply immediately with “home improvement.” We want a similar thing to happen when a stranger is asked about Toastmasters – an immediate reply of “self improvement.” In order to make this happen, our district set out to reach large groups of people – through billboards. It took some legwork, but we got it done. First of all, we discovered that only the large outdoor advertising companies were able to work with us. Large outdoor advertising companies can afford to work with nonprofit organizations more so than smaller companies. We used Lamar Outdoor Advertising and Viacom Outdoor Advertising.

And guess what! They didn't charge us for leasing the space, which would typically cost thousands of dollars. Instead they used our prints as filler space for billboards that were either empty or in need of replacing. Our billboards will remain up as long as someone doesn't lease the space.

We did have to pay a nominal labor (hanging) fee. Our only other cost was the cost of printing. We used Vincent Printing to do this for a nominal fee (they are located in Tennessee, [U.S.A.], but work with outdoor companies from all over). We e-mailed our sketch to Vincent Printing – they created a proof and e-mailed it back to us for approval – just that simple. Once we approved the proof, Vincent printed and shipped the billboard prints directly to the outdoor advertising companies.

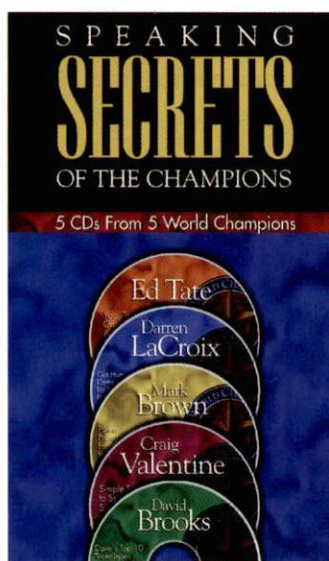
Now, the three billboards are hung for all to see. Soon, every Georgia household will know about Home Depot and Toastmasters – or home improvement and self improvement! **T**

Felicia Artis, DTM, is District 14's Public Relations Officer.



Felicia Artis stands below one of Atlanta's three Toastmasters billboards.

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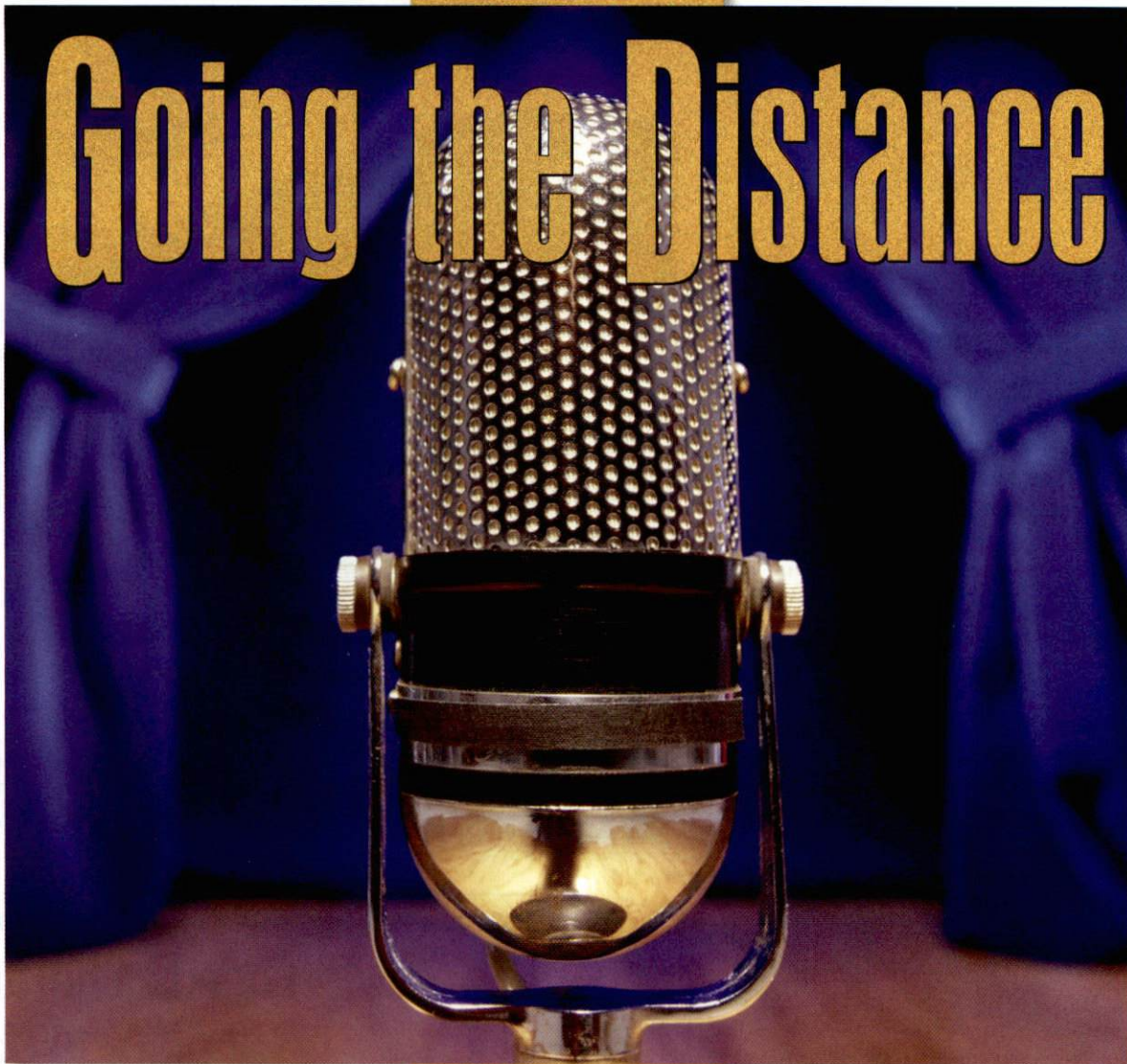
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Going the Distance



Ramesh Muthusamy, 22, sat near the stage anxiously awaiting his turn. He had drawn position number three to speak in the Interdistrict Speech Contest held last August at the Toastmasters International Convention in San Antonio, Texas.

