

# The Toastmaster

APRIL 1983



**MARY MARTIN:**  
Sharing the Spotlight



## The Guest Who Didn't Return

My first exposure to Toastmasters left a lasting impression on me — a negative one.

In 1962 I was invited to attend a meeting of a nearby Toastmasters club. Like the typical visitor, I was uncertain and apprehensive. All I knew about the program was that it offered training in public speaking.

From my perspective, the visit was a disaster. My host never showed up. I sat like someone on a desert island — all alone. The only time I was noticed was when they collected my money for the meal. To me, the group was unfriendly and cold. My great expectations were destroyed. I knew public speaking was a personal weakness, and I had fully expected to join the club to overcome the problem. But I failed to see any of the friendliness, sharing or encouragement that I had anticipated. I left disillusioned and didn't try Toastmasters again until 1968.

How can a club attract guests and convert them into members? Well, it doesn't just happen. Just because a man or woman visits a club doesn't mean he or she is a new member. Most visitors must be sold on the benefits of Toastmasters, and this is accomplished through what they see and hear. The sales presentation must be sufficiently convincing to override the fear of public speaking and natural inertia.

When guests attend a club meeting, they should be warmly welcomed. They should be made to feel that their visit is an important club event. When members show a sincere interest, they will help to ease guests' anxiety about the new experience.

When you host guests, introduce them to all of the club officers and make sure the president introduces them to the club. Sit with your guests and explain the meeting's proceedings. (When guests have no hosts, the sergeant at arms should greet them, introduce them to the club officers, and sit with them during the meeting.) Find out why the guests are interested in Toastmasters and explain how the Toastmasters program can help them.

Be careful not to embarrass guests. Don't force them to participate in the program by calling on them during table topics or other portions of the program. The toastmaster should ask guests before the meeting begins if they would like to join in.

Keep club meetings lively and fast-paced. Don't let the business meeting drag and make sure the meeting begins and ends on time. Above all, make the meeting fun. Good club programming is an important selling point for guests.

After the meeting, answer any questions guests may have. Show them the manual and give them some Toastmasters brochures to read. Ask them if they would like to join. If they want to, have them fill out an Application For Membership (Form 400) immediately and obtain their per capita dues, new member service charge and club dues. If they're not certain they want to join, invite them to another meeting. Then follow up with a phone call to remind them of the meeting.

Once a guest agrees to join the club, don't think your responsibility ends. If you want to keep new members in the club, get them active. Hold an orientation session to explain the mechanics of the program in detail. Have an installation ceremony. Assign each new member an experienced Toastmaster to serve as coach. Schedule new members' icebreaker speeches within two to three weeks if possible, and give new members assignments for club meetings.

Experience shows that guests return and become members when they are convinced the club has something for them. But the chance they will join is greatly enhanced when a member's hand is extended in sincere friendship and in sharing. When guests know they're welcome and they enjoy the club and its environment, they'll never fall into the category of "the guest who didn't return." Instead, they'll become devoted club members.

*William O. Miller*

William O. Miller, DTM  
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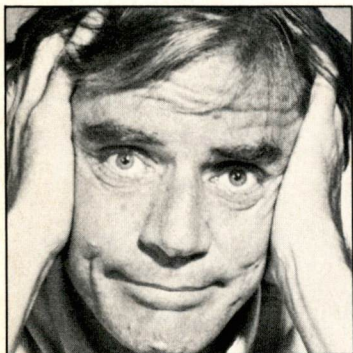
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## COVER

After you've starred in Broadway shows, been interviewed by dozens of newspapers and magazines, and appeared on countless television shows, it can be hard to let someone else be the center of attention. Yet Mary Martin has done just that in her role as one of the hosts of television's **Over Easy**. In this month's cover story, she reveals how she learned to release control of a conversation to someone else and offers Toastmasters advice on how they can become better public speakers and conversationalists.

Published monthly to promote the ideals and goals of Toastmasters International, an organization devoted to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Second class postage paid at Santa Ana, California, and additional mailing office. Copyright 1982 by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content and non-member subscriptions should be addressed to THE TOASTMASTER Magazine (ISSN 0040-8263), P.O. Box 10400, Santa Ana, California 92711. Phone (714) 542-6793. All other circulation correspondence should be addressed to Membership and Club Records at the same address. Non-member price: \$12.00 per year. Single copy: \$1.25.



## Caribbean Clubs Gather For Their First Convention

As part of their efforts to unify and strengthen Toastmasters clubs in the Caribbean, Toastmasters in the Netherlands Antilles held the first Caribbean Toastmasters Convention last October 29-31.

More than 80 Toastmasters from Barbados, the U.S. Virgin Islands, Venezuela and the Netherlands Antilles gathered on the island of Aruba for three days of information-packed seminars and fellowship. Philadelphia-based speaker Suzy Sutton was keynote speaker for the event, which also featured seminars on reaching beyond one's potential and effective listening. The highlight of the convention was the speech contest, where St. Croix Toastmaster James Tuitt captured the coveted first place award.

Although seminars and sightseeing kept convention participants busy, they did find time to accomplish some business. They voted to form the Council of Caribbean Toastmasters to improve communication among Caribbean clubs and to promote the establishment of new clubs. Delegates also agreed to hold the second Caribbean Convention in October 1983, to be hosted by Toastmasters of St. Croix, the U.S. Virgin Islands. Of course, they emphasized, Toastmasters all over the world are invited to attend.

The ideas for a Caribbean convention and council were developed under the direction of Bernhard Kalis, president of Aruba Toastmasters Club 2688-U. Kalis, a leader in the drive to promote Toastmasters in the Caribbean, was also appointed chair of the newly-formed council.

"The convention and the starting of the Council of Caribbean Toastmasters is a milestone," says Kalis.

With the energy and dedication Toastmasters in the Caribbean possess, they are sure to achieve many more!



**CONVENTION PARTICIPANTS** — Keynote speaker Suzy Sutton meets with Remy Zaandam, the acting lieutenant governor of the island of Aruba, during a program break at the Caribbean Toastmasters Convention.

## World Headquarters' Employee Retires

A World Headquarters' employee recently retired after 28 years of service to Toastmasters International.

Until his retirement, Almer Parks worked as chief pressman in the Production Department.

"Almer Parks has consistently demonstrated his dedication to Toastmasters over the years," said executive Director Terrence McCann at a special ceremony honoring Mr. Parks. "It's people like him who have made Toastmasters International the greatest public speaking organization in the world. We'll miss him."



From left to right, Executive Director Terrence McCann, Almer Parks and Production Manager Larry Langton.



**LUNCHEON SPEAKERS** — District 36 Governor Otis Langford (left) presents a plaque to Gerry Donovan, keynote speaker at the community awareness luncheon in Washington, D.C. International President William Miller (right) also addressed the group.

## Awareness Luncheon Attracts Officials

If you've ever sat in on any government or corporate meeting, you know that many officials could benefit from Toastmasters training. Toastmasters' district officers in District 36 realized this, too, and they decided to make their feelings known.

They sponsored a community awareness luncheon and invited government and business leaders. The luncheon was held at the prestigious Touchdown Club in Washington, D.C., and officials from the U.S. Nuclear Regulatory Commission, the U.S. Navy Department, the Department of Agriculture and the Smithsonian Institute attended, as did representatives from prominent transportation, communication, and research and development firms. All were treated to a discussion of the importance of good speaking skills and an explanation of the Toastmasters program by International President William Miller and International Director Al Friedrich. District 36 Governor Otis Langford stressed the value of Toastmasters to a business or government agency. Gerry Donovan, vice president of personnel for Giant Food, Inc., was keynote speaker. A short demonstration Toastmasters meeting concluded the program.

Let's hope government and business officials in Washington, D.C. got the message.

# Straight from the HORSE'S MOUTH

by Kay Marie Porterfield

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How to give your speeches the voice of authority.

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**Y**our speech hooks your audience at the beginning, has a fast-paced middle and a punchy ending, but still something is missing. After hours of working and reworking it still lacks the voice of authority. Maybe it needs a doctor! Or a lawyer, or perhaps an accountant or a business researcher, an expert whose weight will add substance to your words.

Why would a professional at the top of his or her field talk with you, a layperson, and provide you with quotes, statistics and inside information for your speech? For one, many researchers are eager to get the information they've discovered out to the general public. Confined to writing professional papers and delivering them at conventions to other experts, many are eager to take the time to publicize their findings.

Like everyone else, experts *like* to talk about what they're doing and to give their opinions. The fact that you chose to ask Professor X to clarify some points for you is a form of flattery which, used wisely, can pay off in fresh material for your speechwriting.

Finally, experts have a vested interest in making sure that information presented about their fields is clear, accurate and not misleading. If you will be using research findings or an expert's pet theory in the talk you plan to give,

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## Many experts are eager to publicize their findings.

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often that person will be glad to steer you in the right direction and give you additional information and insights.

Even though your audience may be awed by your ability to connect with important people, finding those people isn't that difficult. In fact, often you can begin at home with your phone book. Most professions have local chapters of professional organizations or, at least, state organizations. Whether you want to find an architect, a lawyer or a psychiatrist, your first step is to look in the Yellow Pages under "Professional Organizations" and dial the local organization headquarters.

Most such offices are staffed by nonprofessionals, but often they can give you three or four local contacts *if* you are clear and specific about who you need to speak with. Most professions are composed of several specialties. If you want to contact an industrial psychologist, ask for the referral specifically. If you don't specify, you may end up with a child psychologist or a marriage and family

counselor — hardly the person to discuss productivity in the workplace!

If there is no local organization, you can, from your home, turn to the academic community for help. Call the appropriate department of your nearby college or university and ask to speak to a professor who might be able to supply you with the help you need. Because college personnel tend to have busy schedules, you'll probably be asked to give your name and number which will be passed on to the appropriate faculty member. Again, be certain to be specific when you make your request so that the right person will receive the message.

#### National Authorities

Going after the big time experts is only a little more difficult than finding local folks in the show. For the nationally known authorities, you'll need to visit your public library. Once more, the first place to focus is on the professional organizations. They are all listed together in a book called the *Encyclopedia of Associations*. Not only can you dig out everything from sports to business and academic organizations, you'll be able to get addresses and phone numbers for self-help and hobby clubs, as well. The authoritative quote, or a referral to the person who can give you that quote, may be only a long distance phone call away.

Sometimes, however, you might feel the need for a *real* specialist, a person whose field might be a bit obscure. If you don't know the first place to look for such a person, begin with the indexes and abstracts to be found in nearly every large library. While an index can point you toward the magazine or professional journal where an article appeared, an abstract gives a short summary of articles and then tells you where to find them.

No matter what your topic, chances are there is an abstract or index which covers it. You can choose from *Personnel Management Abstracts*, the *Accountant's Index*, *Psychological Abstracts*, *Applied Science and Technology Index*, *Index Medicus* and the *Business Periodicals Index*, just to name a few. If you can't find the indexes or are bewildered about how to use them, ask a librarian.

Focus on the current volumes, rather than going back too far in the listings of professional literature if you're after current data. Often you

can get the gist of the articles by title only. When your delving uncovers a few people who seem to possess the knowledge you want to tap into, write down their names. It's best to jot down three or four people, just in case you're unable to locate some of them or, when you locate them, they don't have time to talk with you.

Paging through indexes is time consuming. If you have the cash to spare, you might want to ask if the library offers a computer search. If

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### Be clear and specific about who you need to speak with.

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your public library doesn't offer this service, you will probably find it available at a state supported college library near you. Usually for a cost of \$25 to \$50 and a wait of three days to a week, the library can come up with a print-out listing articles, authors and citations on the topic you're researching.

Now that you have the names of several experts in hand, you'll have to find out how to reach them. The first place to discover this information is in a book called the *National Faculty Directory*, which lists the department and work address for nearly every college and university faculty member in the United States. If it turns out that the person you're looking for isn't holding a teaching position, try checking the specialized *Who's Who* directories. They are split into sections of the United States (East, South & Southwest, West and Midwest) as well as into volumes which cover government, American women, finance and industry, religion and American law. These references give you a short biography as well as addresses for the people listed. Often obtaining a phone number is easily accomplished by calling directory assistance. If you can't get a number, you can always write a letter.

