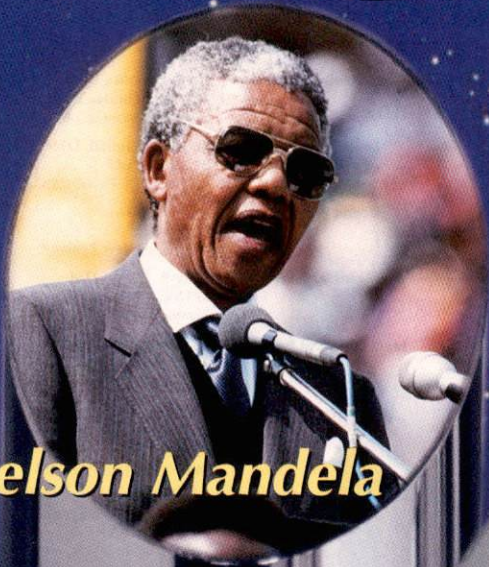


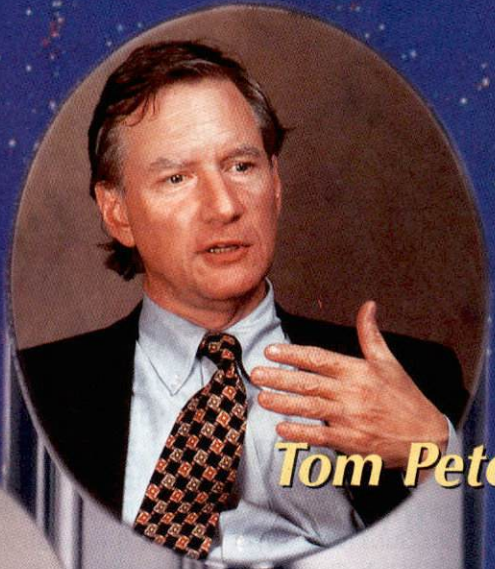
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The 5 Outstanding Speakers of '95



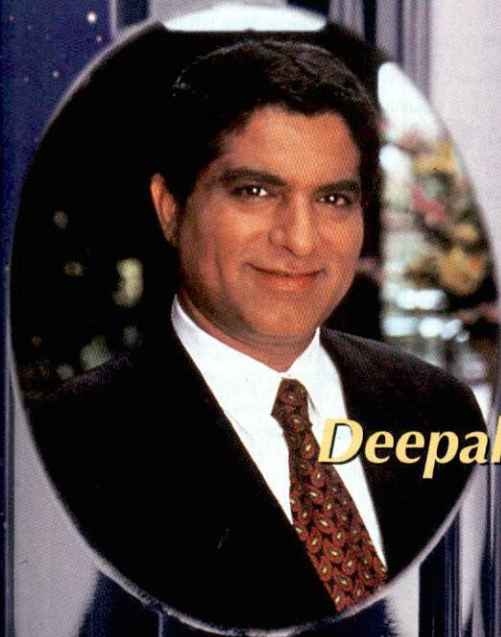
Nelson Mandela



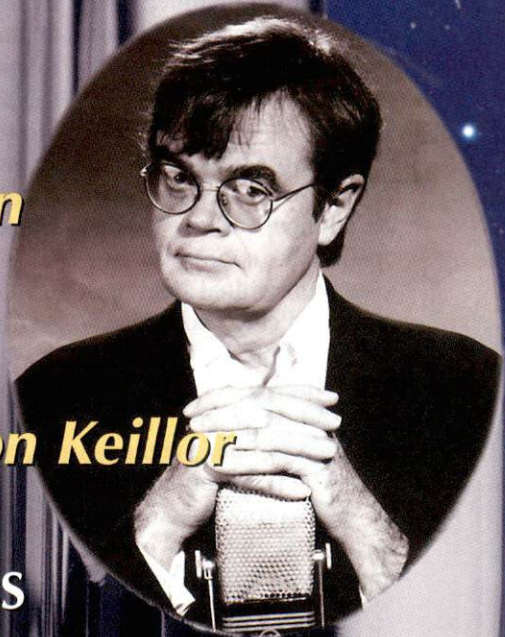
Tom Peters



Barbara Jordan



Deepak Chopra



Garrison Keillor

TIPS FROM TOP CLUBS
CLUBS THAT MEAN BUSINESS

A Climate of Excellence



In Toastmasters we are enriched by our cultural diversity, but we are united by a common set of values.

While each club has its unique culture, the Toastmasters program is universal. The measure of excellence for all clubs is the Distinguished Club Program (DCP), and the Club Success Plan is a helpful tool in meeting DCP goals. For measuring the achievement of individual members, we have the Member Achievement Program (MAP) and information about it is available in the Toastmasters Supply Catalog.

Both of these programs are aligned, and they demonstrate the conformity between individual achievement and club excellence.

Education is our business, and the Toastmasters educational program is the very heart of our organization. The point of delivery of these programs to the member is the club meeting, and we must recognize

that the extent to which we experience continued growth and success will ultimately be determined by the quality of club meetings.

During my visits to seven Toastmasters districts during the past seven weeks I have asked many members the same question: "What makes your club an *excellent* club?" The most common response has been "The support of the members in helping me accomplish my goals." If we always strive to create a club environment of friendship and excellence, prospective members will be motivated to join and current members will be inspired to contribute and participate.

Responsibility for creating a positive club environment rests with every member. When you hang the club banner on the wall at each meeting, what does it mean to you? I believe it should symbolize pride in belonging, and a commitment to meeting the needs of each member. One Australian club in Brisbane, Queensland, has a member read aloud the "Mission of the Club" at each meeting. Its members feel this provides focus to their activities, and it has become a part of their club culture.

The "Successful Club Series" module "Moments of Truth" is a great and easy tool for any club interested in self-improvement and meeting excellence. It also shows how to make a great impression on guests or prospective members. (For more information on the "Moments of Truth" program, see page 19 in this issue.) Two other modules also address the topic of club excellence, namely "Creating the Best Club Climate" and "Setting the Stage for Success." Much effort has been devoted to developing materials like these that will help clubs to be successful. The challenge for each club is to make use of these resources.

I encourage each Toastmasters club to retain its unique culture. But let us always share one common value: our commitment to excellence in club meetings.

Ian Edwards, DTM
International President

The Toastmaster

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SALUTE FROM JAYCEES

As the director of communication for The U.S. Junior Chamber of Commerce (Jaycees), I receive membership magazines from dozens of national associations. *The Toastmaster* is one of the few I enjoy reading virtually cover to cover each month.

Your members are well served with a publication that consistently supplies valuable information in such a pleasing, professional package. I have no doubt that the subscription to *The Toastmaster* is a much appreciated member benefit. Congratulations on setting a service standard for our organization and others to emulate.

Ken Harwood
Director of Communication
The U.S. Junior Chamber of Commerce

EQUAL OPPORTUNITY AWARDS

I have been somewhat discouraged in observing how weekly awards are given to the "best" speaker. Considering the mission of Toastmasters and the spirit of competition, a speaker's experience, skill level and degree of improvement should be of primary value when awards are given. This would give all members an equal opportunity to experience the thrill of victory.

Alan P. Carter
Rapid Club 2350-41
Rapid City, South Dakota

FACE YOUR FEARS

I very much enjoyed Christina Frank's article, "Scared Speechless: How I Stopped Being So Shy," (November) because I've struggled with shyness myself. Ms. Frank is absolutely right about the

value of public speaking in reducing shyness.

Earlier this year I joined Toastmasters and have given several speeches. One speech discussed Philip Zimbardo's book, *Shyness: What It Is and What To Do About It*. I found that speaking about my own shyness has helped me better understand and cope with it.

Public speaking builds confidence, which helps a shy person to better handle social situations. Ms. Frank's article illustrates again that Toastmasters is a great way to face fears and overcome them.

Edward X. Clinton
Citimouth Club 5752-30
Chicago, Illinois

CLICHÉD OUT!

In my decade as a Toastmaster I'm not sure if I have heard more clichés or read more articles about them. The article, "Let's Stamp Out Cliches" (October), correctly points out that many of us are put to sleep by the hackneyed expressions used by so many public speakers.

But I did not learn as much from the article as I would have liked. Why write about an over-written topic without even (to use a cliché) getting to the meat of the matter? I would have preferred an article about why people still use clichés, who among us are most likely to use them, where and when they may still be appropriate and how we can invest ourselves of them.

Ian Ridpath, ATM
Stoney Creek Club 7976-60
Burlington, Ontario, Canada

WINCING AT OFFICER TITLES

While reading *The Toastmaster* magazine, I came across

something that makes me wince and shrug: "Vice President Education" and "Vice President Membership." These titles grate on my grammatical nerves. To be grammatically correct there needs to be punctuation (Vice President – Education), a connective word (Vice President of Education) or a rearrangement of the words (Educational Vice President). Otherwise, the titles seem nonsensical. It's like hearing a polished speaker use the work "ain't" regularly. True communication depends on accuracy and completeness. I wish this organization would complete its Vice President titles.

Paula Syptak Price, ATM
Vienna Club 1762-27
McLean, Virginia

TRUTH BEFORE TROPHIES

The article "Grabbing the Trophy and Other Secrets Contestants Need to Know" (November) offered useful tips for competitions. However, I was dismayed to once again find the advice to "avoid controversy."

This country was born out of controversy – if there is any doubt about that, simply read an account of the heated debates between the delegates to the Continental Congress before the U. S. Declaration of Independence was signed.

Leadership is one of the stated goals of Toastmasters International. What kind of leader sacrifices backbone to the fear of alienating a contest judge? Now more than ever, every nation needs people with the integrity to stand up and speak their minds. If we don't find them

in Toastmasters, where will we find them?

Sybal Janssen, CTM
Zingers Club 615-F
Newport Beach, California

GRATEFUL FOR HUMOR

Thank you, Charles Downey, for your delightfully humorous article, "Squelched," (June). Humor is such an important component of healthy living. I look for and appreciate good humor in daily life, in speeches and in *The Toastmaster* magazine. Therefore, I found it humorous, as well as amazing, that anyone could take umbrage at your article. But Andy Jackson (Letters, October) managed to.

From his letter, I suppose him to be well-versed in humor and probably able to spin a few good anecdotes of his own. Hopefully, he'll grace us with his own article on humor, but until then, thanks again to Downey for the good thoughts and hearty laughter your article provoked.

Paul Robinson, CTM
Unimasters Club 5302-5
San Diego, California

SHARE YOUR STORY

I'm a former Toastmaster who is writing a book about the fear of public speaking and am looking to interview people who have conquered this fear through Toastmasters. All published case studies will be 100 percent confidential and anonymous. If you have a story to tell and would like to be interviewed by telephone, please contact me at this address or phone number:

Steve Ozer
1485 Coralberry Court
Jamison, PA 18929
(215) 343-8376



"I think I was less afraid of enemy rockets and artillery in Vietnam than of public speaking."

by Tom Evans, CTM

To Beat Shyness, You Need a Map

■ I DON'T KNOW WHETHER SHYNESS IS inherited or learned, but it doesn't matter which if you are shy. The result is the same – the road to success, in business and in life, is longer than for extroverted people.