As he waited, he prayed, "Dear God, what in the world am I doing here? Please let the audience laugh at all my punch lines. Let me go home a hero with something to show for this besides the program booklet."

When his name was finally called, Muthusamy told himself, "This is it! It's showtime!" and briskly walked onto the stage.

Muthusamy placed second. "Home" was 11,000 frequent flier miles away in Singapore.

Five contestants
in the 2002
Interdistrict Speech
Contest share
thoughts about
competing, traveling
and their impressions
of the U.S.A.

For Toastmasters living outside the United States and Canada, the Interdistrict Contest is the last hurdle to clear before entering the World Championship of Public Speaking. Both contests are held at the Toastmasters International Convention each August.

I spoke with five of the eight 2002 candidates: George O'Keeffe, from Australia, who spoke about challenging one's fears; John Zygis, also from Australia, who recommended

taking time to do things right the first time; Ramesh Muthusamy, from Singapore, who asked people to question the status quo; Ivan Moss, from New Zealand, who illustrated the importance of one's presence being an encouragement to others; and Jonah Mungoshi, from Zimbabwe, who challenged the audience to get angry enough to do something about societal problems such as AIDS and pedophilia.

What is it like to travel halfway around the world to participate in a speech contest?

Culture Shock

After crossing multiple time zones on long airline flights, one's senses are on high alert to first impressions.

George O'Keeffe flew in from Melbourne, a good-sized Australian city of 4 million people. "My first impression on landing in Los Angeles was 'This place is big.' The airport was a frantic place," he remembers. Yet the people he met took time to be friendly.

"I found Americans to be friendly and outgoing," he says. "They were extraordinarily polite."

Ramesh Muthusamy says most movies depict America to be bustling with activity, much like the Los Angeles airport in California. "However, I found San Antonio, Texas, to be a quiet, serene place," he says.

Ivan Moss has visited the United States half a dozen times, seeing different states each time.

"The thing that stuck out for me is how different every U.S. state is," he says. For instance, California is much like his home, New Zealand, in terms of climate, geography, mountains and coast. They are even nearly the same size.

"But only 3.5 million of us live in New Zealand, compared to 50 million in the same space in California," he notes. "New Zealand is a less stressful place to live, I suspect."

As a vegetarian, Ramesh Muthusamy had difficulty finding meatless dishes in San Antonio. "For the first two days I was grazing on Oreo cookies and Fig Newtons."

O'Keeffe found that Americans can be quite strict on rules. "On the plane we filled out a form that would be collected on landing. We were told that if the form was not filled out exactly as the authorities wanted, we would be sent to the end of a 400-people-long line. In Australia, we are a bit more flexible with things like that."

Knowing the language is no guarantee of clear communication.

"One afternoon, I asked the hotel receptionist where the nearest Wal-Mart was," says Ruthusamy. "I was keen in exploring this 'we've-got-everything-under-the-sun' haven that shoppers often call paradise. She told me it was five blocks away. In Singapore, we have many high-rise buildings, and the distance between each block is less than 20 meters. Little did I realize that five blocks in San Antonio was close to a mini-marathon."

Moss found a mental souvenir while exploring the city. "At a Catholic church, I heard a sermon that could have stood proud at the International Speech Contest," he says, "though the priest probably went overtime."

The central story of the sermon focused on the effects hot water has on various foods, rendering some inedible, while bringing out the best in others.

"That sermon is one of the most precious memories I have of San Antonio," he says. "It helped me deal with the heat of competition, it helped me deal with not winning, and it helps me every time I feel the water starting to boil around me in my life."

Hardships

For George O'Keeffe, the main hardship was the travel. "Twenty-five hours both ways is a tough haul," he says. "I was jet-lagged for a week when I got back."

Time and effort challenged each one's mettle.

"It was a lot of hard work and effort to obtain feedback on the speeches," says Zygis. "But I felt the need to do well for the district."

"The biggest hardship I encountered was time," Moss says. "I spent at least 20 hours a week, for two months preparing my speech for the district convention, and then more than 20 hours a week for three months preparing for the Interdistrict and International finals."

"This contest was the first time I had spoken in front of an international audience," says Muthusamy. "I was constantly guessing how the audience would react to my speech. In addition, when I walked onto the stage, I was carrying with me the hopes and dreams of Pan South East Asia, especially Singapore. I knew I must be the brightest I had ever been as a public speaker."

Reformatting the Speech

Any good speaker realizes the importance of knowing one's audience. Did these speakers have to reformat their speeches for the mostly American audience?

"Yes," says O'Keeffe. "Simple things, like lemonade, mean something different in the U.S. and Australia. In Australia, lemonade refers to Sprite. I was lucky that I could e-mail my speech to an Australian who had been living in the U.S., and he picked up on any anomalies."

"In my view," he continues, "Americans tend to overstate, whereas Australians are more like the British and tend to understate. This creates an obvious difficulty for speakers competing in the World Championship. Do you go with your usual style? Or do you try to adapt to the more flamboyant style of Americans? Personally, I don't think it would work to try to be something other than myself."