If you're still searching in the dark, you can take a shortcut by following in

the footsteps of another researcher, a newspaper or magazine journalist. Scan the *New York Times Index*, *The Wall Street Journal Index*, *The Reader's Guide to Periodic Literature* or *Access* to find articles on your topic which have been published in the popular press. In most cases, the writers and reporters quote experts and state the institution or organization they're affiliated with. As before, you can try directory assistance for a phone number or check the *Encyclopedia of Associations* or the *National Faculty Directory*, as well as *Who's Who*, for an address.

#### The Interview

Now, clutching your bundle of three by five cards in your hot little hands, you're ready to make contact. If you need the material in a hurry, you'll probably interview your expert over the phone. When time isn't of the essence, you can write a letter. Since many busy people don't have time to compose return letters, you could ask your contact to call you collect or you might ask if there is a good time for you to call them. Always enclose a stamped, self-addressed envelope with your letter.

Whether you write or call, be aware that you are taking up this person's time and that they are doing you a favor. Come straight to the point with your request and do your expert the courtesy of having read one or two of the articles he or she has written. It simply isn't fair to call a Harvard business professor or the personnel director of a multimillion dollar corporation and ask him to fill you in on retraining programs. Do your homework ahead of time and ask a few, well-honed questions.

Begin by introducing yourself and succinctly telling your expert why you need the information. It's often a good idea to establish at the beginning why you chose to contact the person you're speaking with. If you were referred by a professional organization, now is the time to say so and to drop the name of the person who referred you. You'll save time and increase the chances of your expert's cooperation if you let him or her know on the front end that you've done your homework. You might start your first question with, "I read your article in the August issue of the *Widget Review Digest* and I'm curious about..." Now you ask your subject to

clarify points made in the article, to expand on the ideas presented or for an update.

If you plan to quote your expert or experts directly, it is critical to let them know what you're up to. To insure further cooperation at a later date, you might offer to send them a copy of your speech before you give it so they can approve their quotes.

Make sure, if you're conversing face to face or on the phone, that you have a few written questions in front of you so you'll be organized and that you either record the conversation or take extensive notes. (Be sure to have at least two pens in front of you; one always runs dry at the critical moment!) Needless to say, if you're talking long distance, you are the one to pay the charges.


Often, the person you "know" is going to be the perfect expert may be unwilling to share time with you or may turn out not to know much about the specific area you're focusing on.

Don't give up. You can turn even those negative contacts to positive results if you ask the person you've contacted to suggest other possible experts and how to contact them.

#### Playing Your Card

Surprisingly, the best quotes, information and ideas don't necessarily come from the structured question and answer period you've worked so hard preparing for. The gems usually come when you play your "wild cards" at the conclusion of an interview. The question "Is there anything important you think needs saying?" is often the key which unlocks the door to a treasure house of quotable quotes for your speech! Another way to get bonus input is to state the conclusions you're reaching as you research your speech and then ask your expert if he or she thinks you're on the right track. Chances are, if you've been courteous, interested and fairly well informed, your source will provide you with more than you'll need to know.

The key to using experts, both as information sources and in your speeches, is to use them wisely. If a community college professor can give you what you need, opt for that person and save the "star" until you need him. When you waste experts' time, they won't cooperate with you in the future. If one or several refuse to help you, accept their right to say no graciously.

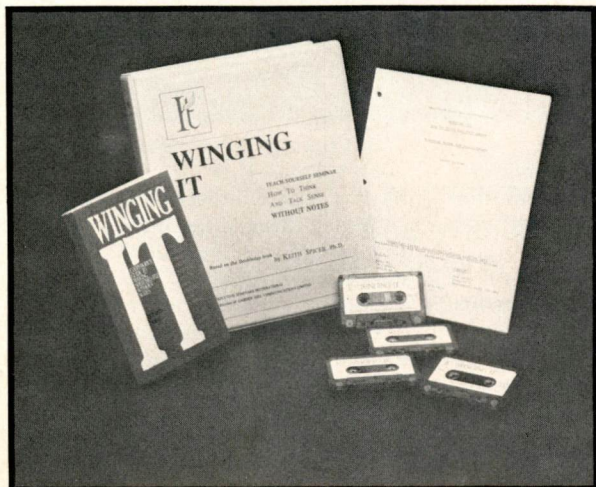
Finally, remember that you are writing the speech and not your panel of experts. Using their quotes selectively, you can impressively prove your points. Stringing together quotes and hiding behind the words of others has the opposite effect. If your voice is only a whisper heard beneath the roar of voices of authority, you won't impress your audience; you'll put them to sleep! 

*Kay Marie Porterfield is a writer based in Denver, Colorado.*

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# Mark Russell To Receive GOLDEN GAVEL AWARD

The secret of doing topical or political humor, says comedian Mark Russell, is to avoid walking well-trodden paths, such as the forgotten vice president, slow postal service, slow trains, a rich Rockefeller, Reagan's age, flaky California and wintry Buffalo.

Other than these few subjects, everything else in this country from potato chips to the metric system can be a target for Russell's humorous comments and musical ditties. But Russell is best known for his political satires — barbs that have the ability to make people laugh, yet have a serious message about government and society.

Toastmasters will be able to enjoy Russell's style of humor when he accepts Toastmasters International's prestigious Golden Gavel Award at the organization's 52nd Annual International Convention in San Diego, California.

Mr. Russell will be honored during the Golden Gavel Luncheon August 17 at the Sheraton Harbor Island East Hotel. He becomes the 24th recipient of the award, the organization's highest, and joins such notable personalities as Lowell Thomas, Walter Cronkite and Bob Richards.

Russell's successful show business career began early. As a child he loved to play the piano and entertain his family and friends with his humorous remarks and satires. In high school he led his own bands. While a Marine he had a piano-comedy act at nearby nightclubs. Upon becoming a civilian again, he played at Washington, D.C. clubs, finally becoming a regular act at the Carroll Arms, a local hotel, in 1958.

In 1961 he was invited to play at the Shoreham Hotel in Washington, where he became the resident comedian for two decades. Although his act became well-known in Washington circles, it wasn't until the early 1970s, when the Watergate scandal broke, that the rest of the country was finally ready for his brand of humor. He was soon appearing on television shows and even had his own commentary program on the NBC Radio Network. In the following years he recorded four record albums and wrote a book, *Presenting Mark Rus-*



*sell*, published in 1980 by Everest House.

Although he recently left the Shoreham Hotel and his radio program, Russell still has a hectic work schedule. He appears on NBC-TV's *Real People* and writes four nationally syndicated newspaper columns a week. He tapes six PBS specials a year and tours the country doing three shows and lectures a week.

Although Russell's topical comedy comes across as effortless and off-the-cuff, it is the product of hours of work. Each day Russell combs the newspapers, searching for items on which to base his satire. He writes his jokes, records them, and plays them back, changing inflection and wording until he is satisfied that they have the right punch. Although he thinks of himself as a rather conservative person, his political jokes are

bipartisan, sparing no one. (He notes that "President Reagan's idea of helping the unemployed is sending five pounds of cheese to Millicent Fenwick.") Russell insists, however, that he never writes a line that he wouldn't say to that person's face, and he often gets to prove this statement since his audience usually includes the very people he is making fun of.

But no one takes offense. Russell even believes that satirists like himself have a positive effect on officials.

"We do them a favor by pointing out the imbecilities," he said in a recent magazine interview. "They get the message."

Russell's messages have earned him a place as one of the outstanding humorists in history. They've also made him truly deserving of Toastmasters International's highest honor — the Golden Gavel Award.



# MARY MARTIN

## Sharing the Spotlight



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How a former leading lady learned to let someone be the center of attention — and become a better communicator because of it.

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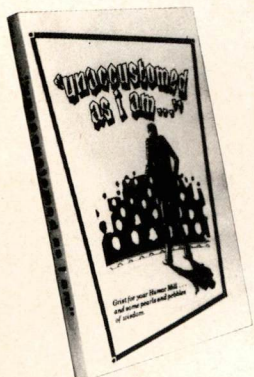
by George Heymont

**F**or more than 40 years Mary Martin held a special place in the hearts of theatregoers as one of the great ladies of the American musical theatre. In a career which encompassed such shows as *South Pacific*, *The Sound of Music*, *Peter Pan* and *I Do, I Do* (as well as touring with *Annie Get Your Gun* and *Hello, Dolly*) Mary became used to playing to live audiences which showered her with love.

These days she is reaching out to millions of viewers as one of the co-hosts of *Over Easy* (the most widely-distributed TV show on the PBS network). In real life she has gained even greater notoriety as the mother of actor Larry (J.R. Ewing) Hagman, whose international celebrity from the serial *Dallas* has given Mary a new identity in the world of entertainment.

In her years as a musical comedy star Mary was assured of the spotlight. Her name was up in lights and people came from hundreds of miles to see her perform. Today, at 68, she not

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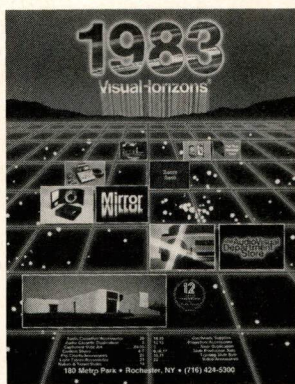
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only shares the spotlight with Jim Hartz, but has slowly mastered the difficult art of letting someone else be the center of attention.

Whether one is a Broadway star or a guest speaker, giving someone else the spotlight is easier said than done. Egos do strange things to people. Not only do speakers fall in love with the sound of their own voices, they often have trouble remembering that other people in the room deserve attention, too. Often another person might have something to say which will enhance material the main speaker has just covered. However, releasing control of a conversation to someone else requires enough security and confidence in one's talent to risk playing second fiddle to a total stranger.

"I'm getting better at it," grins Mary as she describes the nightmarish experience of learning to pace herself for a television talk show. "In the beginning it was very difficult for me to ask a question and then not answer it myself before the guest had a chance to say a word. Darling Jim Hartz has been on TV forever, and I told him to punch me whenever I would do it. We finally worked out a system where he would tap me once if I was to go ahead and talk and tap me twice if it was time for me to shut up. Jules Powers (who produces the show) would take me aside and say, 'That's fine, Mary. Now tomorrow we're going to try to make it more conversational and not attempt to project so much.'"

**Playing To the Audience**

When Mary first started taping *Over Easy* at the studios of San Francisco's KQED-TV, the show was taped before a live audience of senior citizens bused in from communities around the Bay area. Subsequent budget cuts in public television have eliminated the studio audience, thus changing Mary's interaction with her guests. "When we had an audience there was a definite problem in that I would tend to want to give to the audience. Whenever I used to do TV specials the camera was always on me. Now I have to know which one of the cameras is on me at any one time. It's my nature to play to an audience. Luckily, the camera crew is very kind to me."

One of Mary's cardinal rules as a performer in musicals has carried over to her work as a television hostess. "The audience should never, ever, be

aware that you are working. They shouldn't know about any problems going on backstage or be aware of any physical exertion coming from you." Much to her surprise, she is learning that the simple act of conversing can tire her out.

"When I was performing onstage I never saw a soul socially. Maybe for five or 10 minutes I'd receive people backstage after the show, but other than that I stayed in the hotel utterly locked up. Now I have to be 'on' a lot and I find myself being a little bit more

**Releasing control  
of a conversation  
requires security  
and confidence.**

cautious. I talk a lot more and see more people on a personal level. I'm one of those people who loves the entire human race, and I always have been that way. My biggest problem is not wearing someone out because I'm so busy loving them so much."

Since her son Larry gained international fame as J.R. Ewing, Mary has been put in the position of the proud and doting mother. While some performers might end up locked in a mother-son rivalry, Mary and her son have faced no such problem. In fact, Mary has been able to use her son's fame as a means of breaking the ice when meeting new people.