My first speech was in the third grade. Because of a sarcastic comment from the teacher, I never again stood up in front of a class to speak. In fact, I rarely spoke up at all.

In college, professors often would write at the top of my English composition papers something like: "You have too much to contribute not to join in the class discussions!"

Once, days after joining a new company, I sat in on a technical meeting about a computer problem nobody could solve. A computer program had to search some data, but nobody could think of a "key" to search on. I hit upon the idea of searching the data backwards, but didn't dare speak up in front of all those strangers. Instead, I planned to talk to the meeting chairman afterward.

Just before the end of the meeting one of the programmers came up with a solution. You guessed it: Search the data backwards.

Through hard work I eventually gained credibility with most of the software experts at that meeting. But I could have established that credibility much sooner if I'd only expressed my idea!

Last year I saw an ad for Toastmasters in my company's newsletter. That was an organization of witty, polished after-dinner speakers, wasn't it? I dialed the number. The club president explained all about Toastmasters. I think I was less afraid of enemy rockets and artillery in Vietnam than of public speaking. But I finally agreed to attend a meeting.

At the first visit I attempted a Table Topic – the uhs and ahs outnumbered all other words combined and I rarely looked up from the floor for more than a couple seconds. But I did it!

For my Icebreaker I decided to just communicate my thoughts and not worry about eye contact, gestures, "uhs" or voice tone. Again – I did it! And I was beginning to enjoy it.

Things started to change:

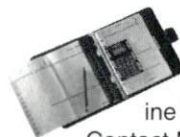
- ▶ When taking two writing courses at night, I was so intent on asking the instructor questions, I wasn't even aware of the other students in the room.
- ▶ After my fourth speech I gave a presentation to 15 members of my Veterans of Foreign War post about an article I'd written for a national magazine. I felt very relaxed.
- ▶ Then I gave a map-reading presentation to my son's Cub Scout pack with the parents present. I started out, "If you were

lost in the woods, and you had a choice between having a million dollars and having a map – which would you choose?" Each boy chose the million dollars. "Wrong answer!" I belatedly in mock frustration. The applause and laughter from the parents were exhilarating.

From then on you couldn't shut me up. Toastmasters has given me the map to find my way out of the dark forest of my shyness. **T**

Tom Evans, CTM, is a member of Sikorsky Club 5642-53 in Stratford, Connecticut.

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Why does success in Toastmasters seem so easy for some and so elusive for others? After reading *The Seven Habits of Highly Effective People* by Stephen Covey, I decided to study the habits of highly successful Toastmasters to see what I could find. I noticed these people had developed the following five simple habits that seem to contribute to their success:

by Mary Murchedi, ATM

The Five Habits of Highly Successful Toastmasters

These small steps can add up to big success.

1 Successful Toastmasters wear their membership pin.

Not only do they wear it to regular club meetings, but also to work, church and other social and public functions. This small habit might seem insignificant, but it can be very powerful. Wearing your pin announces to the world that you are proud to be a member.

People will ask you about your pin. There will be certain expectations regarding your performance once people realize you are a Toastmaster. Be proud of your membership. Be ready to demonstrate what you have learned. Take those new skills and self-confidence into the workplace, church, the community and your home.

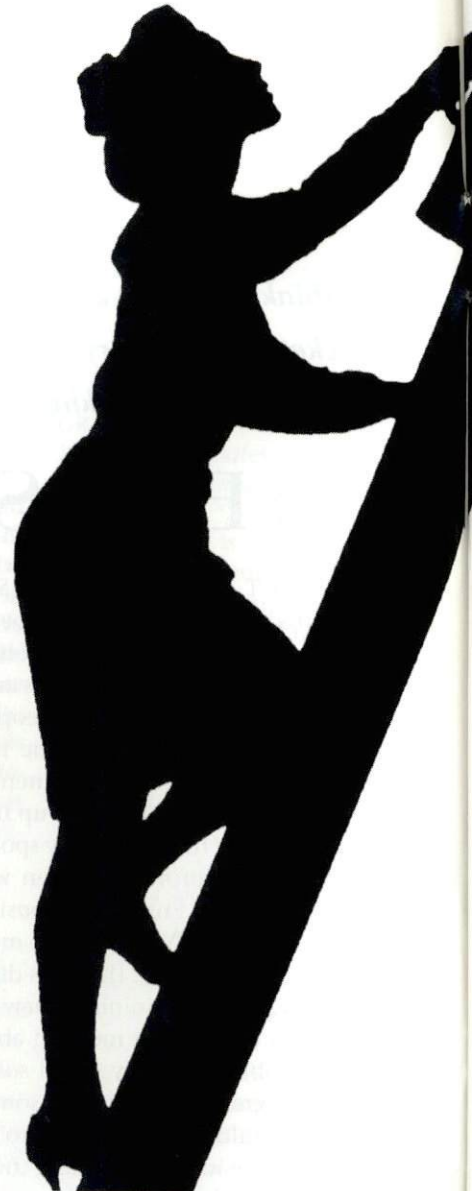
2 Successful Toastmasters regularly attend club meetings.

You miss out when you miss a meeting. There are opportunities for learning and growth at every meeting. Even those who've been members for 10 or 20 years will attest to this. The club depends on its members to show up. So be dependable, be there – even when you'd rather stay home and watch television. You'll

feel better about yourself and learn more, and your fellow club members will know they can count on you.

3 Successful Toastmasters give manual speeches.

A motto in our district is "Make every speech a manual speech and make it count." When new members are confronted with their first Communication and Leadership manual, it can seem overwhelming – 10 speeches! Too many Toastmasters drop out after only a few speeches. As soon as they feel comfortable in front of the club audience, they stop. One way to counteract this is for club officers to take time to make a special recognition of new members who complete their fifth



speech. You can present them the "Spirit of Success" certificate or a "half-CTM award."

A successful Toastmaster realizes that the first manual covers just the basics, and that there is still much to learn. The Advanced Communication and Leadership manuals are designed to broaden your horizons and prepare you for many different situations.

Mastering the alphabet doesn't mean you can read or understand Shakespeare. The basics apply to all speeches. Giving Advanced Manual speeches will propel you to higher levels of achievement, self-confidence and expertise.

To master a skill, it must be practiced often. Practice doesn't make you perfect, but it does make you better because there is always room for improvement.

4 Successful Toastmasters volunteer. They volunteer when asked, but especially when they are needed – without being asked. Toastmasters is a volunteer organization. Even our International President, Ian Edwards, serves in a volunteer capacity.

When you walk through the door of a club meeting or to any other Toastmasters function, be prepared to pitch in. Don't shy away from a task or assignment because you've never done it. Learn by doing!

Toastmasters is a learning lab. It's a place to try new things and perfect them before taking them to the public. You never know when you'll be called on to "say a few words" or run a company meeting when your boss is ill. So volunteer, learn new things, grow. You will benefit, and so will your club.

5 Successful Toastmasters go beyond the club.

Truly successful Toastmasters are seen in all the right places: at area, division, district and even regional and international contests, conferences and training sessions.

Step out of your comfort zone. Don't go alone, bring a friend. Experience a higher

level. If you think your club has good speakers, just wait until you hear area, division and district level contestants. But remember, they are all club members, just like you. Make new friends, network, learn and grow. Isn't that why you joined Toastmasters in the first place?

These five characteristics are not hard to keep, but they must be practiced regularly until they become habit.

Remind yourself and your fellow club members to wear their membership pins. Implement a phone call system to remind members of upcoming club meetings. Write a note on your calendar for each club meeting all the way through the year. Raise your hand and volunteer to be a timer, grammarian or Toastmaster when the need arises – Toastmasters is not a spectator organization. Dust off your manual or buy a couple of new ones. Carry a basic manual with you to all meetings so that impromptu speeches can become manual speeches. If you have a CTM, start working on your ATM. Plan to attend the next district function.

These small steps can add up to big success! **T**

Mary Murshedi, ATM, is a Toastmaster in Diamond Bar, California.

"When you walk through the door of a club meeting or to any other Toastmasters function, be prepared to pitch in."

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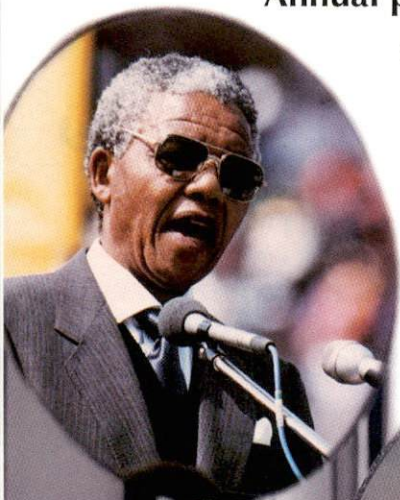
5 Outstanding Speakers of '95

Annual poll shows Toastmasters admire communicators who inspire, inform, lead and entertain.

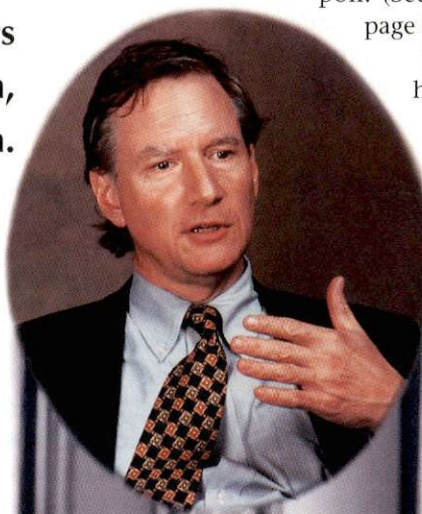
Even the experts are not perfect. Barbara Jordan would like to improve her speaking style by speaking in a more "unhurried way," Deepak Chopra wants to give more attention to his breathing and posture, and Tom Peters admits he needs to "do his homework" and include more examples of women and minorities in his anecdotes.

But while they may not regard themselves as having reached the pinnacle of oratorical excellence, it is clear that this year's Top Five Speakers inspire the many Toastmasters who responded to our "Outstanding Speakers" poll. (See this year's ballot form on page 27.)