Zygis, also from Australia, acknowledges some consideration on the terms and the words. "But generally, I feel that no matter where we are, we as humans feel the same emotions. There was one part of the speech where I referred to everything being bigger in Texas, just for a local flavor."

Muthusamy keeps his speech structure simple in his home District 51. It consists of two to three anecdotes and a recurring phrase to link them. "This simplicity allows me to insert impromptu material, which is a crowd favorite. It was a risk I didn't want to take at the Interdistrict, as I didn't know the people personally."

Mungoshi related his speech to concerns of a global nature. He inserted his own perspective that reflected his personal background, values and experiences.

"I tried to imagine what would interest people from such diverse backgrounds as Australia, Southern Africa,

Japan, Britain, the Philippines, etc. So, yes, my speech was definitely different in content and format from one that I would have made at home in Southern Africa."

Speaking Anxiety

The old anxiety associated with wanting to do well raised its head with contestants. How does one deal with that anxiety, and the knowledge that you represent others?

"Believing you can win is half the battle," says Moss. "The other half is knowing that everyone else is in the same boat as you. (They, too, left their best speech behind in the district contest). And the third half is doing more preparation than you ever imagined."

O'Keeffe says he wasn't really anxious. "I have the usual nerves before a speech. My theory is that you have to focus on your message, not yourself."

Mungoshi says he is always anxious before a contest. "In fact, I get worried when I am calm before such events. My whole focus was on winning the world contest. That is all I ever thought about and worked for in my preparation right up to the day of the world contest. I was also anxious about how the audience and judges would take to my speech. I was not speaking to a familiar audience; hence I had little prior knowledge of what response to expect. I had butterflies doing acrobatics in my stomach."

Advice

Is entering contests to work toward the 2003 Interdistrict contest, to be held in Atlanta, Georgia, USA, worth the effort? All of the 2002 contestants interviewed for this article enthusiastically indicated "Yes!" and offered encouragement and advice.

"The experience of competing in an Interdistrict final is one that I'll always cherish," says O'Keeffe. "My advice to others headed over to the contest is to have a great time and enjoy the experience."

"Give it a go," advises Zygis. "It's the learning, the practice, the rewriting of the speeches, the search for the right

word, the help provided by others. The experience to be there with other great speakers from all over the world. I felt honored and proud. It was the experience of a life time."

"Rehearse with a drama coach," says Moss. "My performance improved much faster through this than it would have by just more speaking engagements."

He also recommends speaking to audiences close to home, in Rotary clubs, senior citizen homes and at school assemblies, rather than traveling long distances to practice in front of Toastmasters clubs. "The non-Toastmasters audiences offer better practice, and you save lots of traveling time."

"Be original, be yourself," advises Mongoshi. "For me, the biggest problem was getting myself to believe that I could do it. Start today and practice, practice, practice."

Taking it Home

His second-place trophy is more than a milestone victory for Muthusamy. "I've brought back a new perspective for the people of the Pan SEA region who now see winning the contest as a possibility."

For Mungoshi, who won first place in the Interdistrict contest, and third in the final World Championship, the contests were a life-changing experience.

"My perspective and understanding of what Toastmasters really is has assumed a new dimension after attending the International Convention," he says.

"To me the experience had a much more profound meaning than just a convention or a contest. It was an example of how life and relations should be on earth, and I have no doubt that one day humanity will attain that exalted station." **T**

Paula Syptak Price, ATM-B, is a freelance writer and member of Talk of the Tower Club 4601-55, in San Antonio, Texas. She was a member of the host district volunteer team at the Convention, where she met the contestants.

Jonah Mungoshi Gives a 36-Hour Speech

◆ JONAH MUNGOSHI, FROM HARARE, ZIMBABWE, WON THE 2002 INTERDISTRICT CONTEST AND placed third in the World Championship of Public Speaking last August. As if that accomplishment wasn't enough, he recently gave a 36-hour speech, in an effort to break the Guinness World Record for delivering the longest speech. He paused for 15 minutes every 8 hours to eat and use the restroom.

Mungoshi started his speech at 9 a.m. on Friday April 11, and ended it the following night. For 36 hours he spoke about "the values that make a nation great" in a patriotic presentation titled "None But Ourselves" to an increasingly larger audience in a 700-seat theater in Harare, Zimbabwe.

Mungoshi ended his marathon speech to thunderous applause, confident of his place in the *Guinness Book of Records*. After all, he had beaten the standing 26-hour record by an entire 10 hours. Unfortunately, a speaker from India had spoken for 51 hours and 30 minutes on January 3. Mungoshi wasn't aware of this because the Guinness Web site had not been updated by the time Mungoshi did his research.

"Obviously I'm disappointed," Mungoshi says, "because had I known about this in time, I would have spoken for 61 hours. But I'm proud of what I managed to achieve."



Jonah Mungoshi is a CTM with Club 4049-74.

A Record-Breaking Year

International President Gavin Blakey, DTM, told the Board of Directors in February, "We are having a record-breaking year so far," explaining that membership and new clubs have grown significantly. "The number of new clubs could even set a new record of 900 chartered in one year," he said. Even the number of members earning educational awards has increased by 14% over last year. "Our members really are using our proven program for success," he noted.

During his presidency, President Blakey and his wife, Bea Duffield, ATM, visited members in seven countries in the Gulf Territorial Council (The United Arab Emirates, Oman, Qatar, Bahrain, Saudi Arabia, Jordan and Kuwait), as well as Districts 58, 18, 28, 26 and 5 in the United States and District 42 in Canada. During these trips, President Blakey gave 10 radio interviews, 16 newspaper/magazine interviews, five television interviews, three press conferences and an interview for airplay during American Airlines in-flight entertainment. In addition, he participated in 23 corporate visits, received several proclamations and the keys to two cities!