"In the past whenever I would meet great masses of people I could almost tell by their age when they had first seen me in a show. I could point to one person and say: 'The first show you ever saw was *Peter Pan* or *The Sound of Music* or *South Pacific*.' I could almost tell immediately. Last year when I was signing my name a lot of people began to ask me to sign as J.R.'s mother.

"Other than Henry and Jane Fonda, I think Larry and I are the only parent-child team that has achieved such recognition. There's no question that he's getting more coverage. I still work for Fieldcrest and go out on the road and talk to people. Five years ago I designed some sheets and towels for them and part of my job is to go out to these groups of five or six hundred

people and do a lot of what I call yak-yak. Before I used to get introduced just as Mary Martin. Now I get introduced as J.R.'s real mother, and I love it. I'm so proud of him because I think Larry's a fine actor.

"What did surprise me, however," Mary chuckles, "is when people started asking me to sign as J.R.'s real mother. Little old ladies at 80 and young girls at 14 would ask me to write J.R.'s real mother and I finally realized it was to differentiate me from Barbara Bel Geddes!"

**"The audience should never be aware that you are working."**

Once the ice has been broken, however, Mary's natural charm and enthusiasm make any guest feel utterly at ease. Giving a visitor her undivided attention, Mary doesn't hesitate to reach out and pat someone on the arm. Occasionally she will break the intensive eye contact to kick her heels up off the floor — her excess of energy immediately defusing any tension in the air. She is also careful to find something about her guests which she can praise (aware that a little bit of stroking will go a long way to help someone open up).

#### Gracious Hostess

The first year of taping *Over Easy* resulted in some shows where Mary was visibly ill at ease, unfamiliar with her role on the show and not always able to keep herself from interrupting. Today she is much calmer, more gracious, and can give her guests a tremendous amount of space. Having had her life story appear in print time and time again, she is perfectly happy to hear what someone else has to say.

"I'll tell you something very interesting," she confesses. "Years ago I was interviewed by Life magazine when they were going to do a big spread on me. At that point I thought: If I have to tell this story one more time... Well, they sent out a young woman who said 'I've been in the war and I don't know a thing about you. Life sent me out because they figured that way it would be a fresh piece.'"

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"Are you sure?" asked Mary. "Well, then come with me, my dear."

Mary proceeded to unravel the most outlandishly colorful history claiming to have been born on an Indian reservation in Oklahoma. "I made up such marvelous stories. God, I had the best time of my life for the next two hours. When she got ready to leave she said she just couldn't wait to write this up and told me it had been one of the most exciting days of her life. At that point I had to take her aside and tell her what I had done.

"You're going to get awfully mad at me," confessed Mary, "but there isn't one word of that that's true. No one had ever interviewed me who didn't know a thing about me, and I couldn't resist."

The journalist returned three days later, and she and Mary are still good friends to this day. "She wanted to kill me," laughs Mary.

For many performers her age retirement is difficult after so many years in the public eye. Mary, however, has found the perfect solution. She spends her winters in Palm Springs and Brazil. Then, during the summer months she escapes the brutal heat of the desert and treats herself to

a working vacation in San Francisco (where the summer fog makes for deliciously cool days and nights).

Ironically, her new job has helped her to reach millions more than she did in her entire career in the legitimate theatre. "It's a whole new ball game and quite a challenge. I have everything everyone else at my age has: cataracts, arthritis, the whole bloody thing. But I adore working. I'm constantly offered scripts to go back into the theatre, but I don't want to be tied down for a year and a half in one show. I did that for 43 years. Now I get to see my grandchildren and every one else. I don't ever want to *not* be doing something as long as I'm able to move. My TV work has allowed me to go on to another green pasture, and at my period of life that's wonderful."

It's not only wonderful for Mary. It's equally wonderful for her guests, who can relax on screen without being awed by her presence or intimidated by fears of being upstaged by a former leading lady. ♪

*George Heymont is fine arts editor of The Bay Area Reporter in San Francisco and is working on two books.*

# How To Increase Your Self-Esteem

by Virginia A. Crandall

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There's no limit to what you can do — as long as you believe in yourself.

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**M**y daughter's high school teacher invited her students to participate in a class talent show. My daughter volunteered to be in it. She played an instrument and sang a song she composed for the occasion. When she came home from school that day, she proudly showed me the note her teacher gave her. It said, "Some people couldn't do what you did today, and then there are those that could and would not. Congratulations to you!"

The people who couldn't do what my daughter did were those without self-esteem. Self-esteem sets the

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**We must recognize that we alone are responsible for what happens to us.**

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boundaries of our accomplishments. It tells us how much or how little we are capable of accomplishing. If we do too well, our internal self-esteem "thermostat" makes us slow down to fit our self-esteem. If we don't do well enough, our thermostat makes us speed up.

Self-esteem is a combination of self-confidence (I can do it) and self-worth (I am worthy of it). Self-confident people are active, discriminating and goalseeking. They rely on themselves, their own thoughts and feelings, not on the thoughts and feelings of others. They know that their intellect and emotions may conflict, but they carefully weigh their knowledge against their feelings and make the most rational choice, taking full responsibility for it. For example, self-confident people may fear public speaking, but they join and participate

in Toastmasters anyway. They know that if even they falter in their speech-improvement efforts, they still made the right choice, and they continue undaunted.

But self-confidence must be accompanied by self-worth. This means a person must consider himself or herself worthy of success and the good things of life. Singer Janice Joplin is said to have lacked self-worth. She could not live with success because she didn't consider herself worthy of success.

## Weighing the Payoffs

Why don't we have enough self-esteem? Some of us find that having low self-esteem has payoffs. We don't have to be responsible. We don't have to risk failure. We can be lazy.

Many of us, however, have low self-esteem but would like to increase it. Take heart. Low self-esteem can be overcome. Psychiatrist Dr. Nathaniel Branden, author of *The Psychology of Self-Esteem*, says the first step in increasing self-esteem is to "realize from the core that we alone are responsible for what happens to us." As soon as we recognize this, we can begin to change.

Robert E. Griswold, president of Effective Learning Systems in Edina, Minnesota, says we can change our self-image by recognizing our good points and acknowledging that we are doing the best we can.

Leonard Orr has a solution which involves writing self-affirmations. For example, I would write over and over, "I, Virginia Crandall, am highly pleasing to myself. You, Virginia Crandall, are highly pleasing to yourself. She, Virginia Crandall, is highly pleasing to herself." Although the wording can vary, all should be written in first person, second person and third person because we think about ourselves in all three ways. These written self-affirmations work to build our self-esteem.

Napoleon Hill suggests we spend 30

minutes daily concentrating upon the self-confident, self-worthy person we intend to become. Creating a clear mental picture of our goal helps us in our struggle to achieve it.

## Ten Tips

Motivational expert Dr. Denis Waitley offers these suggestions:


- Dress and look your best at all times.
- Volunteer your own name first in every telephone call and whenever you meet someone new.
- Each day write down what you are thankful for.

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**People must consider themselves as worthy of good things.**

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- When someone pays you a compliment, accept it with a simple, courteous "thank you."
- At meetings, sit up front and exchange questions and answers with the speakers.
- Make a conscious effort to walk erectly and briskly.
- Set your own standards.
- When you talk to others about yourself, use encouraging, affirmative language.
- Write out a self-development plan.
- Smile.

By following these suggestions, we can increase our self-esteem and, in turn, our accomplishments. After all, there is no end to what we can do if we have the self-confidence and self-worth necessary to spur us on. 

Virginia A. Crandall, ATM, is a member of Springfield Toastmasters Club 527-22 in Springfield, Missouri, and is writing a novel.

# We Must First Sell Ourselves

by Cavett Robert

**B**efore selling a person an idea or product, we first must sell ourselves. If a person doesn't like us, you can be sure of one thing — he or she doesn't like anything about our product, service or speech.

It is one of the basic principles of human psychology that until people first accept us, they will not accept anything we offer. It is human nature to judge the dance by the dancer.

How often do you stop just before communicating and remind yourself that your listener will not consider your product, service or idea until he or she has first formed an opinion of you? If his or her impression is not favorable, his mind snaps shut as tight as a steel trap.

This is why that first impression is so important. Some of our mistakes in dealing with people may be overlooked or even forgiven. But don't forget this cardinal principle of human engineering: *No one yet has been able to find a way to have a second chance at a first impression.*

We have been reminded over the years that a prospect's eyes are a camera and his memory a screen for the show. However, we forget too often that there is no "rerun." Furthermore, we are on stage only once — there is no opportunity for a rehearsal, no double feature. That first impression of us is all important. Is it any wonder that our first 30 seconds with a person or an audience are more important than any 30 minutes thereafter?

Now, naturally, if a person will not accept anything we offer until he or she has accepted us, we ask ourselves, what are the qualities we must possess in order to have that person like us and accept us?

From the beginning of recorded history, man has constantly sought to be popular — made an effort to have the approval of his fellow man.

In order to cause people to accept our product, service or ideas, we must not necessarily win a popularity contest or be elected "Mr. Good Guy." There are several basic qualities, however, which they must recognize in us if they are to accept us.

## Be Yourself

Please never lose sight of this



Making use of the principles of persuasion..

important principle in dealing with people on a social, civic or business basis: *If you can't make a good impression being yourself, you certainly will lose it up trying to be something you are not.*

Most people are not only likeable but even lovable when they can remember to be themselves. We only exaggerate our shortcomings and accentuate our faults when we try to be something which we are not. One of the greatest compliments we can pay anyone is to say how natural he or she is — nothing at all artificial or put-on about him or her.

How often have we heard the remark, "That person is so relaxing to be around, he is not at all exhausting. In fact, he is just like an old shoe."

It shouldn't be difficult to *be ourselves*, but many people have acted in an artificial manner so long that they do find it very difficult. These people finally realize that they must take one step outside of themselves to arrive at their natural status.

So remember above all else, in our speaking and dealings with others, that if we want to be accepted we must be natural.

## Be Happy

The sooner we realize that the world is a looking glass and gives back to every man a reflection of his own

image, the nearer we are approaching that happy status of being a successful human engineer.

Never forget for even one moment that *everybody loves to be around an optimist.* The sweet magic of a cheerful disposition cannot be overrated.

DON'T tell people your troubles — DON'T be a crepe-hanger. People may be polite and appear to listen to our troubles, but they have troubles of their own. Eighty percent couldn't care less and the other 20 percent are actually glad to find someone more miserable than they.

I could give you a sob story this very minute and I am sure you, too, could throw in the crying towel. For instance, I could tell you that I spend six days out of each week flying around the country at 30,000 feet above sea level, in an airplane made up of 15,000 parts, all put together by the low bidder. Practically every person I have ever met has more troubles than anyone else, and yet I have never found a person who has made himself more acceptable to others by advertising his troubles.

There is an excerpt from an anonymous prayer which should be remembered by us all, "Seal my lips from my aches and pains. They are increasing each day and love of

rehearsing them grows sweeter as the years go by." As soon as a person learns that people as a whole are not concerned with his or her troubles, disenchanting as it may be, he or she will have made an important discovery of life.

I have a dog named Sam. We don't know what kind of dog he is. We only know that he is a dog of very careless parentage.

Sam won't hunt, he won't point, he won't even catch mice. As a watchdog he is a disgrace. You could steal everything in my home and Sam couldn't care less. He would lick your shoes as you carried my possessions out and even help you if he could.

But in spite of his shortcomings there is not enough money in existence to buy Sam from me. And I'll tell you why. When I come home at night my wife is often too busy to meet me. The kids are usually involved in their own interests. But not ole Sam! He will actually sit for five hours, if necessary, in front of the door waiting for me.

When I open the door, his old public relations department starts wagging. He makes me feel loved and wanted, but most of all, he reminds me of one of life's most important principles, which I repeat — that the world is a looking glass and gives back to every man a reflection of his own image.

I was speaking on this subject not long ago and a person in the audience said, "May I say something, Mr. Robert?"