For the past four years, we have asked Toastmasters to name their favorite speakers. Nominees were to be selected from five different categories and meet certain criteria. They were chosen for their achievements or contributions in the following areas:



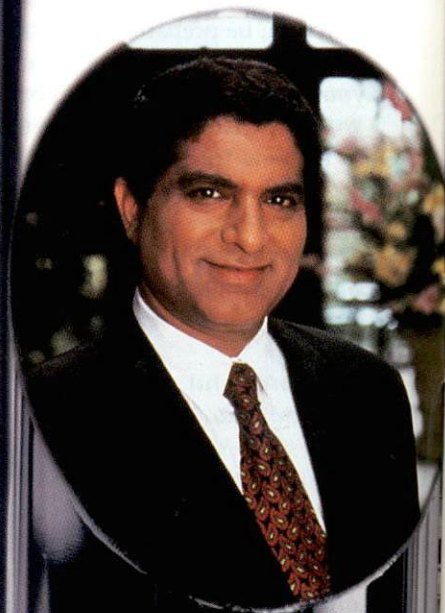
Nelson Mandela



Tom Peters



Barbara Jordan



Deepak Chopra

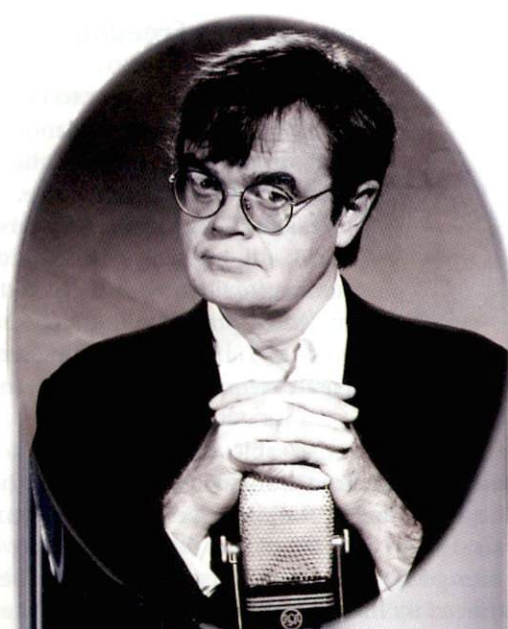
1. Degree to which the person's success can be attributed to his or her communication skills.
2. Amount of influence on public opinion.
3. Demonstration of leadership.
4. Service to the community, state or nation.
5. Commitment to a cause, product, idea or business.
6. Ability to effect change.
7. Dedication to improving the lives of others.

As in previous years, the responses varied greatly. Some who received a sizeable number of votes were unreachable, and others were disqualified because of already having been named Outstanding Speaker in previous years. Still, plenty of outstanding speakers were nominated. This year's Five Outstanding Speakers exemplify our membership's diverse interests, but they share one thing: They all effectively use the spoken word to advance their ideas.

So now that the nominations have been tallied, the envelope please...

...AND THIS YEAR'S TOP FIVE SPEAKERS ARE:

- **COMMERCE AND INDUSTRY: Tom Peters**, management consultant, business expert, lecturer and best-selling author of *In Search of Excellence* and other books.
- **GOVERNMENT: Nelson Mandela**, President of South Africa, Nobel Peace Prize winner and author of *Long Walk to Freedom*.
- **INSPIRATIONAL OR MOTIVATIONAL: Deepak Chopra**, physician, lecturer, international expert in mind/body medicine and author of 14 books, including recent best-seller, *Ageless Body, Timeless Mind*.



Garrison Keillor

- **EDUCATIONAL OR SOCIAL: Barbara Jordan**, former Democratic congresswoman, political science professor at the University of Texas at Austin.
- **MASS MEDIA OR ARTS: Garrison Keillor**, bestselling author and the Grammy Award winning creator and host of the syndicated radio show, *A Prairie Home Companion*.

All five of these speakers are masters when it comes to communicating their messages. They all are proven leaders in their respective fields. They all have unique voices, expert delivery and captivating messages. When they talk, people listen. What can Toastmasters learn from them? Let's take a closer look at the methods and styles of each of the Five Outstanding Speakers of 1995:

Tom Peters:

A Passion for Failure



Toastmasters who attended the 1990 International Convention in Dallas, Texas, are already familiar with Tom Peters' casual, yet passionate speaking style. As the recipient of that year's Golden Gavel award for his impact on communication and leadership in organizations worldwide, Peters departed from his trademark message about the importance of quality, service and perpetual education in business and offered his take on how to plan and deliver a winning speech.

His acceptance speech, "Ten Rules on Speaking For Success and Why They Are Important," was a tongue-in-cheek discourse on the art of oratory from the perspective of a self-described "wallflower" forced out of hiding by a demanding public. His presentation was peppered with self-deprecating jokes about the hazards of success. But Peters' overall message, directed to all Toastmasters as well as to himself, was poignant: "Don't take yourself too seriously, because if you do, nobody else will."

Peters clearly follows his own advice. While hugely successful and sought after internationally as a seminar leader, syndicated newspaper columnist, author and television host, he is known for his irreverent attitude and plain-spokenness. He describes himself as a "gadfly, curmudgeon, champion of bold failures, prince of disorder, maestro of zest, professional loudmouth, corporate cheerleader, lover of markets, capitalist pig... and card-carrying member of the ACLU." His unconventional views led *Business Week* magazine to describe him as business' "best friend and worst nightmare."

From being an unknown management consultant in 1981, Peters became a household name and guru to the

American business world a year later with the publication of his book, *In Search of Excellence*, co-written with colleague Robert Waterman. The book sold seven million copies worldwide and became the most successful management book of all time. Peters then quit his job, founded his own business, The Tom Peters Group, and published three more bestselling books on business: *A Passion for Excellence*, *Thriving on Chaos*, and *Liberation Management*. Two paperback books have since followed suit: *The Tom Peters Seminar: Crazy Times Call for Crazy Organizations*, and *The Pursuit of WOW!: Every Person's Guide to Topsy-Turvy Times*. The third book in this paperback series, tentatively titled *Excellence Aerobics*, is due in early 1996.

"The essence to me of everything that one accomplishes in life, from the trivial to the grand, is failure."

10 As the father of "the excellence movement" in the '80s, Peters became known as an electrifying speaker, addressing companies and conventions with his corporate cure of quality, service, visionary leadership, empowering workers, rooting out bureaucracy and flattening out management pyramids. He appeared on numerous television shows and PBS specials, hosted his own syndicated radio program and wrote a syndicated newspaper column. He also led four-day seminars called "skunk camps" for top managers.

Peters' *Passion For Excellence* co-author Nancy Austin described his stage presence in *Newsweek* as "very electric. All you have to do is put [Peters] in front of a group and he turns on full blast. He is a business evangelist."

A reviewer in *Business Month*, describing the video version of Peters' third book, *Thriving on Chaos*, went one step further and said, "Tom Peters is like a messianic Little League coach: he sweats and swears, exhorting you to move 'faster, faster, faster, faster, faster, faster...'" With *Thriving on Chaos* (co-incidentally published on October 19, 1987 - a day known as Black Monday because of the American Stock Market's drastic downturn that day), Peter's message changed to include a new imperative: flexibility to deal with an ever-changing marketplace. Companies must learn to thrive on change and employees must embrace the notion of life-long learning. "There are no excellent companies," the book begins.

On the topic of staying competitive, Peters emphasizes the importance of oral communication skills. In *The Pursuit of WOW!*, he writes: "A lot of managers aren't bad

at public speaking. But 'not bad' ain't good enough... One good answer to public speaking problems is Toastmasters. That organization does a fabulous job of helping people speak better. If you've got any questions about your speaking ability (and if you don't, you've probably got a problem), think about joining Toastmasters."

According to Peters, the key to survival in the 1990s and beyond is to have the foresight and courage to keep reinventing oneself. As Peters explained in *Psychology Today* in 1993: "My philosophy these days can be boiled down to a single sentence: It's a crazy world, so you'd better have a crazy organization."

People and companies must embrace failure to discover success. "The essence to me of everything that one accomplishes in life, from the trivial to the grand, is failure," he explains. "The most worthwhile pursuit is pushing yourself to the limit, and the definition of that is failing... Pursuing failure vigorously is to me the essence of individual success, career success, corporate success."

Peters, who charges up to \$60,000 for a day-long seminar, recently donated \$1 million to the American Civil Liberties Union, establishing the William J. Brennan First Amendment Fellowship to enable lawyers to pursue cases protecting people's freedom of expression.

A voracious reader, Peters advises corporate leaders to read more classic literature. "I say with dead seriousness that if you want to understand business and run a business well, read Chekhov, not Drucker and Peters... What you learn from decent novelists is the richness and chaos."

Nelson Mandela: Long Walk to Freedom



From political prisoner to President of South Africa, Nelson Mandela is recognized today as one of the greatest leaders of the 20th century. After 27 years of incarceration in his native land - during which he was deemed a "non-person" whose views could not be discussed or printed - President Mandela has become, in the words of *Time* magazine, "the sun whose gravity holds the disparate elements of South African society in peaceful orbit."

The key to this remarkable transition can be found in both his family's tradition of leadership and his own rejection of a cruel and oppressive political system. Born 77 years ago to a chief of the Xhosa-speaking Tembu tribe, young Mandela refused to accept the apartheid policies enforced by his country's white minority. Determined

to effect change, Mandela rejected his hereditary role and instead studied to become a lawyer.

Two years after receiving his law degree he joined the African National Congress (ANC), an organization that, inspired by Mohandas K. Gandhi, sought redress through nonviolent action. But as policies grew harsher against South Africa's "coloreds" in the late 1940s and 1950s, Mandela and a growing number of followers became increasingly defiant. By 1960, the white government had banned the ANC. Mandela went underground, becoming the first commander of a guerrilla wing founded to commit acts of sabotage against targets (but not persons) symbolizing apartheid. It was as if his tribal name, Rolihlahla – "one who brings trouble upon himself" – was setting the course of his life.

In 1962 Mandela was apprehended and tried with seven comrades on charges including treason. Conducting his own defense, Mandela spoke for nearly five hours. He did not deny his activities, but instead explained how he could not feel bound by a country whose laws denied him the right to vote for its laws, adding, "We were placed in a position in which we had either to accept a permanent state of inferiority, or to defy the government."

Then, in moving summation, he said, "During my lifetime I have dedicated my life to this struggle of the African people. I have fought against white domination, and I have fought against black domination. I have cherished the ideal of a democratic and free society in which all persons live together in harmony and equal opportunity." Knowing that he and his associates were being considered for the death penalty, he continued, "It is an ideal which I hope to live for and to achieve. But if need be, it is an ideal for which I am prepared to die."

This speech, a recording of which was released in London and became an international sensation, so impressed the court that Mandela and the others were given life sentences rather than execution.

As prisoner No. 466/64, Mandela faced a bleak existence of hard labor. For 16 years, he was denied access to newspapers or radio. He and his ANC friends, however, managed to keep informed through smuggled messages, and in the evenings discussed politics with the other prisoners. Gradually, even some of the white wardens were participating in what came to be known as "Mandela University." And as his incarceration continued, a curious phenomenon took place outside the prison's walls: Just as Mandela's words had once rallied others to action, now his enforced silence became a powerful weapon.

During the 1980s, as pressure increased to commute his sentence, Mandela was given offers of conditional release, all of which he turned down. Finally, on February 11, 1990, after he and President F.W. de Klerk had reached an agreement including – among other provisions – that his

ANC colleagues would be released first, Mandela was granted his freedom. A year later he assumed leadership of the ANC.