President Blakey said his theme, "Bringing Out the Best in People," has achieved its goal in more ways than he could have possibly hoped. "Membership has grown; we now have more than 190,000 members in 9,300 clubs. District performance is the best it's been in more than a decade."

He said, "Our members realize the need to improve themselves and to help others do the same. That, first and foremost, is what Toastmasters is all about. Thanks to our members, Toastmasters is truly making effective communication a worldwide reality. We are bringing out the very best in people everywhere."

The Board will meet again in August, during the International Convention in Atlanta, Georgia.



Toastmasters' Board of Directors during the February meeting in Costa Mesa, California.

BOARD ACTION

The Board of Directors made the following decisions to ensure the organization's continued progress and growth:

- Affirmed the selection of Debbi Fields-Rose, founder of Mrs. Fields Cookies, a successful business leader and dynamic speaker, as the 2003 recipient of the Golden Gavel Award, to be presented at the 2003 International Convention in Atlanta, Georgia.
- Consolidated Districts 29 and 48, and assigned the new entity district number 77, effective July 1, 2003.
- Consolidated Districts 17, 20 and 41, and assigned the new entity district number 78, effective July 1, 2003.
- Changed the minimum requirement to maintain a club charter from eight members to six members, effective October 1, 2003.
- Approved a boundary change to District 59P (Europe), adding the following countries to its boundaries: Andorra, Gibraltar, Liechtenstein, Portugal and Spain.
- Discussed proxy voting at the club level and recommended no change to the current provision in the Club Constitution that stipulates proxy or absentee voting is not allowed. The club is a small, deliberative body and, therefore, members should be active and present at the time of the vote. If a club has difficulty in achieving a quorum, it should exercise its right, under Article II, Section 4, of the Club Constitution, to maintain an inactive membership roster.

■ Reviewed the use of the word *chairman* in the Toastmasters program. The parliamentary authority in North America, *Robert's Rules of Order* (Newly Revised), states "a person presiding at a meeting who has no regular title or whose position is only temporary is addressed as Mr. or Madam Chairman." The Board reaffirmed the terms *Mr.* or *Madam Chairman* as the preferred form of address. Therefore, the organization will continue to use the term *chairman* in publications and materials. However, recognizing club culture and diversity, the term *chairperson* may be used as an alternate form of address at the club level.

■ Reviewed training programs for area and division governors and made suggestions to improve the effectiveness of these materials and to make the materials more goal-focused.

■ Changed one district financial requirement so that districts now need to submit to World Headquarters by July 15 only the changes in club assignments to areas and/or divisions, not the entire club alignment.

■ Revised policy and the District Administrative Bylaws so that club presidents and vice presidents education can use e-mail or other electronic communications to designate a club member to act as proxy at district council meetings. The proxy holder must present the proxy in paper form (i.e., print out an e-mail) to the Credentials Desk. If the proxy does not bear a handwritten signature, it must have the typed name of the club officer(s) giving the proxy or some other indication that the club officer(s) authorized the proxy to be given.

■ Changed the District Administrative Bylaws, replacing the words *Past District Governors Advisory Committee* with *Past District Governors Committee* in order to make the wording consistent with policy on the role of past leaders within districts. The Board also changed the District

Administrative Bylaws to allow the Executive Director of Toastmasters International to notify clubs and district officers of amendments by means other than mail.

■ Reviewed the District High Performance Plan and recommended the development of a new plan that will be more specific and helpful to district officers. World Headquarters will provide the District Administration Committee with a draft of a new plan at the August 2003 Board of Directors meeting.

■ Reviewed the district checklist for International Officer/Director Visit, the International Director Visit Checklist, and the District Visit Report and made suggestions for improvement that will enable international officers and districts to conduct more effective visits to districts.

■ Reviewed the 2003 Speech Contest Rulebook and Speech Contest Manual and recommended changes. These changes will be implemented in the 2004 Speech Contest Rulebook and Speech Contest Manual.

■ Discussed signatories on various documents submitted to World Headquarters and made suggestions that will increase consistency in the way this type of information is requested. Changes to documents will be made as they are reprinted.

■ Approved a proposal for replacing the Club Specialist Program with the Club Coach Program. The objective of the new program is to help struggling clubs become Distinguished clubs. The new program will begin on July 1, 2003. The Board also discontinued the Phoenix Award Program, effective July 1, 2003, because other membership-building programs already are in place and the focus of every club should be on achieving Distinguished club status, not solely on reaching 20 members. **T**

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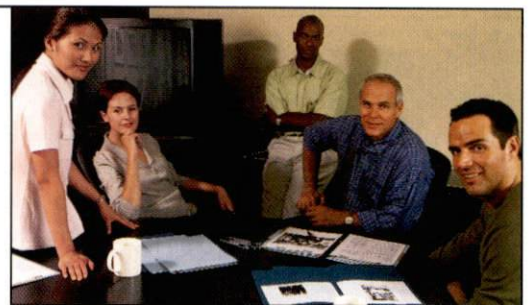
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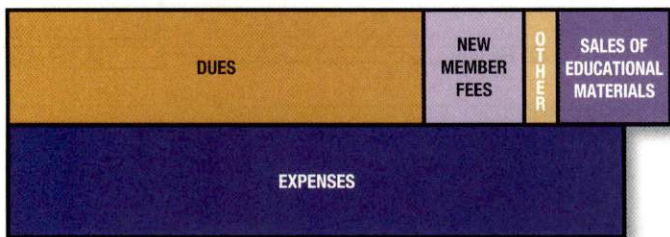
TI Financial Report: Jan. – Dec. 2002

The financial statements of Toastmasters International were audited by the independent certified public accounting firm of Moore, Stephens, Warth, Frazer & Torbet, LLP. The statements were prepared in conformity with generally accepted accounting principles.