I said, "Of course."

He continued, "I am sure this principle works. I am a postman and now I understand for the first time why it is that I must look into the eyes of several people each morning to know how I feel."

If we are too busy to enjoy people, they will not find time to accept us.

I once heard a person say, "In our mad, wild, fitful, feverish existence, many of us go through life like a man trying to read Playboy magazine with his wife turning the pages."

No one enjoys the company of a man who seems too busy to converse with us in a relaxed manner. No one enjoys the company of a pessimist. If you want to place obstacles in front of you to make sure a person will neither accept you nor your ideas, just act as though you are a one-man grievance committee always in session. There may be some substitute for cheerfulness, but so far it has never been found.

#### **Be Interested**

In order to be certain that a person will like me and have confidence in me I must, first, be natural and, second, be happy and optimistic.

But these two qualities, alone, are not enough. If I want to be sure that I am accepted, by my very manner I must convince the other person that I am truly interested in him and all that concerns him.

I once heard a lady described as a remarkably well-informed person on a multitude of subjects. She was considered a good conversationalist. Her company was sought at any party or dinner she attended.

The fact was that this lady had learned early in life that if she directed the conversation into the field of the other person's interest, the conversation would always be spirited — it would never lag. I made a point of trying to find out her secret in this regard. Many times I heard her start out a conversation by asking her partner about something in the field of his or her interest. Then she started from there.

People who talk only in the field of their own particular interest will find that only a few doors of conversation

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**Everyone loves to be  
around an optimist.  
A cheerful disposition  
cannot be overrated.**

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are open to them. In fact, they will never make it as a speaker.

I have always been amused by the story of the "nouveau riche" millionaire who had made his millions from selling rat poison. He and his wife gave a big party on a certain occasion in an effort to enter the social world.

That night after all the guests had gone, the wife turned to him and said in an irritated way, "John, I did not see you engaged in conversation with a single guest all night."

In utter dejection John replied, "I tried a number of times but I couldn't find a single person who knew anything about rat poison."

I was privileged to speak at a medical convention not long ago. I arrived at the meeting a little early and I heard an elderly doctor giving advice to a group of young resident doctors. I was extremely interested in one statement he made.

"Regardless of the medical knowledge you may have," he said emphatically, "you will never have a good practice or be considered a great doctor unless you have a compulsive interest in your patients. Not only must you have this interest, but you

must also be able to communicate to them clearly and convince them that you have this interest in them. Nature alone will cure most of your patients, unless you give them something to prevent their being cured.

Furthermore, if during their period of convalescence, you are constantly interested in their welfare and they realize this, nothing will ever convince them that you alone were not responsible for their recovery."

Yes, never forget that before people accept any idea which we might present, they first must accept us — before they buy any product or service, they must first buy us. And furthermore, they will not accept us or buy us unless, first of all, we are natural in our approach; second, we are optimistic and have a happy approach; third, and finally, we are genuinely interested in the audience we approach.

#### **A Vital Principle**

I devote a large part of my time to sales clinics and seminars throughout the country. This second principle of human engineering is so vital to salespeople that I always try to impress them with the fact that if they neglect it, their entire interview is born dead.

The great Kettering painted the picture so beautifully when he said, "Before I buy a product or service, I first must buy the integrity, the enthusiasm, and the dedication of the person offering me that product or service."

A salesperson, in particular, should form the habit of pausing just before an interview to remind himself or herself that until the prospect has formed an opinion of him, he or she will not even consider the product or service. The prospect, in thinking, finds it difficult to divorce the two.

But this initial sale of ourselves is not enough. A person must constantly resell himself or herself throughout the presentation.

There are many formulae for a presentation. Practically all of them are good if they are used properly and constantly. None of them will work, however, unless WE do.

One of the most popular formulae is that contained in the following four steps: We must first secure attention, then interest, desire and, finally, action. For the sake of simplicity, many consultants speak of this method as the AIDA approach.

While this is an excellent approach, many sales organizations have failed to give this plan the depth approach it deserves, or to relate it to the human equation. I have been astounded to find that many large sales organizations merely teach their salespeople the "mumbo-jumbo" of the

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words without giving them the human engineering principles which apply to their use.

Standing alone, the sales formula "attention, interest, desire and action" has very little meaning. But let's relate each of these to the human equation. Let's give each the third dimension approach, the "how" approach.

I first must be sure that a person understands me so that I can get his attention. Next, I must cause him to like me so that I can get his interest. Then I must be sure he will believe me so that I can convince him and create desire. Finally he must trust me so that he will act. Each of these constitutes a separate sale of myself.

And so the salesperson who is determined to graduate into the 20 percent who are responsible for 80 percent of the results, must translate all he or she has learned into the third dimension. His or her first consideration must always be how to accomplish things. The what and why are important only to the extent that they help us understand how to proceed.

In many sales rooms where salespeople are trained, there are posted large signs which read:

- I must first gain ATTENTION.
- I must then get INTEREST.
- I must next create DESIRE.
- I must finally get ACTION.

I strongly recommend that we take a step forward and give a professional flavor to these signs — that we add the strength of the human engineering approach.

Why not change these signs to read:

- He must UNDERSTAND me so that I can get his attention.
- He must LIKE me so that I can get his interest.
- He must BELIEVE me so that I can create desire.
- He must TRUST me so that I can get action.

### The People Approach

The person who can translate these four elements of persuasion, namely attention, interest, desire and action, into the human equation will get results he or she never received before. Since we are in the people business we must make the people approach. This is the real "how" — the real third dimension.

For instance, it is not enough that I merely get a person's attention and interest. This could either help me or hinder me in my goal. What I really want is his or her acceptable and favorable consideration.

If I am only interested in getting a person's attention and interest, I could walk through any business district and get all the attention and interest I desired. All I must do is walk into any establishment, kick open the president's door marked PRIVATE and say, "Hello, you big, fat ugly baboon. I'm making a survey to see how 'touchy' people are. How is your blood-pressure, stupid?"

I am sure I can say with certainty that not only would I get attention and interest, but I would get action as well. But what we really want is favorable attention and friendly interest.

I do not subscribe to the philosophy of some people who believe that attention and interest, as a last resort, should be acquired through the provocative approach — an approach that almost borders on an insult. This will not gain favorable attention and friendly interest, and it is certainly not the human engineering and professional approach.

I believe I can go so far as to say that any sales organization that does not put full importance on the four great human engineering words — *understand, like, believe* and *trust* — is not truly in the people business.

### Selling, Not Just Telling

It took me years to understand fully

and realize that a large percentage of the people who accept a product or service do so not because they are sure that it will solve their problem, but because they trust the individual who offers it to them, and feel sure he or she is convinced that it will solve their problem. Without the human engineering principles of belief and trust, there can be no desire and no action. With them, we have professionalization at its best.

Please don't forget that speaking at its best is selling ideas, not just telling — projecting not just thoughts, but feeling. That's why the principles contained in this article are doubly important to those of us seeking to be more effective from the platform.

Again I emphasize the fact that, while many illustrations given are taken from the sales field, the principles of human engineering are equally applicable to every phase of our existence and in every walk of life. Regardless of whether you are a doctor, engineer, salesperson, secretary or speaker, study this article over and over. Never forget that before any person will accept your ideas, product or service, he or she first must accept you. That is why I stress so strongly that while you must know your product or service, still you must think people. 🗣️



Cavett Robert is the 1972 recipient of Toastmasters' Golden Gavel Award. He has earned the reputation as the "Number One" speaker in America on human engineering and motivation. In addition to

his work as a public speaker, he is the author of several books, over two dozen inspirational records, and is a frequent contributor to The Toastmaster. Toastmasters will be able to catch Mr. Robert in action when he speaks at Toastmasters' 1983 convention in San Diego, California, August 17-20.

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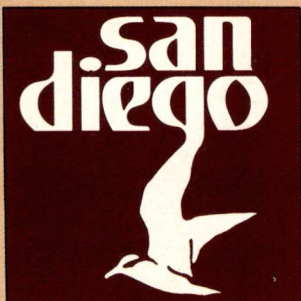
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**See you in San Diego!**

See the next page right now for complete registration information.

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# TOASTMASTERS' 52nd ANNUAL CONVENTION

August 16-20, 1983  
Sheraton Harbor Island East Hotel  
San Diego, California

Mail to: Toastmasters International, P.O. Box 10400, Santa Ana, CA 92711 (This form is not to be used by International Officers, Directors, Past International Presidents or District Governors elected for 1983-84.)

A registration badge will be required to attend general sessions on Wednesday, Thursday and Friday. Pre-register and order meal-event tickets now! ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY. Advance registrants will receive a receipt for a packet of tickets and materials, which can be claimed at the registration desk beginning at 1:00 pm, Tuesday, August 16.

All advance registrations must reach World Headquarters by July 12.

_____ Member Registrations @ \$20.00	\$ _____
_____ Joint Registration: Husband/Wife (both Toastmasters) @ \$27.50	\$ _____
_____ Spouse/Guest Registrations @ \$7.50	\$ _____
_____ Tickets: Golden Gavel Luncheon (Wednesday, August 17) @ \$15.00	\$ _____
_____ Tickets: "Spouses & Guests Luncheon" (Thurs., August 18) @ \$13.50	\$ _____
_____ Tickets: DTM Luncheon (Thurs., August 18) @ \$14.50 (Note DTM # _____ )	\$ _____
_____ Tickets: "Sea World Party" (Thurs., Aug. 18, Dinner, Shows & Dancing) @ \$25.00 (Ticket price includes bus transportation to Sea World and return.)	\$ _____
_____ Tickets: President's Dinner Dance (Friday, Aug. 19, Dinner, Dancing & Program) @ \$27.00	\$ _____
_____ Tickets: International Speech Contest Breakfast (Saturday, Aug. 20) @ \$12.00	\$ _____
	TOTAL \$ _____

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

(PLEASE PRINT) Club No. \_\_\_\_\_ District \_\_\_\_\_

NAME \_\_\_\_\_

SPOUSE/GUEST NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_

COUNTRY \_\_\_\_\_ ZIP CODE \_\_\_\_\_

NO. CHILDREN ATTENDING \_\_\_\_\_ AGES \_\_\_\_\_

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

Mail to: Sheraton Harbor Island East Hotel, 1380 Harbor Island Dr., San Diego, CA 92101 (619) 291-2900

Circle room desired. State/local tax will be added to all rates. All rates European Plan (no meals included). Deposit of first night's room charge or American Express Card guarantee required.

Reserve before June 14, 1983, at the following rates:

Single	\$65/night	Double	\$75/night	One-bedroom Suite	\$195/night
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Reservations received after June 14, at the following rates:

Single	\$85/night	Double	\$95/night	One-bedroom Suite	\$210/night
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Cut-off date for all reservations is July 14, 1983. Consult hotel for prices and availability of larger suites.

I will arrive approximately \_\_\_\_\_ a.m. \_\_\_\_\_ p.m. on August \_\_\_\_\_, 1983.

Check enclosed covers first night.  Guarantee by \_\_\_\_\_ Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

I will depart on August \_\_\_\_\_, 1983. Arrival by car  other

I am sharing room with \_\_\_\_\_

TOASTMASTERS INTERNATIONAL CONVENTION, August 16-20, San Diego, California 92101

# What Happens When the Guest Speaker Doesn't Show Up?

by Paquita Schlicht

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If you host a meeting or seminar, don't think a witty introduction is all you need to prepare.

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*Travel Consortium: Cruise Company  
Dinner Meeting and Seminar. R.S.V.P.*

**T**hirty travel agents attended the meeting on their own time, some from 60 miles away. The co-host and guest speaker from the cruise company never arrived. **DISASTER!** But did this have to be an unprofitable evening?

When the guest speaker doesn't show, the host or toastmaster has several options available:

- Apologize for the absent speaker, thank everyone for coming, and close the meeting.
- Criticize the absent speaker, promise to never hold another seminar by this company, and advise those present not to sell that company's product.
- Excuse himself or herself from the dinner table and do some preparation to modify the original agenda, but still hold an informative meeting.