In October 1993, Mandela and de Klerk were named co-recipients of the Nobel Peace Prize, in recognition of their joint efforts to dismantle apartheid and establish a multi-racial government. The following April, South Africa's first election allowing the black vote was held, and Mandela was elected President. Today, President Mandela and former President de Klerk continue to collaborate, intent on promoting a national unity and gradual reconciliation toward full-scale democracy.

"As a leader, one must sometimes take actions that are unpopular, or whose results will not be known for years to come."

Mandela does not use the soaring language of Martin Luther King or the rhyming epigrams of Jesse Jackson; rather, he addresses his audiences in a sober and matter-of-fact manner. "The people want to recognize when someone is speaking to them seriously," Mandela has explained. "They want to see how you handle difficult situations, whether or not you stay calm." Many of Mandela's speeches are included in the book, *No Easy Walk to Freedom*, and this year he published his autobiography, *Long Walk to Freedom*.

At a special session of the General Assembly this past October marking the 50th anniversary of the United Nations, President Mandela once again demonstrated the eloquence that has won him continued worldwide respect and admiration:

"We come from Africa and South Africa on this historic occasion... to thank the United Nations for challenging, with us, a system that defined fellow humans as lesser beings.

"The youth at whom we have directed most of our awareness campaign on this golden jubilee should marvel at the nobility of our intentions. They are also bound to wonder why it should be that poverty still prevails the greater part of the globe, that wars continue to rage and that many in positions of power and privilege pursue cold-hearted philosophies which terrifyingly proclaim, 'I am not your brother's keeper.' For no one in the north or the south can escape the cold fact that we are a single humanity."

Deepak Chopra: Mind over Medicine



With a message promising longevity and total health, Deepak Chopra has no problem attracting listeners. Add his charismatic speaking style and impressive medical credentials, and this maverick healer has his audience hooked.

Part Western physician, part Eastern sage, the India-born endocrinologist treats the body and mind as a unified entity – healing one means healing the other. A pioneer and globally renowned expert in holistic medicine, he is Executive Director of the Institute for Human Potential and Mind Body Medicine at Sharp HealthCare in San Diego, California, and a member of the advisory panel for alternative medicine at the U.S. National Institutes for Health.

But Chopra's popularity and visibility stem in large part from his workshops, lectures, book tours and television and radio appearances promoting his ideas of how meditation, herbal treatments and a vegetarian diet can eliminate chronic illness and prolong life. Seven of his books have made the bestseller lists in several countries; the latest, *Ageless Body, Timeless Mind* – which explains how the mind can keep the body young – has sold more than a million copies.

Watch Chopra in action and it's clear he is not your typical doctor. Favoring impeccably tailored suits and silk shirts to the traditional labcoat-and-stethoscope garb, this former chief of staff at New England Memorial Hospital has ideas that fall far outside the medical mainstream. "Modern medical treatments too often sow the seeds of the illnesses of the future," he declares in a resonant voice modulated by an Indian accent. "Eighty percent of the pharmaceuticals prescribed by doctors are either optional or of marginal benefit because they don't affect the outcome of the disease."

He describes the body as something akin to a computer network infused with a soul: "The fact is we have a thinking body. Our cells are constantly eavesdropping on our minds."

Even growing old is, in the words of one reviewer, "a kind of mass hallucination." In *Ageless Body, Timeless Mind*, Chopra writes, "To gain control of the aging process, one must first be aware of it. The mind influences every cell in the body, making aging changeable, fluid. It can speed up, slow down, stop to time, even reverse itself." The secret to long life is the way we live. "Get rid of toxic relations, emotions and foods, and you can influence your life span by 30 years."

Chopra, who is "chronologically 49, but biologically 30," follows his own prescription. He thrives on a vegetarian diet of mainly fresh fruits and vegetables, swims 40

minutes a day, avoids alcohol and tobacco and averages six hours of sleep per night. His one indulgence? An occasional cup of coffee. "I expect to live way beyond 100," he says, "with creativity and enthusiasm."

How does he explain the appeal of his alternative views? "I happen to write about things that people are already interested in," Chopra told a reporter for *Vegetarian Times* in 1994. "I can speak to mainstream scientists in their own language, and then I can speak to spiritual audiences in their language because I've been part of both."

This coincides with his view on public speaking. The most important element of an effective speech, Chopra says, is to "know your subject and no matter how complex, make it easy to understand."

**"Get rid of toxic relations,
emotions and foods, and
you can influence your
life span by 30 years."**

Chopra is not without critics, however. His long-time close association with the Maharishi Mahesh Yogi, founder of transcendental meditation, his promotion of Ayurvedic medicine and aggressive marketing of its related products have made him controversial among fellow doctors and scientists. The criticism doesn't faze him; he is confident times are changing and the medical establishment will have to give in to the public's demand for alternative treatments. Chopra owes much of his success to book-buying baby boomers, who, as the *Sun-Sentinel* newspaper put it, "are approaching 50, but they don't look 50, they don't feel 50 and they don't ever want to. Deepak Chopra says they don't have to."

Chopra began promoting alternative medicine in 1980, after he used transcendental meditation to quit smoking and drinking. His successful medical career had taken its toll, and he says stress, alcohol, cigarettes and coffee by the gallon were "part of the scenery" for both himself and his patients. Frustrated with this high-gear lifestyle and feeling "like a legalized drug pusher," he immersed himself in transcendental meditation and Ayurveda, an ancient form of healing from India that emphasizes the role of the mind and meditation in physical health. In 1990, he quit his thriving endocrinology practice in Boston to preach the gospel of natural medicine full time.

In the last few years, Chopra has travelled the world sharing his prescription for perfect balance between body, mind and spirit with the world's most prestigious medical organizations. According to an interview in *San Diego* magazine, if there is one main point he wants to get

across, it's that "We are not human beings that have occasional spiritual experiences; we are spiritual beings that have occasional human experiences."

Barbara Jordan: Making a Difference



"It has long been agreed by those who know Barbara Jordan," writes fellow Texan and journalist Molly Ivins, "that if anyone ever needs to cast a voice for that of the Lord God Almighty, Jordan is the obvious choice."

Many remember that deep, rolling voice from the impeachment proceedings against President Richard M. Nixon in 1974. Jordan was at the time a member of the congressional committee examining the evidence against President Nixon and his associates. "My faith in the Con-sti-tu-tion is whole," she began, "it is complete, it is total. I am not going to sit here and be an idle spectator to the diminution, the subversion, the destruction of the Con-sti-tu-tion." Upon hearing these carefully enunciated words, Ivins says, "the nation fell into respectful silence."

Jordan proceeded to make the case for Nixon's impeachment. She spoke with authority and confidence, prompting CBS News correspondent Bruce Morton to name her "the best mind on the committee." Only those closest to Jordan knew of her anxiety over the proceedings, or that she wept privately after casting her vote.

From the time she attended public school in Houston, Texas, Barbara Jordan was fired with the ambition to, in her own words, "be something unusual." Although initially an indifferent student, by the time of her 1952 high school graduation she was in the top 5 percent of her class. That year she also won first place representing her state in the national oratory finals of the United Ushers Association.

Public speaking made an impact on Jordan's life in other ways, too. Influenced by Edith Sampson, a black lawyer who spoke at her high school's Career Day, Jordan eventually entered Texas Southern University, majored in political science and history, and led her school's debating team to a series of championships. A magna cum laude graduate, Jordan then enrolled at Boston University Law School. Upon receiving her LL.B degree in 1959, she returned to Houston and opened her own practice.

The presidential election campaign of 1960 provided further inspiration. At the Houston headquarters of Democratic candidate John F. Kennedy, Jordan began by sweeping floors and licking stamps, then went on to organize a voting drive that was instrumental in turning out Houston's black

vote. Kennedy won the election and Jordan was heartened by the difference she and other volunteers had made. Two years later, she decided to run for office herself. After several unsuccessful tries for the Texas House of Representatives, Jordan won the 1966 state senate election. During the next six years, State Senator Jordan used her formidable legislative skills to pass half of the bills she introduced, including at least two Texas "firsts": a minimum wage law and a bill barring discrimination in the workplace.

Then she set her sights even higher. In 1972, Jordan won a seat in the U.S. House of Representatives. During her three successful terms, she sponsored bills that would extend Social Security coverage to homemakers, increase aid to schools and curb the United States' involvement in the Vietnam War.

"If anyone ever needs to cast a voice for that of the Lord God Almighty, Jordan is the obvious choice."

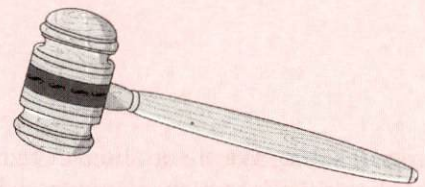
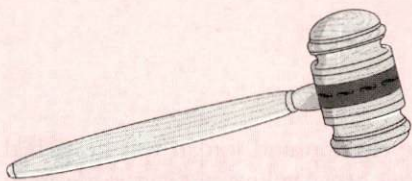
Despite Jordan's activism, it was the televised hearings against President Nixon that brought her extraordinary speaking abilities into immediate national focus. Her keynote speech at the 1976 Democratic National Convention further demonstrated Jordan's eloquence and generated speculation that she might be an eventual presidential candidate. In 1977, however, Jordan announced she would not seek a fourth term in Congress. Instead she accepted the Lyndon B. Johnson Centennial Chair in National Policy at the University of Texas at Austin. She continues to hold this post, and her two courses – policy development and political values and ethics – are so popular that students must enroll through a lottery.

Although Jordan's energies are focused on her professorial duties, she retains a passionate interest in politics. At both the 1988 and 1992 Democratic National Conventions, for example, Jordan delivered keynote speeches that were exceptionally well received. She also is actively involved on a number of advisory boards.

In a rare 1992 interview with *NEA Today*, she said, "I've always felt that as long as you're alive, you should be doing something that makes a difference... You don't have to do big, gigantic things. Just do things incrementally that make a difference."

Deemed the "best living orator" by the International Platform Association in 1984, Jordan's style has been described by veteran political observer Theodore H. White as "a flow of Churchillian eloquence, of resonance, boom and grip so compelling as to make one forget to take notes."

In recent years she has been confined to a wheelchair due to a neuromuscular disease similar to multiple sclerosis.



TIPS

from the

OUTSTANDING SPEAKERS

All five of our Outstanding Speakers were asked to answer the following questions. Here are some valuable tips from the five speakers:

1 What do you consider your greatest strength as a speaker and communicator?

Chopra: "I know my subject extremely well and I sincerely want my audience to understand it."

Jordan: "I believe that my pronunciation and enunciation of words is perhaps my greatest strength."

Keillor: "I write a speech, look at it, and put away the text. I talk to the audience, not read to them."

Mandela: "I have always endeavored to listen to what each and every person in a discussion had to say before venturing my own opinion."

Peters: "A. I *am* the message and I care about my audience. Speaking effectively is not an oral activity, not a performance. It is giving oneself, at least for the moment, to the audience. It is giving *everything*, having nothing left at the end of 15 minutes or two days (I make 15-minute talks and present up to two-day seminars). You can't be convincing unless you're in love...in love with your topic, in love with your audience of six or 6,000.