The Board of Directors of Toastmasters International controls the organization's funds and, with the Executive Director, is responsible for assuring that management fulfills its fiduciary responsibility. The Bylaws of Toastmasters International require that the corporation's financial status be reported to its member clubs annually. To keep our entire membership informed, we are exceeding this requirement by reporting our financial results to all members.

Following are the year-end financial statements. The format includes a bar graph and pie chart, which we hope will provide a clearer picture of Toastmasters International's financial activities.

EXHIBIT A



Revenues/Expenses

Exhibit A shows the relationship of individual revenue sources to expenses. You can see that income generated from dues renewals, new-member fees, charter fees and miscellaneous sources is insufficient to cover expenses. We would have a deficit if not for income from the sale of educational materials.

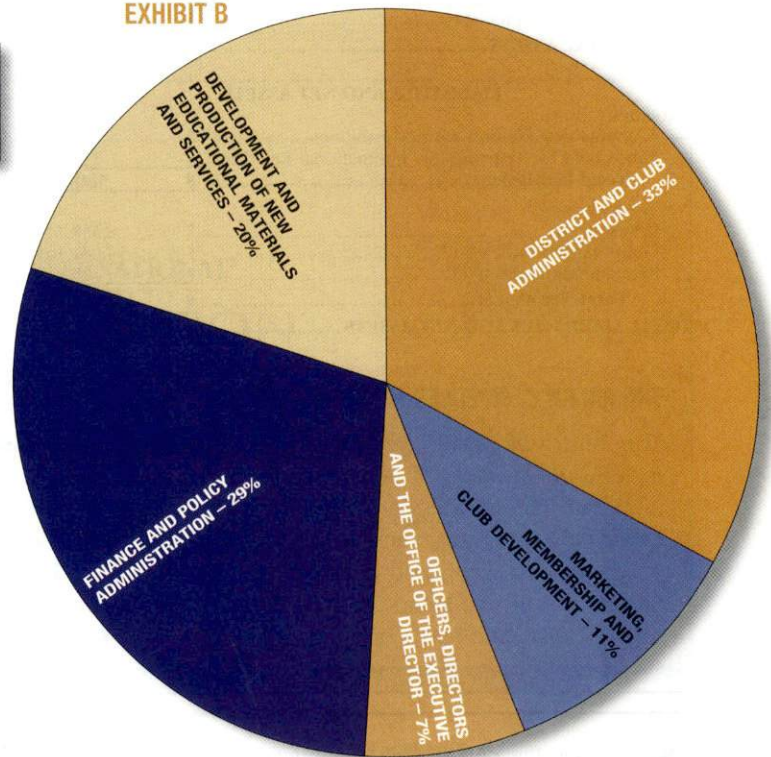
Membership Dues

Exhibit B shows how each of your renewal dues dollars are spent. The glossary below and on the next page gives an explanation of expenditures.

Glossary of Expenses:

- **OFFICERS, DIRECTORS AND THE OFFICE OF THE EXECUTIVE DIRECTOR** – Includes travel and expenses at Board meetings, district visits, regional conferences and outside professional services, such as legal counsel. Board policy ensures smooth operation of the organization and ideas for new and exciting programs. District visits help in building new clubs, strengthening membership and bringing new ideas to members.
- **MARKETING, MEMBERSHIP AND CLUB DEVELOPMENT** – Includes processing new-member and new-club applications and developing and distributing new member and new-club materials. This also includes developing membership and new club-building programs, promotions and awards and assistance to low-member clubs.

EXHIBIT B



- **MEMBER SERVICES AND ADMINISTRATION** – Administrative services to clubs and districts. Includes processing and mailing of dues renewals, officer lists, club and district billings, financial reports, Constitution and Bylaws administration, and data-processing services. Also included is the production of materials and updating of member and officer addresses.
- **DISTRICT AND CLUB OPERATIONS** – District, Division and Area services and development, production, field testing and promotion of educational program materials and services. Includes district operations, developing club and district administrative and educational materials, serving clubs through officer training and club visits by district officers; the Distinguished

District, Division and Area Programs, travel reimbursements to District Officers for International and Regional meetings, processing educational completions, i.e., CTM, ATM, CL, AL and DTM, production and mailing of *The Toastmaster*, *TIPS* and the *District Newsletter*, and cost of planning and operating the International Convention.

■ **DEVELOPMENT AND PRODUCTION OF NEW EDUCATIONAL MATERIALS AND SERVICES** – Distribution of educational, promotional and administrative materials. The most useful, up-to-date materials are available through the Supply Catalog to help every member succeed.

TI FINANCIAL STATEMENT JANUARY-DECEMBER 2002

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 2002

ASSETS	
Cash and short-term investments	\$ 3,138,486
Restricted cash and short-term investments.....	\$ 876,354
Marketable securities	\$ 13,217,528
Accounts receivable, net of allowance for doubtful accounts of \$5,000	\$ 135,818
Inventories	\$ 935,999
Deposits, prepaid postage and other.....	\$ 323,716
Property, building and equipment, net of accumulated depreciation	\$ 4,505,575
TOTAL ASSETS	\$ 23,133,476
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable and accrued liabilities.....	\$ 456,967
Funds held for Toastmasters International Regions..	\$ 123,842
Total Liabilities	\$ 580,809
Net Assets:	
Unrestricted.....	\$ 8,458,244
Temporarily Restricted	\$ 14,081,165
Permanently Restricted.....	\$ 13,258
Total Net Assets	\$ 22,552,667
TOTAL LIABILITIES AND NET ASSETS	\$ 23,133,476