In this particular case, the second option was the one exercised. It reflected poorly on all concerned.

## The Best Choice

Option three is obviously the best choice, even though it involves some quick thinking and fast work. Let's look at how the organizer in the opening example could have handled the situation.

The host must be involved in some way in the travel industry, so he or she probably has personal cruise experience. Also, it would be reasonable to assume that of the 30 seminar attendees, several would have taken a cruise with at least one of the cruise lines which they represent. Certainly someone would have an office location close to the site of the dinner meeting. The host could have asked who had taken a cruise and on what line. Then the person with the office closest to the meeting could quickly go there to get some brochures on these lines. The stage would be set.

After a brief apology for the situation, the host could change the topic from "Cruising With the Ajax Cruise Line" to "Cruising: How To Sell, What To Sell and Why." The attendees would become participants. Members of the groups would explain their view of the relevant benefits of cabin location, cost and cruise itinerary, using the various brochures as visual aids. The host could act as moderator, jotting down points discussed. Later he or she could mail a summary sheet to each attendee as follow-up.

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## Get an advance copy of the speech and think how you could utilize the audience.

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### Avoiding Surprises

If you are responsible for a seminar, talk or meeting which is to be presented by anyone other than yourself, or which centers on a movie or slide show, be prepared. You can avoid unpleasant surprises by following these guidelines:

- **Know the topic.**

Know the general subject matter. Where possible, get an advance copy of a speech. Think how you could utilize the audience if the speaker fails to attend.

- **Preview the material.**

Preview any type of prerecorded information or slide presentation at least the day before and take notes.

The keynote speaker for a political meeting was suddenly unable to keep the engagement, but he did videotape his speech. Previewing the tape one

hour before the meeting, the introductory speaker discovered a snowy video and sound a la Donald Duck. At that late stage it was impossible to retape the speaker or summarize the presentation.

- **Make an outline of the content.**

Sketch any crucial diagrams or flow charts and always ensure that a paper flip chart and pens are available at any presentation. They are invaluable supplements to most presentations of a technical nature, and an important back-up for electrical equipment.

- **Know your audience.**

Before the meeting, send those attending a short questionnaire about their knowledge of your topic. You can draw on their responses if the guest speaker doesn't show up and you're forced to replan your meeting.

- **Cover the costs.**

Make an alternate plan for payments for which you are not directly responsible.

In the cruise line example, the co-host was left with the bill for 30 dinners which he had to pay with his personal bank card. He could have averted this by arranging corporate billing in case of nonpayment by the other party.

In short, if you host meetings or seminars, don't think your preparation is complete with a witty introduction. Minimize the opportunity for problems to arise, and if they occur, take the sting out of the unexpected by using this checklist. After all, the show must go on. 🎤



*Paquita Schlicht is a writer and poet based in Marshalltown, Iowa.*

# CLOSE ENCOUNTERS of the Worst Kind

by Calvin White

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Each of us is influenced by the people around us. Here's how to make those influences positive.

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**T**here was once an old lion who came early each morning to a clearing in the jungle. He would step into the center of the clearing, shake his stately mane, and roar as loud as he could. The birds would hush their singing, and every animal would run for cover. Standing there alone in the silence of the moment, the old lion would reassert his position as the "King of the Beasts."

One day, he came to the clearing and went through his ritual. And, as usual, the animals fled his presence. All, that is, except one small skunk. The old lion roared again, but the skunk continued to calmly amble about the clearing. Incensed, the old lion roared again and circled the skunk in menacing fashion. The skunk was not intimidated. Finally, the old lion turned away and walked back into the jungle.

"Why did you let that little skunk by with that?" asked one of the animals. "Why, just one sweep of your mighty paw would have destroyed him in an instant."

"I know," replied the old lion, "but if I had done that, everyone I met would know I had been in close company with a real stinker."

The old lion avoided a close encounter of the worst kind because he knew from experience there were some creatures he was better off to avoid. The price he would have to pay to get very close to them was simply too great.

Wise old lions are not the only ones who encounter stinkers. You and I come into contact with unpleasant people every day, people who can

adversely affect the most positive mental attitude. If we aren't careful, their influence will leave its mark on our life, and everyone we meet will be able to tell we have been spending time with stinkers.

One such person lives in my neighborhood. He's like the little comic strip character who always has a dark cloud hanging over his head, following him everywhere he goes. Even on the

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**Don't permit anyone to  
destroy your positive  
mental attitude.**

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brightest day, he mopes around with a forlorn look, spreading gloom and misery everywhere he goes. His conversation dwells on the bad and ugly, and he never sees anything good or beautiful. Because he can dump enough pessimism on you in a minute to ruin your whole day, everyone tries to avoid him.

Another person I know owns a small business. His is the only convenient shop to buy parts for my lawnmower, but I dread going into his store because he is a whiner. He's always complaining about how unfair life has been. He is eager to tell everyone that nothing ever works out right for him, that nothing good ever happens, and that Fate is against him. His "poor me" attitude throws a wet blanket over the joy

and enthusiasm of all who enter his doors.

In a civic club of which I was once a member was a gentleman who eventually isolated himself from every member of the club. Although he was intelligent, he was perpetually argumentative, even over the least thing. He was sarcastic, curt, and had to get in the last word. He derived great pleasure in using clever, well-timed remarks to cut down and embarrass the people around him. Even a brief encounter with him gave a jolt to the healthiest self-image.

These are only a few of the stinkers I have known. There are many more. You and I encounter them every day on the job, in our homes, at school, in the neighborhood, and in clubs and organizations. Every area of life has its share.

We are painfully aware of the stinkers. The question is: what do you do with them? How do you respond to them in an intelligent, responsible way? What resources are available to combat their negative influence?

#### **Good Advice**

Napoleon Hill, in his *Science of Personal Achievement*, suggests that you "keep as far away as possible from joy-killers and confirmed pessimists. Substitute in their place associates who are optimistic...." That's good advice. Just simply avoid people who drag you down.

You can avoid some people altogether, but what about those you cannot? What do you do if you are married to one of these stinkers? How do

## What Humor Can Do For Your Talk

by Gene Perret

Greetings! This is a new column which will be running every other month in *The Toastmaster*. The theme is humor in speaking. Some columns will be informative, others just for fun. Periodically, we'll convert to a question and answer format, so feel free to send in any queries you might have about using comedic material in any talk.

We should get to understand our duties as reader and author right here at the start. Your job is to read with an open and inquisitive mind. Somewhere nearby there must be a blurb that tells you my credentials as a humorist. I may have written for some performers or some television shows that you don't like. Don't hold that against me, because I do have to make a living. On the other hand, don't be overly impressed with my years in the field of comedy. It simply means that I have spent a lot of time guessing at what's funny. Read what's here every other month and give it an honest try. If it helps your speaking, keep it. If it doesn't, discard it.

My obligation as author is to pass on to you some of the tricks I've learned about humor. My objective, though, is not to convert everyone to a comic. This column's not devoted to transforming every Toastmaster into another Steve Martin or George Carlin. We'll be talking about using humor as a spice. Salt is practically an essential seasoning for all cooking. It makes food more palatable to our taste. That doesn't mean, though, that since a little is good, a whole bagful is better.

We use humor judiciously and sparingly, but like salt, it will make your talk more appetizing. A dash of humor does many things to benefit a speech. Among them, it makes people listen better; it makes them remember; it makes the speaker more appealing and likeable. Let's analyze these one by one.

**People listen.** Listening can be a tiresome task, especially if there's no fun involved. That's why commercials and Sunday sermons seem so long. Playwrights recognized this years ago and introduced comedy relief...a little dash of diversion to rejuvenate the audience for the heavier message.

**People remember:** I once met the great John Wayne on the set of "Laugh-In." We were introduced, shook hands, and then told to be quiet because they were shooting a scene. The scene took about two minutes. As soon as it was over, Duke (now that I knew him, I felt I could call him by his nickname) walked over to me, held out his hand and said, "Hi, I'm John Wayne." In two minutes time he had forgotten me. Listeners can do the same. Reinforcing a salient point with humor will set it in their memories.

**People like a funny speaker.** Wit is a sign of intelligence. I say that very dogmatically here, but we'll go into it in later columns. People recognize that and respect a speaker who can pepper a talk with some humor.

It seems well worth some effort to have people listen to you, remember what you say, and respect and like you for saying it. That's what a dash of humor (to taste) can do for you.

Another of my duties as author is to ignore any reader's plea of "I can't do comedy." It reminds me of a party I went to once where one person said, "I'm an atheist." The other person responded with, "I don't believe in atheists."

When good friends gather, there are always comedy lines hurled back and forth. When you're on the platform, simply treat each audience as old friends and the humor will emerge.

I'm happy to be a part of *The Toastmaster* family and look forward to meeting you in the upcoming columns.

---

*Gene Perret is a comedy writer based in San Marino, California. He has written for Bob Hope and Phyllis Diller, and he and his associates won three Emmy awards for their work on "The Carol Burnett Show." Perret also publishes a newsletter for comedy writers and humorists called the "Round Table." His first comedy book, Hit or Miss Management, was published in 1980 by Houghton and Mifflin Company. His second book, How To Write and Sell (your sense of) Humor was published in 1982 by Writer's Digest Books. Perret will be speaking at Toastmasters' 52nd Annual International Convention August 16-20 in San Diego, California. Toastmasters with questions about humor in speaking may write to Perret in care of The Toastmaster, P.O. Box 10400, Santa Ana, CA 92711.*

you respond to an employer or supervisor who falls into this category? How should you react to an important client who has a bad case of "stinkin' thinkin'?" How do you cope with the stinkers you can't avoid?

One thing that will help significantly is to determine beforehand that you will not permit anyone to destroy your positive mental attitude. A game plan that calls for your absolute refusal to allow anyone to dump their garbage on your enthusiasm will go far in offsetting the stinker's destructive work. Don't underestimate the dynamics of predetermined resistance.

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## Select your friends carefully. Look for motivated people.

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Another thing you can do is surround yourself with positive, success-oriented, motivated people. Select friends by this criterion. Seek employment where these characteristics prevail. Search out clients who have these qualities. Spend as much time as possible with these people and as little as you have to with the stinkers.

### Think Successful

Developing the habit of reading well-written books and magazines that have a positive thrust can be useful. So will listening to good cassette tape programs. A number of excellent programs are available at an affordable price, and the convenience of the cassette player makes it a powerful tool for positive living. Attending motivational seminars and hearing enthusiastic speakers will help keep you in a positive vein. Joining organizations that emphasize self-improvement, like Toastmasters, will put you in the company of positive thinking, successful, upbeat people. Such an environment can't help but keep you motivated, regardless of the stinkers you encounter elsewhere.

Each of us is affected by the people around us. That is an immutable fact of life. The people with whom you come in contact each day will contribute either positively or negatively to the quality of your life. By using the resources suggested above, you will be able to minimize the effects of the stinkers, maximize the impact of the positive minded people you encounter, and enjoy the greatness for which you were designed. 🗣️

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*Calvin S. White is a Toastmaster in Fort Worth, Texas.*

# EFFICIENT READING

## For Success and Satisfaction

by Sonia Liebert Barracano

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Speed reading is a series of skills learned as easily  
as painting by numbers.

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**P**apers piled high on a desk, letters stacked on the table, an overflowing magazine rack. Sometimes it seems like it's impossible to keep up with all the information we're bombarded with every day.

Yet the average adult reads only between 200 and 300 words per minute. Actually keeping up with the welter of ideas we're presented with in any one week requires a reading speed of 600 words per minute. Obviously, if we want to keep abreast of constant, unrelenting change — to survive socially and economically — we must learn to read quickly and efficiently.

Speed reading is a series of skills learned as easily as painting by numbers. The technique is basic, but only with practice do speed and skill develop. Sophisticated machines are not necessary for acquiring speed reading skills. Neither are elegant finger motions. They may look good and make the learning technique seem complicated, but they are totally irrelevant to speed reading. All you need is a willingness to retrain perception so that you view the process of reading differently.