"B. I am a good listener. It is a gift from the gods, but I seem to have the ability to listen to the *individual* concerns of audience members...even when addressing a crowd of 1,000 or more. Via their body language I feel (on my best days!) in tune with each person as a singular individual."

2 If you could improve one aspect of your speaking style, what would that be?

Chopra: "More attention to breathing and posture."

Jordan: "I would like to give a speech in a more unhurried way."

Keillor: "To stop jingling my pocket change."

Peters: "Be more inclusive. My speeches are, in effect, strings of linked anecdotes. I am a storyteller. Unfortunately, too many of my stories are about white males. I'm no fan of political correctness taken to its extreme. On the other hand, effective speaking is an act of empowerment, and I wish I had more examples of women, African-Americans, etc. I *could*... but I haven't done my homework well enough."

3 Which do you consider the best speech you've ever given? Why?

Chopra: "All of my speeches are my best expression. The reason the televised PBS series *Body, Mind & Soul – The Magic and the Mystery* was probably more effective than all the others was because I was aware that millions could be watching it."

Jordan: "The keynote address for the 1992 Democratic Convention. I said very tough things that I felt important to be said to National Democrats. I didn't hedge."

Keillor: "Commencement, Anoka High School, 1990. A funny speech, 20 minutes long, over a bad public address system, to a

crowd in a sunny football stadium. Many of them my relatives – a tough crowd, and people laughed."

Mandela: "The Convention For a Democratic South Africa in December 1991 because it was the most important constitutional convention for the South African people."

Peters: "A couple of years ago I spoke to the Brigade of Midshipmen at the U.S. Naval Academy. It was an extraordinary honor to be asked to do so... *and* my whole family was there! I have never worked so hard, prepared so much, been so scared... or so tuned in to a huge audience."

4 Have you had any role models when it comes to public speaking? If so, who?

Chopra: "No."

Jordan: "My college debate coach, Thomas Freeman."

Keillor: "Hubert Humphrey and E. B. White. Humphrey always spoke and loved it, and White never did and never wanted to."

Peters: "My mom. She is a fabulous, impassioned communicator. She was [a great speaker] in her 30s, during the 15 years she taught the fifth grade, and she still is going strong, even giving speeches on customer service to large crowds, at age 85!"

5 What do you consider to be the single most important element of an effective speech?

Chopra: "Know your subject and no matter how complex the topic, make it easy to understand."

Jordan: "Eye contact and credibility. Believability. You must be able to take in your audience."

Keillor: "To have something intelligent to say."

Mandela: "Not to impose a decision, but to mold one."

Peters: "Identification with the particular needs of the audience. I don't just mean doing your homework (which is *very* important), but tuning in as a fellow human to the predicaments, needs, pains and hopes of your audience... of *any* size."

6 What would be your first advice to anyone wanting to become a better communicator?

Chopra: "Get people who are interested in your topic around you, practice speaking to them and respond favorably to their criticism and feedback."

Jordan: "To realize that social intercourse and civil order depend on our capacity and ability to speak to each other in clear, precise and understandable terms."

Keillor: "Read poetry and when you find a poem that moves you, memorize it. Say it to yourself over and over."

Mandela: "In every meeting with an adversary, make sure [you have] conveyed precisely the impression [you] intend to."

Peters: "Be yourself. Most people, when placed in front of a group, become hopelessly stilted and formal. Generally speaking, the more you are you at the podium the better."

sis. But, true to the indomitable will that caused her to break political barriers both as a woman and as a member of a race subjected to discrimination, Jordan will only say that "I discovered that my physical impairment did not diminish my thinking or the quality of my mind. And it did not impact on my capacity to talk."

Garrison Keillor: Transforming Words into Images



Sitting casually on a stool center stage in a cozy theater in Minnesota, Garrison Keillor broadcasts his radio show before a live studio audience. With his warm tone, contemplative shrugs and far-off reminiscing gazes, Keillor appears more like a kindly uncle telling a story to children than a renowned public speaker.

Keillor is creator and host of the popular syndicated public radio show, *A Prairie Home Companion*, which is heard by more than two million listeners on 330 public radio stations. The program first aired in 1974 and continues to broadcast every Saturday night. "It's the sort of show that nobody does anymore because it's too ordinary," Keillor says. "Everybody in show business is busy doing brilliant and original things. Somebody has to be typical, and this is it. Just a plain radio show."

But Keillor and *A Prairie Home Companion* have received more than the ordinary amount of fame and accolades, including a medal from the American Academy of Arts and Letters and two Ace Awards for television.

First and foremost, Keillor is a storyteller. The centerpiece of his weekly radio program is his monologue about a fictitious town, Lake Wobegon. The story is sandwiched between variety acts – from toe-tapping banjo playing to melodramatic commercials for non-existent products. With his dead-pan humor and radio-announcer inflections, Keillor narrates the skits and playfully banters with the musical guests. The show is reminiscent of radio's golden age when families gathered around the radio instead of the television.

But Keillor's program is proving timeless. The prairie home, Keillor says, represents a simple place where people married and settled, had their kids and grew old. "It's a masterpiece to me," he says, "of the modesty and grace of the Midwest."

Keillor's monologues describe with exquisite detail his fictitious teenage years or the goings-on of the quirky characters in the imaginary Midwest town. Even in front of a live audience, Keillor rubs his face thoughtfully as he

speaks, adjusts his suspenders and scratches his shoulder, giving no apparent thought to a conventional public speaker's proper composure. It is Keillor's way of verbally painting a picture with mixed humor and somberness that continues to expand his audience and his fame. He captivates his listeners with his sometimes booming, sometimes wistful, whispery voice that transforms words into images.

As a child, Keillor read constantly and fell in love with words – spoken and written. After graduating from the University of Minnesota in 1966, he wrote for *The New Yorker* magazine. But an assignment to write about Nashville's nationally broadcast country music show, the *Grand Ole Opry*, swung his focus from the written to the spoken word. Keillor decided to create his own live variety show for radio, and *A Prairie Home Companion* was born.

In addition to his weekly show, Keillor also hosts a daily poetry program for public radio, *The Writers' Almanac*. Last year he was inducted into the Radio Hall of Fame at the Museum of Broadcast Communications, which has called him "contemporary radio's most inventive humorist."

"As terrifying as getting up in front of an audience was – and still is today – nobody can resist laughter," Keillor says. "The chance to make people laugh has a powerful attraction."

He has been dubbed the "laugh master" by *The New York Times*, for which he is a contributing writer. Keillor also contributes to *The Atlantic* magazine and has written a children's book.

**"Somebody has to be
typical, and this is it.
Just a plain radio show."**

The spotlight stays on Keillor when he stops speaking and starts singing. He is a member of The Hopeful Gospel Quartet and has appeared at Wolf Trap, Carnegie Hall and the Apollo Theatre in London. He also has performed one-man shows, and has broken box-office records in performances with orchestras across the United States.

As he draws to a close on one of his *A Prairie Home Companion* monologues, Keillor drifts with a hushed baritone into a song, subtly letting the lyrics finish his story. He ends suddenly and returns to a confident booming voice: "And that's the news from Lake Wobegon."



It is clear that Toastmasters Top Five Speakers of 1995 have a lot to offer in terms of communication and leadership skills. Toastmasters International is proud to salute these five individuals for their impact on public speaking. ①

Tips from Top Clubs



Have you ever wondered why some Toastmasters clubs seem to attract new members like bees to honey while others have one meeting after another without its members ever seeing an unfamiliar face? How do some club leaders manage to keep their members interested and involved while others can't seem to get enough participation to run a proper meeting? What are the major components of a successful Toastmasters club, anyway? Toastmasters everywhere want to know.

To answer your questions, *The Toastmaster* recently interviewed leaders from some of the top clubs in the Toastmasters International Distinguished Club Program. This is what we learned:

by Patricia L. Fry

✓ Drawing new members is primarily a matter of networking and communication.

Charla Davis, ATM-B, president of Success For Singles Club 2330-12 in Ontario, California – a club that's 35 members strong – says, "Everywhere I go, I talk about Toastmasters. I give out cards inviting people to meetings." And this club has a slogan Davis often uses: "If you're competent in speaking, then we need you. If you're not competent in speaking, then you need us."

Success For Singles also gains new members through Speechcraft presentations. "I would call Speechcraft a preliminary training to be a Toastmaster," Davis says. "A Speechcraft presentation is actually the same as a regular Toastmasters program, but you bring in new people and go at a slower pace."

While some clubs present Speechcrafts at a variety of locations around the community, Success For Singles offers them in conjunction with its regular meetings. Davis explains, "We normally meet every other Friday. When we're doing a Speechcraft, we meet every Friday.

We conduct the Speechcraft right in the regular meetings twice a month and then focus



“
*You cannot
get so
complacent
that you
assume you
know what
your members
want.*
”

totally on the club on the opposite Fridays.” The initiative pays off, Davis says. “We just gained nine new members from our most recent Speechcraft.”

The New Providence Toastmasters Club in Nassau, Bahamas, under the leadership of Dorothy Barr, CTM, grew by as many as 29 new members last year. Barr says, “We ask our members to bring guests to the meetings and we reward those who bring in the most members by giving them little trophies.”

Sometimes, instead of waiting for people to come to them, this club goes to the people. Barr explains, “Once we took our meeting out to the shopping mall. We passed out brochures and invited people to visit our regular meetings. We got a good response at that meeting.”

Enticing guests to attend club meetings is just part of the process. The next step, of course, is to make them want to stay. Phillip K. Fomotor, CTM, reveals how they do this in his club, Toastmasters of Palm Springs Club 4062-12: “When we have visitors, we take the time to make them feel welcome. We greet them at the door, we ask them to introduce themselves during the meetings and we explain what’s going on throughout the meeting

to help them feel more comfortable.”

Barr believes in staying in touch with guests. She says, “I did a lot of phone calling last year and I did it on more or less an intimate basis. I’d call visitors and ask them what they like about the program and I’d invite them to join. I also asked what they didn’t like about the club or if there was something they’d like to see changed. I think this made them feel we cared about them. Once they’d feel at home and welcome, they would stay.”

✓ **Keeping members interested and involved takes effort and imagination.**

Davis also believes in the power of personal contact and encourages it among club members. “If a member misses a meeting, somebody is on the phone the next day to find out what happened. If they can’t come because they don’t have a ride, we’ll go pick them up.”

Davis illustrates the value of personal interaction with her own experience. “The night I joined Success For Singles, the area governor walked up to me and said, ‘I understand you’re a school teacher. We want you to be very active in this club because you have a lot to share. I want you to work with one of my members in another club giving Youth Leadership programs.’ He said he would stay in touch in case I had any questions or problems, and he kept his promise. And he was not alone; all the members called periodically. It made me feel so special that I just got more and more involved.”

Barr maintains frequent contact with members, too. “When membership dwindles, we find out the reason,” she says. “If a member seems to be losing interest, we find out what it will take to keep that member.”