STATEMENT OF ACTIVITIES FOR THE TWELVE MONTHS ENDED DECEMBER 31, 2002

CHANGE IN UNRESTRICTED NET ASSETS:	
REVENUE:	
Membership charges:	
Member fees.....	\$ 4,988,866
New member service charges	\$ 1,294,848
Total membership charges	\$ 6,283,714
Sales of educational materials and supplies.....	\$ 1,948,976
Charter fees.....	\$ 81,605
Interest	\$ 72,509
Royalty - Mailing List.....	\$ 100,000
Other	\$ 59,509
Total revenue.....	\$ 8,546,313
EXPENSES:	
Executive Director; Officers; Board	\$ 474,679
Marketing	\$ 790,063
Finance and Policy Administration	\$ 2,450,494
District and Club Administration	\$ 2,702,132
Cost of educational materials and supplies.....	\$ 1,602,384
Depreciation	\$ 374,151
Total expenses.....	\$ 8,393,903
INCREASE IN UNRESTRICTED NET ASSETS	\$ 152,410

THE RALPH C. SMEDLEY MEMORIAL FUND

This fund was established to provide financial support for Toastmasters International's educational programs. These include the creation of new and innovative educational materials for club and member use, the development of promotional material designed to spread the word about Toastmasters, and development of new Communication and Leadership Programs, such as the Success/Leadership Series.

The fund is comprised of donations from individual Toastmasters and Toastmasters clubs, and the interest earned and the increase in the value of investments on those donations. Contributions from January 1 - December 31, 2002 totaled \$12,414. The fund had a balance of \$889,138 as of December 31, 2002.

You have the opportunity to continue the legacy of our organization's founder by contributing to the Ralph C. Smedley Memorial Fund. The fund is used to develop new and innovative educational and promotional materials, such as the videos *Meeting Excellence*, *Everyone's Talking About Toastmasters*, *Effective Evaluation*, and the High Performance Leadership Program. Our online Supply Catalog at www.toastmasters.org was also made possible by contributions to the fund. Contribute \$10 and receive a special Toastmasters International paper weight. Donors of \$100 or more receive a special plaque and have their names permanently inscribed on a donor recognition plaque at World Headquarters. Every contributor is recognized in *The Toastmaster* magazine.

Contributions are tax deductible. Your support will result in more people learning, growing

Keep the Legacy *Alive!*

and achieving through Toastmasters. Contributions should be sent to:

The Ralph C. Smedley Memorial Fund

TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo CA 92690, U.S.A.

Contributions may be made via check, money order, Visa, Mastercard, American Express or Discover cards. If making an honorary or memorial contribution, please indicate the name and address of any person(s) to whom acknowledgement should be sent.



Ralph C. Smedley

AUTOMATIC SEAT SELECTION

World Headquarters will automatically select your seats for the *Golden Gavel Luncheon, Toga Party, International Speech Contest* and *President's Dinner Dance*.

Seating Procedure

1. World Headquarters will assign seat locations in the order it receives convention registration forms.
2. Seat assignments will be at the discretion of Toastmasters International.
3. Seat assignments are **final** and **cannot** be changed prior to the convention or on site.
4. Toastmasters who wish to sit in a group must mail their registration forms together in the same envelope.
5. World Headquarters will make every effort to seat larger groups (*registrants purchasing six or more tickets for any single event*) at the same table. However, it is possible groups of six or more may be seated at separate tables.
6. **Deadline:** Advance registrations must reach World Headquarters by **July 18**. Cancellations and refund requests will not be accepted after **July 18**. Cancellations will not be accepted on site – no exceptions!



Atlanta Marriott Marquis Welcomes...



TOASTMASTERS INTERNATIONAL®

2003 CONVENTION
AUGUST 20-23, 2003

MAIL THIS FORM TO:
Marriott Marquis
265 Peachtree Center Avenue
Atlanta, Georgia 30303
(404) 521-0000
Fax (404) 586-6247

HOTEL REGISTRATION FORM

Arrival date: _____ Departure date: _____

Number of nights you will stay: _____

Number of people in room: _____

Approx. arrival time: _____

(CHECK-IN 4:00 P.M. - CHECK-OUT NOON)

Method of transportation: Car Air Other

Late departures will be charged a full night's rate plus taxes.

PLEASE RESERVE ACCOMMODATIONS FOR: (please print or type)

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

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Sharing room with: _____ Email _____

Special Requests: King 2 Double Beds Non Smoking Smoking Other (specify) _____

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

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 7% occupancy tax and 7% sales tax per night. DO NOT SEND CASH. Make check or money order payable to the **Atlanta Marriott Marquis**.

Credit Card type _____

Credit Card # _____ Exp. _____

Check # _____ Amount _____

SIGNATURE

DATE

SPECIAL CONFERENCE RATES

STANDARD GUEST ROOM	SUITES
\$129.00 single/double	Phone hotel directly if suite is desired. Cost and availability varies.

Please Note: Special conference rates are based on reservations received by July 25, 2003, and room block availability.

After July 25, all subsequent reservations will be subject to availability at the current hotel rack rates.

DON'T BE A NO-SHOW

To cancel your reservation call (800) 228-9290 or (404) 521-0000. If you fail to arrive by midnight the day of your scheduled arrival, your room will be released and may not be available. You must cancel your reservation 48 hours prior to arrival to avoid being charged one night's room and tax. Fax: (404) 586-6247. A room confirmation will be mailed to you as soon as possible.

DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL



72ND ANNUAL CONVENTION

AUGUST 20-23, 2003 ♦ ATLANTA MARRIOTT MARQUIS, ATLANTA, GEORGIA, U.S.A.

MAIL THIS PART TO: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors, or District Governors elected for 2002-2003.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 20. **On-site registration fees will be higher.**

ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 18.



“FULL” CONVENTION REGISTRATION only \$405.00

SAVE \$25 compared to “A La Carte” Registration

SAVE \$50 compared to “On site” Registration

A Full Convention Registration Package includes the following:

- One Convention Registration
- One Golden Gavel Luncheon ticket (Thursday, August 21)
- One “Toga” Party ticket (Friday, August 22)
- One International Speech Contest ticket (Saturday, August 23)
- One President’s Dinner Dance ticket (Saturday, August 23)

_____ One Person @ \$405.00	\$ _____
_____ Spouse/Guest @ \$405.00	\$ _____

A Full Convention Registration Package also includes one admission to the Club Leadership Luncheon **OR** one admission to the Toastmasters & Guests Luncheon. You may select only one event ticket for every member/spouse/guest that is purchasing a convention registration! Please indicate the number of tickets you require for each event.

_____ Club Leadership Luncheon ticket (Friday, August 22)

OR

_____ Toastmasters & Guests Luncheon ticket (Friday, August 22)

You may purchase tickets to the following optional events. Please indicate the number of tickets you wish to purchase for the events listed below:

_____ Interdistrict Speech Contest ticket (Tuesday, August 19) @ \$20.00	\$ _____
_____ Overseas Dinner ticket (Tuesday, August 19) (Open only to delegates outside U.S./Canada) @ \$57.00	\$ _____

SECTION A – TOTAL \$ _____



“A LA CARTE” REGISTRATION

SAVE \$25 compared to “On site” Registration

“A La Carte” Registration allows you to attend all general educational sessions during the Convention. Event tickets are not included and must be purchased separately.

_____ One Person @ \$185.00	\$ _____
_____ Spouse/Guest @ \$185.00	\$ _____

EVENT TICKETS:

_____ Interdistrict Speech Contest (Tuesday, August 19) @ \$20.00	\$ _____
_____ Overseas Dinner (Tuesday, August 19) (Open only to delegates outside U.S./Canada) @ \$57.00	\$ _____
_____ Golden Gavel Luncheon (Thursday, August 21) @ \$48.00	\$ _____
_____ Toastmasters & Guests Luncheon (Friday, August 22) @ \$43.00	\$ _____
_____ Club Leadership Luncheon (Friday, August 22) @ \$43.00	\$ _____
_____ “Toga” Party (Friday, August 22) @ \$63.00	\$ _____
_____ International Speech Contest (Saturday, August 23) @ \$26.00	\$ _____
_____ President’s Dinner Dance (Saturday, August 23) @ \$65.00	\$ _____

SECTION B – TOTAL \$ _____



"ONE-DAY" CONVENTION REGISTRATION

"One-Day" Convention Registration allows you to attend general and educational sessions and purchase event ticket(s) that take place the day you are registered. Please check the box for the day you wish to register.

<input type="checkbox"/> Wednesday/Thursday (Aug. 20 & 21)	<input type="checkbox"/> Friday (Aug. 22)	<input type="checkbox"/> Saturday (Aug. 23)
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_____ One Person @ \$105.00 \$ _____

_____ Spouse/Guest @ \$105.00 \$ _____

Please indicate the number of event tickets you wish to purchase. You may purchase only one event ticket for every member/spouse/guest that is purchasing a convention registration!

EVENT TICKETS:

_____ Interdistrict Speech Contest (Tuesday, August 19) @ \$20.00 \$ _____

_____ Overseas Dinner (Tuesday, August 19) (Open only to delegates outside U.S./Canada) @ \$57.00 \$ _____

_____ Golden Gavel Luncheon (Thursday, August 21) @ \$48.00 \$ _____

_____ Toastmasters & Guests Luncheon (Friday, August 22) @ \$43.00 \$ _____

_____ Club Leadership Luncheon (Friday, August 22) @ \$43.00 \$ _____

_____ "Toga" Party (Friday, August 22) @ \$63.00 \$ _____

_____ International Speech Contest (Saturday, August 23) @ \$26.00 \$ _____

_____ President's Dinner Dance (Saturday, August 23) @ \$65.00 \$ _____

SECTION C - TOTAL \$ _____

TOTAL FROM SECTION A \$ _____

TOTAL FROM SECTION B \$ _____

TOTAL FROM SECTION C \$ _____

TOTAL AMOUNT DUE \$ _____

World Headquarters will select your seats only for the Golden Gavel Luncheon, "Toga" Party, International Speech Contest and President's Dinner Dance. All other events are "open seating." All seat assignments are final and cannot be changed prior to the convention or on site.

Check enclosed for \$ _____ (U.S. Dollars) payable to Toastmasters International. Cancellation and refund requests will not be accepted after July 18. Cancellations will not be accepted on site. NO EXCEPTIONS!

(PLEASE PRINT) Club No. _____ District _____

Name _____

Spouse/Guest Name _____

Address _____ City _____

State/Province _____ Country _____ Zip Code _____

Daytime Telephone () _____ E-mail _____

I need special services due to a disability. Please contact me before the Convention.

This is my first TI Convention.