For years your eyes have read every letter, every word, every sentence. Now, with a small amount of conscious training, they can quickly learn the two speed reading techniques: scanning and skimming.

Most readers scan at least some content instinctively. Not many people, unless they are having severe troubles with symbols, read the whole phone book to find one name or number. Instinctively, the eyes, not the fingers, do the walking, finding a few names close by and systematically searching from there.

Scanning then consists of looking for specific information as quickly as possible. Good scanning ability

depends on your knowing what you want to locate and knowing the organization of the material to be studied. Scanning is something you already do, but you may not be very proficient at it.

Improving your ability depends upon your becoming aware of the types of material on which scanning techniques can be used effectively. Telephone directories, reference materials as well as tables of contents and book lists can be scanned easily. Several drills can be utilized to speed up your perception.

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### To read faster, you must be able to identify the various patterns of writing.

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One involves using a dictionary. Write the words found in any two columns of a page. On a separate piece of paper, write every other word out of context. Then, looking down the middle of both columns, find the first three letters of the word that comes after the word that you left out. You will soon be able to find specific words instantly.

In another drill, number the paragraphs or make a line next to any printed material. This will prevent the eyes from traveling to the margins, where nothing is written. Eyes with nothing to do tend to get lazy and pause longer than those that are busy traveling over the written word. Eyes normally pause three to five times per second, but with daily practice on various reference materials you can cut the number of pauses dramatically, thus reading noticeably faster.

### Selective Reading

Skimming is similar to scanning in that it is a rapid reading technique. However, scanning is somewhat easier because you are looking for specific information. With skimming, on the other hand, you're trying to understand a quantity of material while reading quickly.

Skimming entails selectively skipping less important passages. This lets you determine the contents of a textbook chapter, magazine article, short story or newspaper article without having to read the entire selection. Some people skim whole books, but it would be wise to wait until you are adept enough at the method. It is foolish to sacrifice the style, insights, sensitivity and techniques characterizing fine literature for mere speed.

Skimming successfully is not a hit-or-miss proposition. To skim properly, it's necessary to correctly identify the various organizational patterns of writing.

News stories are often structured so that each sentence is a paragraph by itself. The opening sentence usually tries to cover who, what, where, when and why. At the very least, this lead sentence will tell you who and what. When skimming a news story, concentrate on the opening sentence. Don't rely on the title of a news story to reflect the main idea. The title is often conceived to catch the reader's attention, so it may be more sensational than factual.

A magazine article has a different format. Titles are reliable guides to content and can be used to help you skim for the main ideas. For example, if the title of an article is "Methods of Collecting American Postage Stamps," you already have a good clue to the article's content.

## Jokes for SPEAKERS!

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## BRING A FRIEND TO TOASTMASTERS!



*Just think — if every member of your club were to sponsor one new member this year, your club would double in size!*

*And there's no better time for your club to grow than during Toastmasters' April-May membership campaign, Get Into Action. By adding new members during these months, your club will not only grow bigger, stronger and better — it can also earn special recognition.*

*Every club that adds five or more new members during April and May will receive a "Get Into Action" banner ribbon. Those adding 10 or more new members will be mailed a "Best Speaker" trophy. In addition, the top club in each district will be presented with a "top club" ribbon.*

*So don't hesitate. . . Get Into Action! Tell a friend about the benefits of Toastmasters, then invite him or her to your club's next meeting.*

Additionally, authors of magazine articles often use the following organizational pattern:

- Title.
- Clue to subject matter.
- First and second paragraphs.
- Thesis or the author's point of view about the subject.
- Supporting paragraph.
- Major facts and arguments supporting the author's thesis.
- Last paragraph.
- Summary or conclusion regarding the subject.

To effectively skim technical or textbook material, the following method should be utilized:

Skim the chapter or report. Turn the title into a question. Quickly read the first and second paragraphs to get a general sense of the chapter's main idea, and read all the headings to see how they relate to the chapter title. Turn the headings into questions. Notice illustrations, charts, graphs and other visual aids and how they relate to the title. Quickly read the summary or, if there is no summary, the last two paragraphs.

Scan the chapter or report. Look quickly at any questions at the end of the chapter, and look over any references or bibliography listings for books you have read or know about. Divide the chapter into small reading segments. Actually mark places so that you know where to stop periodically during your reading.

All of these steps should take only a few minutes. A reasonable goal for beginning skimmers is twice your average reading speed in about two weeks.

If you skim correctly, you should lose no comprehension. In fact, because you are separating the author's chaff from his finest kernels of literary wheat as you are reading, the brain is being saved an extra step. Therefore, you can remember better. You can then rechannel that saved energy into absorbing additional information and contemplating its content in a more leisurely manner.

### Exercise Your Eyes

Two eye exercises can help you eliminate long eye pauses, which slow down your scanning and skimming. Rumor has it that doing these eye exercises faithfully keeps your eyes fit after forty. Actually they do relax the eyes and help them to shape up, stay in shape and serve you more effectively.

A favorite, probably designed by someone who liked figure skating, is to imagine a huge ice rink with a big, black figure eight in the center of it. Relax your body. Shut your eyes. With your eyes closed, gradually allow them to travel around your mental figure eight, vertically, as if it were standing

up under its own power, in the middle of the rink.

Your eyes should travel around the figure six to eight times, and halfway through the rink should be eliminated, so that your total concentration will be on the figure eight itself.

Next, relax again. Then, replace the figure eight with one set of perfectly balanced barbells, which you trace — first vertically, then horizontally — utilizing the same procedure.


Last, but sometimes most important, is an exercise for tired, overworked eyes that works better than most of the balm, drops or eye pads on the market. Even thinking about it is soothing.

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**If you skim properly,  
you won't lose  
comprehension and  
you'll remember  
more.**

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Visualize a long, rectangular, black velvet shawl with white fringes — the kind well-dressed middle class ladies used to wear in those days of Godey's Lady's Book. Then, closing your eyes, start with the fringes and trace every luxurious line and texture of that fabric six or eight times. In 10 minutes, your eyes will be sparkling with new vitality, and you will be able to attack a large volume of work with vigor.

A planned reading regime of scanning and skimming, organizing material and eye exercising, will probably not turn you into one of those persons who reads 2000 words per minute and can speak brilliantly on several subjects. However, developing efficient reading habits and applying this knowledge intelligently will, over a period of a few weeks, turn you into a competent 700 or 800 words per minute reader with excellent comprehension, even of difficult material. Your new ability will make you approach reading with renewed interest and greater enthusiasm. It also will make you approach the gamut of subject matter with increased confidence, since reading it so effectively makes attaining vital additional knowledge the greatest of personal pleasures. 

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*Sonia Liebert Barracano has taught efficient reading methods at the college level and to insurance companies. She has worked as a consulting psychologist and social worker.*

# How to Build a Lucrative Paid Speaking and Seminar Business

By Robert Anthony Ph.D.

Today a lot of people are cashing in — and cashing in big — in the speaking and seminar business. You are probably aware that the speaking and seminar business is one of the fastest growing businesses today. What you may not know is that getting started in this highly rewarding and lucrative business is easy to do!

## YOU CAN FILL A TREMENDOUS NEED

One of the most exciting things about the speaking and seminar business is that there is plenty of room for anyone who is willing to enter the professional speaking field. Businesses, corporations, groups and associations are always looking for new people with fresh ideas. You can learn what it takes to get started giving speeches, seminars or training programs to clubs, churches and associations or under-paid contracts to sales organizations, businesses and corporations.

Whether you live in a small town or a big city you can succeed in the speaking and seminar business. Everything you need to know is contained in my new manual: **HOW TO BUILD A LUCRATIVE PAID SPEAKING AND SEMINAR BUSINESS.** Here are some of the secrets I will share with you:

- Who hires speakers?
- Why types of speeches sell?
- How to set your fee
- Packaging your ideas into a profitable seminar
- How to turn a speech into a full-day seminar
- What to call your program
- How to get sponsors
- Using booking agents
- Sample speaking contract
- How to design effective ads and brochures
- When to use direct mail and when to use space ads
- How far in advance to promote
- One step vs. two step promotion cycle
- Best days of the week, time of day and months to conduct seminars

## START OFF PART TIME

You can start in your spare time. It won't interfere with your present job. Work as little or as often as you like. And, if you are willing to make a reasonable commitment, speaking professionally can provide you with the best life has to offer. The average professional speaker can earn \$100,000 to \$500,000 per

year. I know many speakers who have been in the speaking business for less than two years who are earning in excess of \$200,000 per year!

## COPY MY SUCCESS

Speaking is my business and my hobby. It's fun, it's exciting and it means big money too! I have given over 3,000 motivational, inspirational and educational seminars, speeches and workshops. I often earn over \$10,000 per day for just one presentation. This is not unusual in the speaking and seminar business.

Through trial and error I have perfected a simple, profitable system for the beginner to start making money immediately in the speaking and seminar business. To the best of my knowledge no one has made this type of information available to the public before. My manual covers all the nuts and bolts of starting up and operating your own lucrative professional paid speaking and seminar business. You will learn:

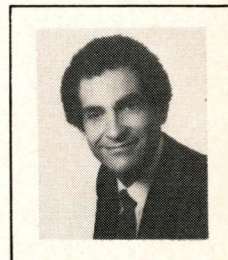
- **A simple but overlooked way to earn \$50,000 your first year giving free speeches!**
- The most effective means of obtaining new business without spending a cent for advertising
- **Use of free lectures to promote your seminar**
- How to make yourself famous so people will seek you out
- **How to make a press kit that will sell your services**
- How to make a demo tape that will entice perspective clients to hire you
- **A common mistake made by beginners that will put you out of business immediately**
- The one idea that should be present in all your advertising
- **How a certain group of people found in every city can be a tremendous source of income**
- How to publish, sell and market your own books and tape cassettes
- **How you can make huge profits with an effective mail order business**
- A little known market that can earn you \$5,000-\$10,000 extra per month

## I WILL GUIDE YOU STEP BY STEP

Speaking and seminars are a multi-billion dollar a year industry. Over 30,000 speeches and seminars are given each day in the U.S. alone! You can build your own lucrative professional paid speaking and seminar business

with only one idea... just the way I did. And, you can do it a lot easier and faster than I did by avoiding the mistakes I first made. I learned through trial and error.

When I was starting I would have been willing to pay Norman Vincent Peal, Cavett Roberts, or Zig Ziglar a thousand times what my manual will cost you.



## IT'S EASY FOR YOU TO GET STARTED

I am quite sure I can help you. In fact... I'll guarantee it. You can look over my manual for a full 30 days. This will give you sufficient time to check it out against everything I have told you. If the secrets I have revealed aren't clearly the best opportunity you have had to break into the lucrative paid speaking and seminar business, just return my manual for a prompt refund.