Davis adds, “You cannot get so complacent that you assume you know what your members want.” So Success For Singles polls its members. “We take member surveys at least once a month. It’s sort of an audience analysis to find out if we’re reaching our members. A committee goes over the questionnaires and then we try to structure our meetings around the interests and needs of the members.”

Successful clubs also rely on mentors. Fomotor, who is in his second term as president of Toastmasters of Palm Springs, says, “I think one of the most notable things we do is draw on the mentoring talents of the club’s most senior members. We have several DTMs and ATMs in our club and they’re heavily involved in supporting the club. They are a tremendous help in terms of providing educationals for everybody and being a living example.”

✓ **Making meetings informative and fun is key to attracting and keeping members.**

Every top club polled offers educationals on a regular basis. Fomotor explains how they use them in Palm Springs. “Once a month I sit down with our Vice President

Education and we strategize on what topic we want to address for next month's educational. If we have a lot of new members who will be doing their first evaluation, we'll schedule a training focusing on evaluations."

He describes a possible scenario: "We might have someone give a manual speech and then we'll have one person give a whitewash evaluation where they'll just say good things about the speaker. Then someone else will be horribly critical of the person and finally, someone will give a more balance evaluation."

Toastmasters of Palm Springs also encourages members to educate themselves. "We maintain a club library that includes all the Toastmasters manuals and other educational materials," Fomotor said. "Our members have access to some wonderful resources."

One can learn, grow and have fun too. And the leaders of the top clubs are clever at creating fun. According to Fomotor, "Our meetings are well-structured and we make them fun. Keeping a good sense of humor is important. We allow the space for people to express their sense of humor."

Some clubs occasionally change the meeting format just for fun. Success For Singles, for example, sometimes uses a talk show format for Table Topics.

Mary Lou Cochran, DTM, President of After 5 Toastmasters Club 970-33 in Atwater, California, talks about something they tried recently. "At our last meeting there weren't too many there and I was the Toastmaster, so we did a backwards meeting." She explains, "The timer gave the timing report before the speakers or evaluators did their jobs. The speakers and evaluators got their trophies before they spoke. And Table Topics was hilarious - we just turned it all around.

"We don't normally sway much from the guidelines set by Toastmasters International. That's very important to our club," Cochran said. But she also believes in providing a lot of fun for her members from time to time by breaking out of the routine.

Darryl Chandler, CTM, president of Wayland's Speechmasters Club 5558-25 at Sheppard Air Force Base in Texas, also likes to mix things up occasionally. He says, "Normally at the end of our meeting we set the agenda for our next meeting by asking for volunteers. But every now and then we'll set up a roulette wheel listing the jobs of Toastmaster, evaluator, grammarian/ah counter and so forth. When you come to the meeting, you spin the wheel and whatever duty comes up you perform for that day. It puts a little excitement in the meeting."

✓ Encouraging member participation creates loyalty.


A successful club depends on the success of its members. Members who are stretching and growing will strengthen a club; those who are stagnating will bring it down. Effective club leadership means encouraging individual members to use and expand their talents and skills.

Davis recalls when she first was invited to be an officer for Success For Singles and the support she received from the members to help her do the job: "It was about my third meeting and I walked in and they said, 'The Vice President Education is going to law school now and he's not going to be able to complete his duties. We've nominated you as Vice President Education. Will you please accept this job?' I was a new member, so I was honored that they would ask me to do this. I wasn't sure what to do, but they worked with me and the members would call and volunteer to be on the agenda. Everyone just wanted to help make sure the club meetings flowed."

Top Toastmasters clubs want their members to succeed and they encourage their progress. Davis explains how her club does it: "We give goals to

each member as they come in. It's actually an agreement. We'll say, 'We want you to become a CTM and we project that you can do it in three months or six months - what do you think?' And the person, once they know we're with them, will generally go ahead and do it. We don't allow people to just come in and sit there and say, 'Well, I'm scared,' or 'Well, I'll do it next month.' Once someone joins, we systematically take turns talking to that individual to build them up so they will give speeches. We assign mentors, but we also take on our new members just like they belong to all of us. We mentor each other constantly."

Davis feels the real secret to her club's success, however, lies in its commitment to "instant recognition." She explains, "Whenever members make an achievement, whether they've just given their Icebreaker speech or presented their 10th speech and earned their CTM, we present them with a certificate that night."

Are your Toastmasters club meetings less than exciting and inspiring lately? Have you stopped growing? Do yourself and your club a favor and try some of these proven tips from the top. 

Patricia L. Fry, CTM, is a writer living in Ojai, California.

"If a member seems to be losing interest, we find out what it will take to keep that member."



Does Your Club Make

A Good Impression?

Keep guests and members coming back for more!

Sometimes, all it takes is one experience – good or bad – to make up your mind about a Toastmasters club. Whether you are a guest, a new member or a longtime Toastmaster, that single experience may be the final straw in helping you decide whether to stay or walk out the door.

How can we make sure our guests will become members – and that our members will continue to renew their memberships? We need to pay attention to those moments when – for better or for worse – our club makes an indelible impression.

But what are the “moments of truth” for a Toast-



masters club? *The Successful Club Series* features a “Moments of Truth” program (Supply Catalog #290) which discusses six areas of service that all clubs should monitor on a continuing basis:

- First Impressions
- Fellowship, Variety and Communication
- Membership Orientation
- Program Planning and Meeting Organization
- Membership Strength
- Achievement Recognition

The entire program takes about an hour to present but may be divided into segments to accommodate various meeting schedules. In addition to a script covering the six “moments of truth,” a group evaluation exercise is included. A wall chart and 10 overhead

transparencies also may be ordered to complement your presentation.

“Moments of Truth” is a great motivational tool that can be presented by your Club’s Vice President Education or any member interested in improving your Club’s level of service. Consider adding this valuable program to your Club’s next meeting agenda!



One of the best ways to build your Club’s membership is through a Speechcraft Program. This eight-session program teaches potential members the basics of public speaking and is a great introduction to the Toastmasters Communication and Leadership program. In fact, many members began their Toastmasters “career” as a Speechcraft participant.

These materials will help you get started:

___ 203-A	Number One Membership Building Tool	.12
___ 203	Speechcraft Promotional Kit	1.50
___ 205	Speechcraft Starter Kit	13.50
___ 204-H	Speechcrafter’s Handbook	1.25
___ 207	An Opportunity to Succeed	.08
___ 261	Participant’s Certificates	.30
___ 99	Success Starts with Toastmasters	15 @ N/C
___ 101	Why Toastmasters Is Smart Business	15 @ N/C

Speechcraft

Your Club’s #1 Membership Building Tool!

PAYMENT MUST ACCOMPANY ORDER

Check or money order enclosed: \$ _____ (US FUNDS)

Charge my: MasterCard / VISA (CIRCLE ONE)

Credit Card No. _____ Exp. Date _____

Signature _____

Club No. _____ District No. _____

Name _____

Address _____

City _____

State/Prov. _____

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Standard Domestic Shipping Prices

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
\$0.00 to \$2.50	\$1.10	\$5.01 to \$10.00	\$6.50
2.51 to 5.00	2.30	50.01 to 100.00	7.60
5.01 to 10.00	2.95	100.01 to 150.00	9.95
10.01 to 20.00	4.05	150.01 to 200.00	12.25
20.01 to 35.00	5.55	200.01 to _____	— Add 7% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed through your Club’s account. California residents add 7.75% sales tax.

TOASTMASTERS INTERNATIONAL
 P.O. Box 9052 • Mission Viejo, CA 92630
 (714) 858-8255 • FAX (714) 858-1207



Members of the HUD club pose with other District 27 Toastmasters at the U.S. Capitol in Washington D.C.

by Richard Pace, DTM

The HUD Toastmasters Club 1795-27

In Government Service

20 ■ SINCE ITS INCEPTION IN 1957, the Toastmasters club at the U.S. Department of Housing and Urban Development (HUD) has been responsible for training hundreds of men and women in the Federal Service to improve their speaking and listening skills.

"Uncle Sam" recognizes the significance of effective communication skills in the federal government. In fact, it has become customary for each new director of the Office of Personnel Management (OPM) to send a letter to Toastmasters International President noting, among other things, the importance of clear communication in the business of government. This is an excerpt from OPM Director James B. King's letter to International President Ian Edwards this year:

"Effective public speaking and the self-confidence which goes along with it can help our employees communicate more effectively with customers and community organiza-

tions, and present their job-related ideas and suggestions more efficiently.

"I value Toastmasters approach to on-the-job training in public speaking and am delighted that many agencies have Toastmaster chapters on site. I encourage managers at federal agencies to allow their employees to attend Toastmasters meetings.

"I look forward to working with Toastmasters to provide training and support to improve employees' communication skills. Together, we can develop skilled and motivated employees who will be ready to meet the challenges of the 21st century."

In 1993, HUD Secretary Henry G. Cisneros issued a memo to all HUD employees listing 65 ideas for developing skills to enhance their current position. Among them, of course, was "Join Toastmasters." Being an active member of a Toastmasters club definitely improves one's chances of getting a job or a promotion at HUD.

Although federal employees are allowed to attend Toastmasters meetings during work hours and agencies often pay for all or part of membership dues, the HUD club has found that members become better Toastmasters if they pay the modest cost of training themselves. That's also the reason the HUD club always meets at lunchtime on Tuesdays – it seems that if people invest their time and money in something, they make sure they get everything they can out of it.

The HUD Toastmasters Club has not only been around for a long time, it has always maintained a high membership of about 40 members.

During a recent meeting, members of the HUD Club expressed their views as to why their club remains so strong:

- ❖ **Convenience** – weekly meetings are held at or near the workplace.
- ❖ **New blood** – new members are recruited primarily through word of mouth and through the support of HUD leadership.
- ❖ **Variety** – each meeting is different from the last. The format may be the same but the meeting may be held in the garden or on the observation deck at HUD Headquarters.
- ❖ **Competition** – is keen but not sharp edged. Like most Toastmasters, the members are very supportive of each other.
- ❖ **Training** – in order to learn and grow, everyone has the opportunity to wear a different hat. No officer serves in a given office for more than six months.

Should you be in Washington, D.C. on a Tuesday at noon, please be our guest. We meet weekly at the U.S. Department of Housing and Urban Development, 451 Seventh Street SW, Washington, D.C. 20410. We look forward to seeing you! T

Richard Pace, DTM, is a member of HUD Toastmasters Club 1795-27 in Washington D.C.

How Toastmasters training helped
get me elected as president of the
National Women's Political Caucus.



by Anita Perez Ferguson

Taking Risks Leads To Politics

■ I HAVE JUST COMPLETED MY CTM Award application form. Looking at the titles of the 10 speeches I presented during the past year was like reading an exciting chapter in my life story. I'd like to share it with you.