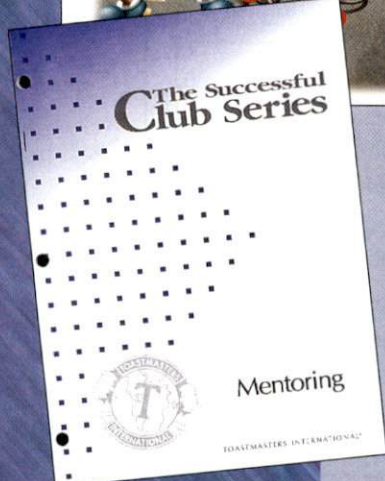
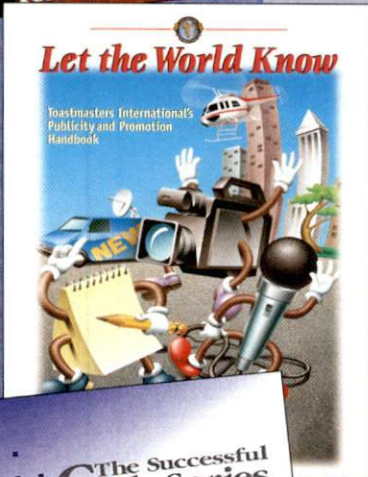
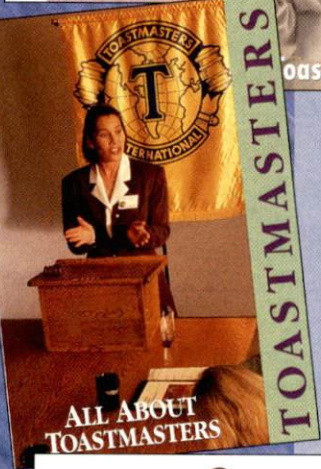
WHQ Use Only	
T- _____ GG	S/R _____ SC
T- _____ FN	T- _____ DD

PAYMENT METHOD (U.S. FUNDS):			
<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA	<input type="checkbox"/> AMEX	<input type="checkbox"/> DISCOVER
Card Number _____			
Expiration Date _____			
Signature _____			

First Aid for your Club

Membership Growth Materials

All Toastmasters clubs need new members. Even though your club may currently enjoy a healthy membership roster, a few months from now that could change as members move, change employment, or reach their speaking and leadership objectives. Toastmasters International has created a variety of materials to help:



QTY BROCHURES & FLIERS

- ___ 101 Talk. Still the Most Effective Means of Communication10 free*
- ___ 99 Yes, You Need Toastmasters . .10 free*
- ___ 103 Bringing Successful Communication into Your Organization50 cents
- ___ 124 All About Toastmasters25 cents
- ___ 114 Toastmasters Can Help! (Pkg of 50 fliers) \$2.50
- ___ 115 Toastmasters. It's More Than Just Talk (Pkg of 50 fliers) \$2.50
- ___ 367 Toastmasters. It's More Than Just Talk (Five full color posters) \$4.00
- ___ 108 From Prospect to Guest to Member3 free*

QTY SUPPORT MATERIAL

- ___ 84 Guest Book \$8.95
- ___ 231 Guest Invitation Cards (set of 25) \$3.50
- ___ 348 Invitation to Membership (set of 25) \$5.25
- ___ 400 Membership Applications (pad of 20) 1 free*
- ___ 405 New Member Profile Sheet (set of 10) \$1.00
- ___ 401-A Membership Cards (set of 50) . \$1.00

*Your club can order the specified number of copies free of charge every six months when placing an order. Additional copies are available for an additional charge.

QTY MANUALS AND KITS

- ___ 1158 How to Rebuild a Toastmasters Club manual \$1.00
- ___ 1159 Membership Growth manual . . \$2.25
- ___ 1160 Membership Building Kit . . . \$5.00
- ___ 1162 New Member Orientation Kit for Clubs \$5.00
- ___ 1140 Let the World Know—Public Relations manual \$2.50
- ___ 1150 Public Relations & Advertising Kit \$18.00

QTY MEMBERSHIP CONTESTS/PROGRAMS

- ___ 1620 Annual Membership Programs Flier3 free*
- ___ 1621 A Simple Membership Building Contest3 free*
- ___ 1622 Membership Building 101 . . .3 free*

QTY MODULES & TRAINING PROGRAMS

- ___ 290 The Moments of Truth (club self-analysis) \$11.95
- ___ 291 Finding New Members for Your Club (short seminar) . . . \$4.00
- ___ 293 Closing the Sale (short seminar) \$4.00
- ___ 294 Creating the Best Club Climate (short seminar) \$4.00
- ___ 296 Mentoring (create a mentoring program in your club) \$15.95
- ___ 4007-V Everybody's Talking about Toastmasters (promotion video) \$5.95

See your club's copy of the Toastmasters International Supply Catalog for complete details about each item.

PAYMENT MUST ACCOMPANY ORDER

Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)
 Please change my MasterCard / Visa / Amex (CIRCLE ONE)
 Card No. _____
 Exp. Date _____ Signature _____
 Club No. _____ District No. _____
 Name _____
 Address _____
 City _____ State/Province _____
 Country _____ Zip _____ Phone _____

Merchandise Total _____
 Shipping _____
 CA residents add _____
 7.75% sales tax _____
TOTAL _____

Mail to:
Toastmasters International
 P.O. Box 9052, Mission Viejo, CA 92690 USA
 (949) 858-8255 • FAX (949) 858-1207

NOTE: When placing your order, please submit the entire page!

Standard Domestic Shipping Prices - 2003

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.65	35.01 to 50.00	\$7.75
2.51 to 5.00	3.30	50.01 to 100.00	9.00
5.01 to 10.00	4.00	100.01 to 150.00	12.00
10.01 to 20.00	4.75	150.01 to 200.00	15.00
20.01 to 35.00	6.75	200.01 to —	Add 10% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 35% of order total, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax. All prices subject to change without notice.