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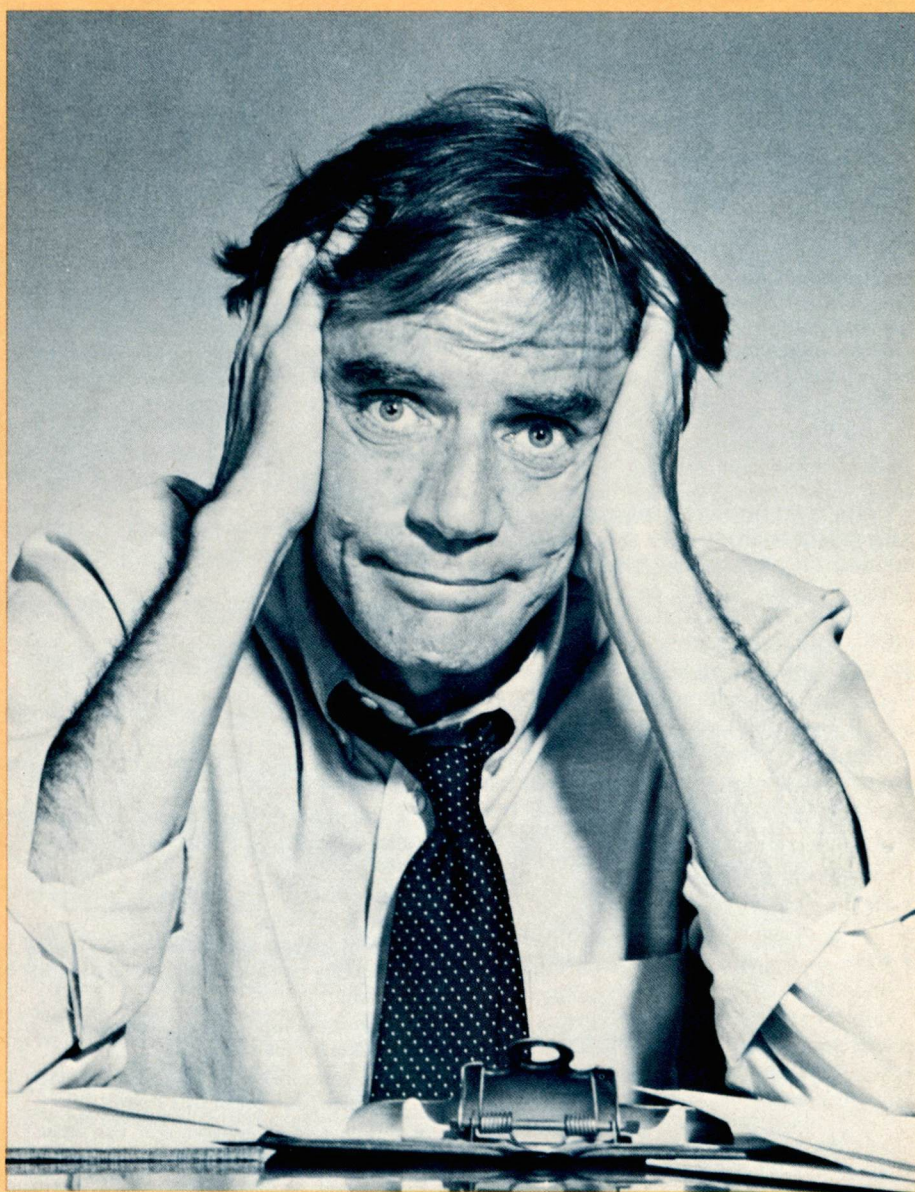
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Five sure-fire ways to fight tension.

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# CONTROLLING STRESS

by Vivian Buchan

**U**nlike your caveman ancestor, you're not apt to open your door and confront a snarling bear. But like your ancestor, you often experience panic and fear when faced with a crisis.

When you're suddenly faced with any last-minute decision-making situation, your body undergoes a chemical change that results in what we call stress. Adrenalin starts pumping, muscles tighten up, blood pressure rises and your heart speeds up. These automatic changes are beyond your control, but they play havoc with your body nonetheless.

Stress is as hazardous to your health as the snarling bear was to the caveman. There's no doubt about that. In 1977, a study commissioned by the U.S. Presidential Science Advisor concluded, "Stress is a major problem which negatively affects the daily lives of scores of millions of Americans. It causes a bewildering array of physiological, psychological and social misfunctions. Available evidence suggests that stress-related maladies are on the rise."

## No Escape

In the past decade, the increasing demand for remedies to reduce stress proves conclusively that stress has come to stay, and that it's responsible for headaches, stomachaches, backaches, sinus attacks, ulcers and high blood pressure.

We can't escape or eliminate stress from our lives. It's out there waiting to confront us no matter what we're doing or how we're conducting our daily lives.

APRIL 1983

There's no magic formula to solve stress...but there are some scientific studies (200,000 of them) that offer practical advice and suggest ways to help handle the "stressors" that confront us every hour of every day.

Don't be misled into thinking that stress is caused only by unhappy or frustrating situations. Stress occurs when we're happy or elated. Short-term stress is not too detrimental, but any stress that continues day after day is destructive.

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**Stress is not caused  
only by frustration.  
It also occurs when  
we're happy or excited.**

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So to get control of your life and learn how to handle stressful situations, let's take a look at some ways you can control stress and keep your equilibrium.

- **Plan ahead for stress.** Take a hard look at your life. What daily demands have to be handled? Do you go to bed at night feeling overworked, misunderstood, frustrated, bored, rebellious? Is your lifestyle so controlled by others or outside forces that you feel trapped and helpless? Are there any stress-producing pressures you can eliminate?

Maybe it's not outside pressures

upsetting you. Maybe you're setting goals too lofty to achieve. Are you allowing others to establish your goals for you and trying to live up to someone's standards for you that aren't what you want at all?

What situations or people create stress? Take time out to analyze your environment and see just what or who is responsible for the stress you're enduring. Determine your own "coping limit" and then refuse to let anything stressful push you beyond it.

You can forestall stress by recognizing the symptoms — a racing pulse, a headache, or insomnia. When one or more of these symptoms begin, the best way to cope is to do something that relaxes or refreshes you. If it's biking, swimming, reading to your kids, playing with the dog that helps to restore you, then take time to do it.

- **Build up your resistance.** Get plenty of sleep, eat wholesome, nutritious food, exercise every day. Dr. John H. Howard of Western Ontario reported at the Second International Symposium on the Management of Stress that physical exercise is of the utmost importance in relieving mental and emotional tension.

One lawyer says, "I take out my frustrations by slamming that handball around the court." A doctor reports, "Running three miles every morning sets me up for the day and makes it easier to cope with the problems I face in my office or the hospital."

And those reactions aren't imaginary. It's been proven that the physiological changes in the chemistry of the body do reduce stress and tension.

### The Best Medicine

• **Develop a sense of humor.** Laughter works miracles in your body because it releases the body's own pain-killers, endorphins, that help to restore health. Accentuating the positive does your body and mind a big favor that results in your feeling better both physically and mentally.

"Counting your blessings" is not Pollyannish at all. It's valid advice that's healthy. The old German proverb, "Imitate the sundial's ways. Count only the sunny days," is sound advice both physically and psychologically. So learn to laugh by looking on the bright side of things even if you have to read comic strips to do it.

• **Take mini-vacations every day.** Your heart has enough sense to rest between every beat, which represents a tiny vacation on a regular basis. Your entire body needs these regular little "breathers" several times a day. You can take a mini-vacation by reading a book, practicing the guitar or piano, walking the dog, sanding down a piece of furniture, playing with the kids.

The idea is to do something different than you do on the job...preferably something that uses your hands or your body in a way that's different from your usual occupation.

• **Don't panic when stress attacks you.** Be prepared for it by knowing you can't escape it. But stop and think before you react...and then act, not react. Is the upheaval worth what it will require physically or mentally? Is the situation something you have to cope with alone or can someone else handle it? Decide whether you're going to fight or flee. If the problem is worth fighting for (and not all prob-

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## Act, don't react. Decide whether to fight or flee.

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lems are) then pitch in and fight. But if you can walk away or delegate the problem to someone else, do it.

Dr. Hans Seyle, famous pioneer in stress, says, "Fight for your highest attainable aim. But do not put up resistance in vain."

When the situation demands battle, then gear up to fight. Don't just stand around procrastinating and prolonging the stress. Flexing your muscles and wondering if you really should fight drains your ability to fight.

Dr. Seyle advises, "Cut right into the abscess to eliminate the pain instead of prolonging it by gently rubbing the surface."

Learn to let off steam or blow your stack by healthful ways. Exercise, talk things over with a trusted confidant, write down your feelings in a diary, compose a letter to the person responsible for your feelings and then tear it up, take a mini-vacation doing something that makes you feel good.

Half the battle of controlling stress is won when you know that stress surrounds you and is there just waiting for you to let down your guard. But just because stress is lurking out there everywhere doesn't mean you have to let it control you. You can control stress by knowing how to do it and then simply doing it. 🗨



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

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# The Most ACCURATE MEASURE

by Dr. Nina Harris, DTM

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Five ways to strengthen your credibility when speaking

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**P**eople can refuse your words, but they can't refuse your attitude." One of my favorite Toastmasters and a renowned public speaker, Cavett Robert, struck a warm chord within me as he said this.

Why, he was talking about plain old-fashion integrity — "the most accurate measure of a person," another dear friend attests.

My mind drifted during Cavett's speech to numerous incidents that had occurred to me in my speaking business over the past few months — incidents frequently spurred by an uncertain economy and fear; incidents that truly stretched and challenged the character of my associates.

## **Commit Yourself**

There was John, a subcontractor who, for the third time, left the dubious message with my secretarial service, "I *might* not be able to make our meeting today." A meeting scheduled 27 miles away from my preceding appointment! Naturally, he didn't show, leaving me convinced that a competitor could certainly supply his product just as easily.

John is not much different from other work associates who fail to return telephone calls, follow up in writing on verbal agreements, or mail supplementary speaking information vital to a particular project. Lots of "hustle," not much commitment!

How often do we in Toastmasters say yes too quickly and easily? Nothing is more frustrating than to be assigned toastmaster for a meeting, only to find that your unable-to-attend speakers haven't contacted replacements. Equally frustrating is to work hard on a Toastmasters committee agenda only to have half your committee fail to attend the meeting.

## **Tell the Truth**

Diana delivered a strong speech to our local sales group last week — a

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**We can't compare ourselves, in speaking or in life, to others.**

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speech embellished with intriguing word pictures and illustrations, yet her message fell flat. Why did she lose her hold with the audience? By claiming all of those stories as her own personal experiences. They just didn't "ring true" and she lost the trust of her listeners. Joel Weldon, another well-known trainer and former Toastmaster, vows that audience trust is so important to him that he always prefaces his programs with the note that "every story I tell is designed to illustrate a point more effectively." He tells his audience when his stories are authentic and when they are placed in the program to enhance a particular point.

## **Keep Listeners Informed**

Soft music drifted over the audience — tones selected to relax the group, lower their breathing rate, and make them more receptive to the speaker's message. A clever twist to a presentation, only there was one stumbling block: the speaker failed to mention the significance of the background sounds until mid-speech. The audience, confused about the relevancy of the technique, began to wriggle in their chairs and chuckle. His point lost impact. His program's credibility was established too late, and his listeners didn't grasp the importance of his strategy. How much stronger his speech would have been if he had *immediately* related the introductory music to the audience as part of his opening statement!

### Establish Authority

My musical friend had one strength going for him that day, though. He was well-known and respected among his peers for his knowledge of the subject area. He had personal credibility and integrity as the foundation of his talk. How I wished for that comfortable feeling as I began a program for local businesspersons.

My listeners — all male, all noted Phoenix entrepreneurs — were greeted by a short, not too sweet introduction by my program chairperson. Despite the fact that I had mailed a formal introduction to this person far in advance of the meeting, this gentleman simply said, "Isn't she cute? Help me welcome this pretty young lady, Nina Harris." Not Dr. Harris, not a word supporting my extensive background as a therapist which related significantly to my ability to speak on that particular topic that day. Needless to say, I had to work hard to establish group rapport and believability with those fellows. My personal credibility with that group was shaky.

### Follow Your Heart

One seminar leader states that "when our thoughts, our words, and our actions are congruent, what we have to give another person (or an audience) is an essence greater than our total being. We create a synergistic effect, an aura, or a charisma about us because of our convictions."

Sometimes we let others alter or water down our belief systems. Len

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## People listen to what you say, but believe what you do.

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Baker, second-place winner in Toastmasters' 1980 International Speech contest, weaves the analogy of the three boats. "A yacht is a large ship," he said. "if you compare it against a fishing boat. However, if you stack it up against a cruise ship, it's pretty small!"

We can't compare ourselves in speaking, or in life, to others. Every

time we do, we fall short, or indulge ourselves in a false sense of importance. We have to believe in ourselves, live our lives according to our belief system and not let others alter our belief structure. (When we do, our words sound half-convinced and ungrounded!)

Socrates summed it up nicely with, "People listen to what you say, but believe what you do."