Joining the Federal Toastmasters Club 1037-27 in Washington, D.C. was part of a much larger plan. My father had been an active Toastmaster throughout his career in Los Angeles, California. As a young girl, I recall "helping" him practice his speeches. He would stand in front of my mother's full length sewing mirror practicing his delivery and gestures. At age six, I was his biggest booster and critic. Tuesday night was Club Night. I always eagerly anticipated his return to see if he had won the notorious Yak-Yak award – a set of wind-up, plastic teeth carefully mounted on a wooden stand. In my adoring memory, he always won!

Forty years later, I shared the precious recollection of Dad's Toastmasters experience during my first Ice Breaker speech. Because of my father's experience, I had never been afraid of public speaking. My educational and professional experiences always included public presentations. It was not until last year that I felt I needed the regular discipline of organizing and presenting speeches I knew Toastmasters could provide.

When I joined Toastmasters I was White House Liaison for the U.S. Department of Transportation. I was delighted to learn how many opportunities federal employees have to par-

ticipate in a local club. In September 1994, I committed myself to a standing lunch date every Wednesday with other Toastmasters at the Department of Transportation. From that day forward my skills, friendships and professional development progressed rapidly.

Toastmasters has taught me to take risks. While public speaking has never been difficult for me, I've usually kept my topics within fairly safe boundaries. I don't know how my club members cajoled me into entering the Humorous Speech Contest after completing only three of the manual speeches. I never had set out to make an audience full of strangers laugh. But surprisingly, I won third place in our division.

Another ground-breaking experience my Toastmasters club led me to was the recording of my family history. I had done research for a book, but my manuscript had been lying idle for two years. I decided, at the last minute, to use part of the text for speech No. 9, "Speak With Knowledge," but assumed such a personal topic would not interest anyone else. What a thrill it was to have my club respond warmly to the stories of my grandparents in Mexico during the time of the revolution. I was so encouraged that the book draft is now on its way to an editor.

Although the journey to my CTM was filled with surprises, I did have a destination in mind. My final speech was the dry run for my nomination as the President of the National Women's Political Caucus. Toastmasters skills helped me make a positive impression on the

800 delegates attending our biannual convention. Today, I am leading this national organization that is dedicated to the identification, training and support of women candidates for elected and appointed positions at every level of government.

As President of the National Women's Political Caucus I have the opportunity to speak to groups in every part of the country, appear regularly on television news and commentary programs, and have just begun a weekly political commentary for the National Public Radio affiliate in Albany, New York.

I'm looking forward to continuing my membership with Toastmasters and working toward my Able Toastmaster recognition. I have only one regret: I wish Dad was around to see me win the Yak-Yak award! **T**

Anita Perez Ferguson, is a member of Federal Toastmasters Club 1037-27 in Washington, D.C.

T O A S T M A S T E R

Testimonials

Speaking about Health — A Career-Making Opportunity

I joined Toastmasters as a necessity. As 1994 President-Elect of the Association for Worksite Health Promotion, I had one year to develop excellent presentation skills before becoming president.

Last November, my first opportunity to make an impression on my peers came knocking at my door. I was in Washington D.C. for legislative meetings on health care reform. A colleague asked me to step in his shoes the final day of meetings and facilitate a breakout group of 50 professionals. "No problem," I thought. Everyone of importance in our industry would be in the audience.

The morning agenda included speeches by media, legislative aides, federal committee representatives and House and Senate leaders. The program ran over its designated time, so the meeting sponsor asked me and four other breakout facilitators to present our information to the 350 constituents in a ten-minute presentation each.

by Tracey L. Cox

My initial reaction was, "No way!" But as the recognized leader of worksite health promotion, I knew I didn't have a choice without significant career implications. I agreed to represent our niche of the health care prevention model and was fortunately the last of the five presenters. In less than 15 minutes, I managed to prepare a cohesive and organized speech that accurately reflected our organization's strategies for dealing with the 104th Congress. My delivery was well-executed and received many positive remarks.

Needless to say, I am proud to be a Toastmaster and grateful for the structure to build my presentation skills. Thanks to Toastmasters, I was able to handle an opportunity that was crucial in my career path.

Tracey L. Cox, is a member of Trinity Club 1190-50 in Dallas, Texas.

In my 30 years as a doctor of chiropractic, hardly a day passed without me having to explain the principles of this alternative type of care to prospective patients. I would always wonder, "Could I have made the presentation better, and did they truly understand?"

Had I joined Toastmasters earlier in my career, I probably would have saved thousands of hours and dollars

Why Specialty Clubs Give More

by Herbert N. Fowler, ATM

spent on continuing education learning how to communicate better.

So, as a semi-retired doctor of chiropractic, with two and a half years experience in Toastmasters, I was on my way to a Distinguished Toastmaster Award. One of the requirements is to charter a new Toastmasters club. In the interest of helping out my younger colleagues and fulfilling my DTM requirement, I made a list of chiropractors I

thought might be interested in Toastmasters. We scheduled a Speechcraft session and then a demonstration meeting. Two weeks later we chartered Back Talk Toastmasters Club 9906-31 with 27 chiropractic doctors.

Even then we did not fully appreciate the benefits that would be showered on these young doctors. Potential adversaries and competitors became friends and acquaintances. Knowledge and personal experiences were shared among members who hold a common interest in their profession.

The Back Talk Club now serves as a training vehicle for developing speakers to represent the Massachusetts Chiropractic Society. Speakers also are requested to speak at service organizations. Many of the 800 doctors of chiropractic throughout Massachusetts have been drawn to find out more about Back Talk and how they may become involved, and plans are being made to form Back Talk II. Our club's potential appears unlimited!

Herbert N. Fowler, ATM is a member of Back Talk Club 9906-31 in Danvers, Massachusetts.

I am in an industry our local news media likes to blame for being a major cause of winter smog. Our industry is under very tight air quality controls issued by both the federal Environmental Protection Agency and our local county Air Quality District.

In February 1994, our industry and the county Air Quality District decided to hold a press conference to show the public and the media how environmentally clean our industry has become. Industry representatives were present to demonstrate our products and give formal presentations.

After the presentations I was talking with a colleague when a television reporter came up and asked if she could interview me. Being a Toastmaster, I said yes. The reporter proceeded to ask me a slanted and accusatory question and I responded, using my best Table Topics skills. As I spoke, I

restated the question in my terms, and then answered that question. When I finished, the reporter thanked me and walked away. As she left, several of us heard her say to the cameraman, "Kill the interview. He made us look like damn fools!"

Handling the Press Conference

Thank you Toastmasters! In Table Topics I have practiced the skills that helped me that morning. And by doing several of the advanced Communication and Leadership manuals, including some that dealt with handling press conferences, I felt very confident in dealing with the media. Yes, as we say, Toastmasters is a laboratory. And on that morning in February, I was able to use what I had practiced in the laboratory.

Jon S. Greene, DTM is a member of Moonlighters Club 5739-39 and First Nevadans Club 3799-39 in Reno, Nevada.

Speaking With Silence

by Vick Steward

I had been in my chosen profession of funeral service for almost 20 years when I joined a Toastmasters club.

While the training in developing and delivering speeches has been beneficial, it is the skill of communicating to the families I serve that has proven most valuable.

In my work, I'm telling people information they probably have never heard or thought of before. They really don't want to hear it and they are hearing it on one of the worst days of their lives. Therefore, it is important that my communication skills are at their best.

Through Toastmasters I learned the value of eye contact when speaking. It relaxes people, shows your sincerity and conveys to each person in the room they are equally important and involved in what's taking place.

A grieving person's mind is preoccupied with many thoughts. Toastmasters has taught me the value of pausing as I speak. This helps emphasize important points without having to raise the tone of your voice.

A silent moment can gently bring a griever's thoughts back to the present. The pause also provides the griever a chance to absorb the information you have just presented.

I am sure Toastmasters training can prove beneficial in any profession. It certainly has proven so in mine.

Vick Steward is a member of Pimiteoui Club 2068-54 in Peoria, Illinois.

I owe a lot to Toastmasters for helping me get through the International Secretary of the Year competitions. At the early levels of the contest I was so nervous I could hear my brain grinding as I thought of what to say next. That very week I went to Toastmasters and asked for help. I have now been a member for about ten months and what a difference!

I competed for and won the title of 1995 Secretary of the Year at the Professional Secretaries International

Toastmaster Becomes INTERNATIONAL SECRETARY OF THE YEAR

by Judy A. Edmond, CPS

competition in Seattle, Washington, last July. I crossed the platform confident I would end up the winner (a Toastmaster had told me never to say "if I win"). I spoke up, projected my voice, looked my audience of more than 1500 fellow secretaries and friends in the eyes and answered the impromptu questions just like I would have done in Table Topics.

Later, it was my name they called as the winner. Thanks, Toastmasters!

Judy A. Edmond, CPS is a member of T-Bird Talks Club 7918-3 in Glendale, Arizona.

by Julie Bawden Davis

These Clubs

Like many new Toastmasters, Barbara Kulshreshtha joined a club to improve her professional and personal speaking skills. The financial control analyst wasn't the only one delighted with her new-found confidence when speaking in front of an audience – her employer, Avco Financial Services, also was pleased.

"Avco encourages all its employees to become a member of Toastmasters, because management sees the benefits for the company," says Kulshreshtha, who is now president of the Avco Articulators Club 5089-F in Irvine, California.

Kulshreshtha's supervisor of eight years, Gwen Craig, agrees.

"It's definitely in the company's best interest to sponsor and encourage a Toastmasters club," she says. "Employees being able to communicate more effectively is a definite plus in the work place. Barbara (Kulshreshtha) can now clearly explain and express herself in everyday work, whereas before she was hesitant to communicate potential problems. She now has the confidence to bring something to my attention before it becomes a problem for the office."

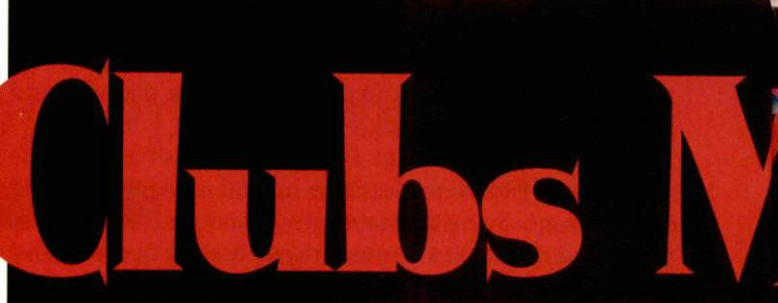
As training costs skyrocket, more companies are looking to ongoing in-house programs such as Toastmasters clubs for inexpensive, effective training. In fact, 50 percent of new Toastmasters clubs are corporate clubs.

At Rockwell International, management has supported and encouraged Toastmasters membership for many years. The company has nine clubs in its various facilities.

"Rockwell's human resources department is a big proponent of Toastmasters membership for employees," says Ron Collins, president of the Rockwell Club 320-F in Newport Beach, California. "Members are even allowed to charge the company a half hour of meeting time each week."