A booking agent friend looks at it practically: "Sometimes speakers become very short-sighted in dollar-terms. Their belief system is weak, and they often fall for the old 'ends-justify-the-means' adage. They have no idea how one hypocritical step will seal their speaking careers forever."

Here are five simple thoughts to consider when assessing your credibility as a speaker.

- **Value your word.** Speaking with conviction adds strength to your presentation.

- **Use your own experiences.** Intense feelings will surface as you recall those memorable events, and the audience will empathize with you.

- **Express your speech's goal to your audience.** If they lose the thread of your speech, the integrity of your message will be buried. Lead them clearly from the opening to the body to the closing statement.

- **Stress the importance of a valid introduction to your toastmaster or program chairperson.** That person is your partner, helping you set the stage for your credence with the audience.

- **Most importantly, do a little soul-searching.** Assess your values. Ask yourself, "What is it that I really believe? Am I living those beliefs? Am I a model to those persons in my audience who hear my words?"

I watched a new Toastmaster speak. His icebreaker! His eyes sparkled as they made personal contact with every member of the audience. His stories were real — told with feeling and conviction. There was a thread of honesty and vulnerability woven throughout that four minutes at the lectern. He touched me — not because of his technical skill, but because of his believability, his integrity. By his own words, "the most accurate measure of a person!"



Nina Harris, DTM, is an active member of Park Central Club 3527-3, in Phoenix, Arizona, and director of Nina Harris & Friends, a Tempe, Arizona firm that provides communication consulting services to educational systems, private businesses and individuals.

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Rd.

**5045-F Spacemasters**

Downey, CA — Thurs., noon, Rockwell International, 12214 Lakewood Blvd. (922-1924)

**5042-3 Budding Professionals**

Phoenix, AZ — 1st & 3rd Wed., 6:30 p.m., RONS Club, 3355 N. 17th Ave. (265-4227).

**4156-6 Sunset**

Albert Lea, MN — Mon., 6:30 p.m., Albert Lea Family YMCA, 2021 W. Main (373-4680).

**4216-6, Roller Toasters**

Minneapolis, MN — Fri., 7:15 a.m., Normandy Inn, 405 S. 8th St. (835-7444).

**5038-6 Sperry Shepards**

St. Paul, MN — Wed., 11:30 a.m., Sperry Corp. (824-3588).

**5036-7 HP Toastmasters**

Corvallis, OR — Tues., 7 a.m., Hewlett-Packard, 1000 N.E. Circle Blvd. (757-2000, x 2218).

**912-10 Nordonia Gaveliers**

Northfield, OH — Mon., 6:14 p.m., Martin's Restaurant, 9415 Olde Route Eight (468-1050).

**4504-13 AMSCO**

Erie, PA — 2nd & 4th Wed., 5:15 p.m., American Sterilizer Company (Education Building), 2424 W. 23rd St. (452-3100, x 2264).

**1691-16 Technical Talkers**

Bartlesville, OK — Wed., noon, 302 A & E Bldg., AAL.

**3727-19 Tulip Town**

Orange City, IA — Mon., 6:45 p.m., Northwestern College (737-4275).

**4050-21 Revelstoke**

Revelstoke, B.C., Can — Thurs., 7:30 p.m., Farwell School (library), 1st St. (837-4888).

**5043-28 AIM-IRS**

Detroit, MI — Thurs., 4:45 p.m., IRS-District Office, IRS Data Center, 477 Michigan Ave., 1300 J.C. Lodge (226-7422).

**5041-31 Northrop**

Norwood, MA — Wed., 4:45 p.m., Northrop Corporation, 111 Morse St. (762-5300).

**3612-36 Riggs National Bank**

Washington, D.C. — Fri., biweekly, noon, 1120 Vermont Ave., 5th Fl., Training Center (624-3978).

**3936-36 DCLUA**

Washington, D.C. — 1st & 3rd Wed., noon, People Life Insurance Co. Cafeteria, 601 New Hampshire Ave., N.W. (463-6100).

**1057-38 Starlifters**

McGuire AFB, NJ — Wed., 11:30 a.m., NCO Club, Fireside Lounge, McGuire AFB (724-2550, 724-2456).

**670-47 FPL Juno Beach**

Juno Beach, FL — 2nd & 4th Tues., 5 p.m., FPL Juno Beach Office (627-4062).

**2449-47 Bradenton**

Bradenton, FL — Wed., 7 p.m., Bradenton Herald Training Room, 401 13th St. West (747-0226).

**5037-48 Union Camp/Prattville**

Prattville, AL — 1st Mon., 5 p.m.; 3rd Thurs., 5 p.m., Union Camp-Training Room (365-8841).

**3914-56 Texas Farmers**

Austin, TX — 1st & 3rd Tues., 11:30 a.m., Quality Inn, 2200 S. Interregional Highway 35 (444-2361).

**1580-57 Club Med-Toastmasters**

Oakland, CA — 2nd & 4th Tues., noon, Safeway Training Center, 191-12th St. (891-3607).

**1385-64 20/20**

Brandon, Man., Can — Tues., 4:15 p.m., Brandon General Hospital, 150 McTavish E.

**4228-64 CI**

Winnipeg, Man., Can — Wed. 4:30 p.m., Co-op Implements, 770 Pandora Ave. East (224-1211).

**1574-65 Norwich**

Norwich, NY — 2nd & 4th Wed., 6:30 p.m., Hand's Inn, Rt. 12 South (334-2255, x 14).

**5039-72 Mount Maunganui**

Mt. Maunganui, NZ — Mon., 7:30 p.m., Plunket Rooms, Miro St. (56-595).

**5044-75P BISCOM**

Negros, Occidental, Philippines — Tues., 6 p.m., Biscom Clubhouse (2-4-5).

**2481-U Billiken**

Anchorage, AK — Thurs., 5 p.m., ARCO Alaska, Inc., 711 W. 8th Ave. (248-4410).

**5040-U SIAM**

Bangkok, Thailand — Thurs., 5:45 p.m., Bangkok Centre Hotel, Rama IV Rd. (8525).

## Anniversaries

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**45 Years**

**Inglewood 114-1**, Inglewood, CA  
**Everett 117-2**, Everett, WA  
**Chula Vista 108-5**, Chula Vista, CA

**35 Years**

**Shriners 590-6**, St. Paul, MN  
**DICO 595-7**, Portland, OR  
**Fort Dodge 597-19**, Fort Dodge, IA  
**Crookston 600-20**, Crookston, MN  
**Diablo 598-57**, Walnut Creek, CA  
**Cavalier 596-66**, Hampton, VA

**30 Years**

**Moving On 223-F**, Westminster, CA  
**Santa Cruz 150-4**, Santa Cruz, CA  
**Plus Factor 1229-8**, St. Louis, MO  
**Triangle 1223-40**, Covington, KY  
**Orlando Conquerors 1066-47**, Orlando, FL  
**Fountain City 1266-63**, Knoxville, TN

**25 Years**

**Downtowners 2713-2**, Seattle, WA  
**Eriez 2705-13**, Erie, PA  
**Richardson Evening 2690-25**, Richardson, TX  
**Trinity 1123-32**, Tacoma, WA  
**Worthington 1028-40**, Columbus, OH  
**The Y Toastmasters Club 2478-42**, Edmonton, Alta., Can  
**Wall Street 2720-44**, Midland, TX  
**Teaspoon 2698-62**, Newberry, MI  
**Speakeasies 2750-64**, Winnipeg, Man., Can

**20 Years**

**Pacifica P.M. 1618-4**, Pacifica, CA  
**Scottish Rite 943-6**, Minneapolis, MN  
**Early Razor 3311-22**, Hutchinson, KS  
**Holt County 3586-24**, O'Neill, NE  
**Sleeping Giants 1296-26**, Steamboat Springs, CO  
**Outer Banks 2847-37**, Manteo, NC  
**Holmdel Speakers 1849-46**, Holmdel, NJ  
**Morristown 3540-46**, Morristown, NJ  
**Harbor City 3042-47**, Melbourne, FL  
**Auckland 3593-72**, Auckland, NZ

**15 Years**

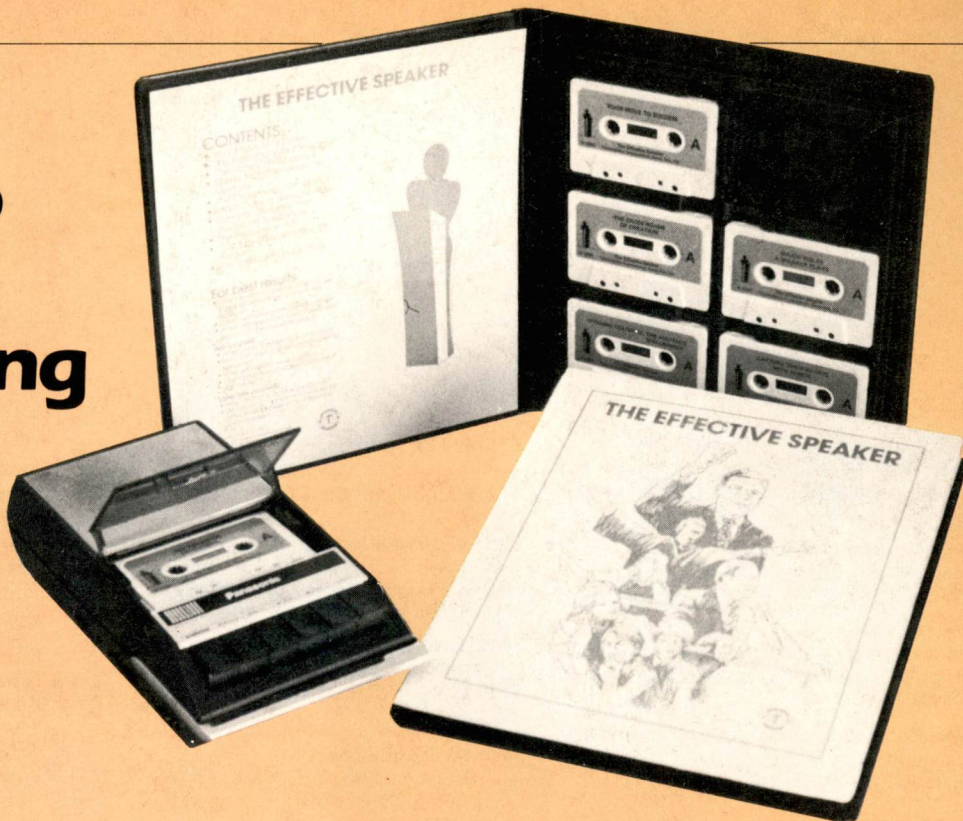
**Tartan 162-6**, St. Paul, MN  
**Panorama 1373-9**, Kettle Falls, WA  
**Keystone 3139-16**, Tulsa, OK  
**Breakfast Forum 1897-17**, Missoula, MT  
**Deseaa 2240-18**, Wilmington, DE  
**Raytheon Equip. Div. 2621-31**, Waltham, MA  
**East Memphis 2233-43**, Memphis, TN  
**Tulia 129-44**, Tulia, TX

**10 Years**

**Edison Early Bird 1191-F**, Rosemead, CA  
**Cedar Valley 2634-6**, Austin, MN  
**Ritzville 3555-9**, Ritzville, WA  
**Pal 1422-15**, Salt Lake City, UT  
**The Indian Hill 3503-30**, Naperville, IL  
**Federal Center SW 651-36**, Washington, D.C.  
**Board Toasters 3043-39**, Sacramento, CA  
**Veterans Admin-N Y R O 1606-46**, New York, NY  
**Gulf Breeze 2824-47**, New Port Richey, FL  
**Friendly 3001-47**, Fort Lauderdale, FL  
**Travelers Noontime 2532-53**, Hartford, CT  
**Queens Park 3234-60**, Toronto, Ont., Can  
**Pines 669-69**, Brisbane, Qld. Aust  
**Nepean Valley 2716-70**, Penrith, N.S.W., Aust  
**Knox 1179-73**, Knox, Vic., Aust

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