BOTH A TRAINING GROUND AND SOCIAL OUTLET

As might be expected, many people join Toastmasters because their jobs require they speak well in front of others. No matter the occupation, at some point most employees are called on to present themselves coherently and per-

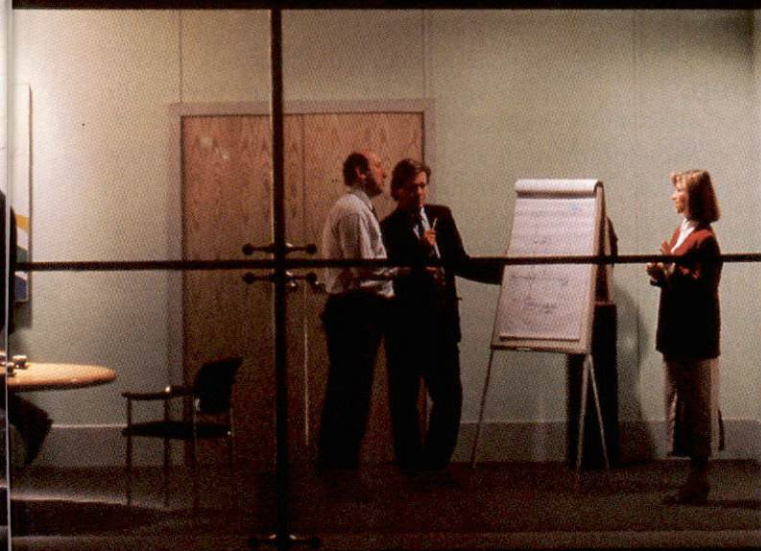


Corporate Toastmasters clubs app





Lean Business



deal to staff and management alike.



Toastmasters has helped me to more effectively deal with people in a business setting."

suasively. Toastmasters skills are especially needed for individuals with technical positions, who from time to time will be asked to brief management or customers about their work in non-technical, layman's terms. A corporate club provides such individuals with a supportive audience of peers who may be well versed in technical matters and therefore able to provide especially helpful evaluations.

Collins, an engineer at Rockwell, is often required to make presentations to customers and management. "Engineers are renowned for presenting dry material that isn't always coherent to the lay person," he says. "At Toastmasters you learn to spice up your information and make it more comprehensible for the general audience. Many engineers at Rockwell – myself included – are now better communicators as a result of joining our club."

Some Toastmasters also find that their corporate club membership helps them deal better with the social aspects of working. "Working with computers is easy," says computer analyst Dave Janko, who is president of AirTouch Cellular's Club 9773-F in Irvine, California. "It's dealing with people on the job that's the difficult part. Toastmasters has helped me to more effectively deal with people in a business setting."

Other club members report enjoying the fellowship and camaraderie created among employees. The ties built in Toastmasters often transcend the club and positively affect the work place.

Whether members join for professional advancement or camaraderie, one thing is clear: There are certain secrets to having a strong corporate club. Here are some tips from corporate club presidents on how to build successful clubs:

KEEP MEMBERSHIP OPEN TO THE PUBLIC

Unless your work force is very large, it's not a good idea to close your membership to non-employees.

"Those clubs that are closed to the outside often have terrible problems getting members," says Al Gumb, president of the Fluor Forensic Forum Club 219-F in Irvine,

California. "They give themselves a limited pool of people to choose from."

By opening to the public, corporate Toastmasters clubs give themselves an expanded membership base. "We are a very successful club with more than 40 members," says Gumb, whose club at Fluor has about 50 percent employees and 50 percent members from the nearby community. "We never have to go out and solicit members; they turn up at our doorstep. I attribute that to our open door policy."

People coming in from the outside also bring a certain vitality to a corporate club that otherwise would be missing.

"Thanks in part to opening membership to the community, we made it through a thin, really rough period," says Claire Martin, president of the Parker Club 519-F in Irvine, California. "Now we have a really neat mix of people from different companies and a variety of occupations."

GET MANAGEMENT SUPPORT

All club presidents interviewed mentioned that management support is crucial if a corporate club is to be successful. At times, support is even financial. At Rockwell, the company not only provides a meeting room and pays the new members' application fees, each employee also is allowed to charge the company a half hour of meeting time each week. At Fluor, all expenses are covered except for international fees.

Even if a company doesn't spring for membership dues, most will provide a meeting room and many will foot the bill for any related printing and mailing costs.

Beyond financial assistance, many corporate club presidents agree that getting upper management approval of Toastmasters is critical.

"Try to get a buy in from the powers that be," says Janko of the AirTouch Cellular club. "You can only build a healthy membership if you have flexibility at all levels, especially upper management."

When possible, get the support of human resources or personnel," suggests Collins at Rockwell. "They will then go to bat for your club with the rest of management."

MODIFY SCHEDULE ACCORDINGLY

Many corporate clubs meet in the morning or at lunch time and usually have just 45 minutes to an hour of meeting time. That doesn't mean that a lot can't be accomplished. "We meet for 45 minutes once a week, and despite our short time limit, we get things done," says Kulshreshtha at Avco. "The secret is to be organized. We start on time and always have the time frame for each section on the agenda. If we stick to our agenda, we're usually able to finish on time."

A lot can be fit into a 45 minute time frame if an agenda is used, agrees Gumb of the Fluor Forensic Forum Club. A typical meeting at his club will have three Table Topics, three people responding, three manual speeches and evaluations of those speeches.

Most clubs that meet for less than an hour don't tackle business topics, but save them for executive board meetings held at another time during the month. And to fit in as many manual speeches as possible, the Toastmasters at Fluor encourage members to speak at other clubs. "There are many clubs out there that need speakers and enjoy hearing someone new speak," says Gumb.

RECRUIT MEMBERS

Corporate clubs are no different from community clubs when it comes to the need for attracting new members. Club promotion and membership recruitment take many forms, depending on whether recruiting is being done inside or outside of the company.

To promote your corporate club, consider the following suggestions:

"We never have to go out and solicit members; they turn up at our doorstep."

► Post information about your club in every possible location. Use fliers, posters, company newsletters, bulletin boards, e-mail – even announcements over the public address system, when applicable.

- Provide information about Toastmasters to every new employee, including recurring invitations to visit a club meeting.
- Coach members how to spread the word about your club. Many members would like to attract visitors to the club, but aren't sure how. Encourage members to share with colleagues and friends how Toastmasters has helped them grow professionally and personally.
- Consult Toastmasters International for listings of individuals who have inquired about a club and give these potential visitors a call.
- Advertise your meeting time and place in articles about your club in the local newspaper.
- Set up a membership drive and award the person or team who brings in the most new members.
- Draw in guests with special meetings, such as a debate.

But the easiest way to bolster your club's membership is still the most effective: The simple, personal invitation is probably what gets most people to their first Toastmasters meeting. And once new members attend, they stay as much for the friendship as for the new skills and challenge that Toastmasters gives them.

If your club's meeting time or place isn't convenient to a prospective member, tell them to call the organization's toll free number for a comprehensive listing of clubs in their area. That number is: 1-800-9WE-SPEAK.

If you think your company might benefit from a corporate club, contact World Headquarters Membership Department for help on getting started. **T**

Julie Bawden Davis is a freelance writer living in Orange, California.

Each year Toastmasters International selects and officially honors Five Outstanding Speakers, one each from the specific categories listed on the ballot below. By recognizing individuals for their communication skills, we hope to create greater public interest in, and understanding of, the art of speechmaking.

You are invited to fill in the nomination form below and send it to World Headquarters. The Board of Directors will review the nominations receiving the most votes and select the Five Outstanding Speakers. The final list of names will be published in *The Toastmaster* and announced via press releases to the media.

VOTE

for your

FAVORITE SPEAKER

JUDGING CRITERIA

The nominees' abilities as "outstanding speakers" will be evaluated in terms of message and delivery. A great speaker "has something to say," so factors such as importance, timeliness and relevance of the message to the audience will be considered. Nominees will be selected based on their achievements or contributions in the seven areas listed on page 9:

Please Note:

- This year's Top Five Speakers and those from previous years are not eligible for nomination.
- All ballots must be postmarked by **Friday, March 1, 1996.**

DRAWING A BLANK? Who do you think best exemplifies excellence in public speaking? Just to break the ice, we've listed the names of some prominent speakers that you may wish to consider when marking your ballot. But since this is, at best, a limited listing, we encourage you to vote for whomever you feel best meets the judging criteria.

- | | | |
|---|---|---|
| ■ Steve Allen – humorist, author and television personality | ■ Linda Ellerbee – media commentator | ■ Gen. Colin Powell – U.S. military leader |
| ■ Ken Blanchard – author and consultant | ■ Mary Fisher – founder, Family AIDS Network | ■ Patrick Reynolds – social activist |
| ■ Bill Bradley – U.S. Senator | ■ Betty Ford – former U.S. First Lady | ■ Ann Richards – former Governor of Texas |
| ■ Tony Brown – PBS talk show host | ■ Rev. Billy Graham – evangelist | ■ Cokie Roberts – reporter |
| ■ William F. Buckley – former U.S. Senator | ■ Spalding Gray – author, actor and storyteller | ■ Diane Sawyer – television journalist |
| ■ Jimmy Carter – former U.S. President | ■ Anita Hill – lawyer, professor | ■ Laura Schlessinger – radio psychologist |
| ■ Lynne Cheney – former chairman of the National Endowment for the Humanities | ■ Clive James – BBC commentator | ■ Bernard Shaw – television journalist |
| ■ Barbara de Angelis – psychologist and author | ■ Charles Kuralt – media commentator | ■ Margaret Thatcher – former British Prime Minister |
| ■ Morris S. Dees, Jr. – civil rights activist and lawyer | ■ Robert MacNeil – TV news journalist | ■ Christine Todd Whitman – New Jersey Governor |
| | ■ Carol Mosely-Braun – U.S. Senator | ■ Elie Wiesel – author and educator |
| | ■ Charles Osgood – TV and radio commentator | ■ Oprah Winfrey – TV talk show host |

OUTSTANDING SPEAKERS BALLOT

1. COMMERCE INDUSTRY

Nominee _____

I think this person is an Outstanding Speaker because _____

2. GOVERNMENT

Nominee _____

I think this person is an Outstanding Speaker because _____

3. INSPIRATIONAL OR MOTIVATIONAL

Nominee _____

I think this person is an Outstanding Speaker because _____

4. EDUCATIONAL OR SOCIAL

Nominee _____

I think this person is an Outstanding Speaker because _____

5. MASS MEDIA OR ARTS

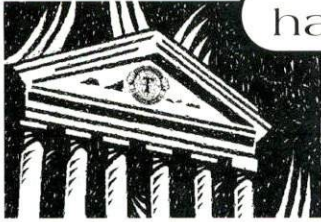
Nominee _____

I think this person is an Outstanding Speaker because _____

Submitted by: _____

Club/District No.: _____

Please mail this form by **March 1, 1996** to:
 Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690



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

DTM

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

- Jaime G. Ponce, 7986-U
- Keith A. Hardy, 7548-6
- Ira O. Whittenberg, 989-25
- Maxine Bye-Cotton, 6150-33
- Helen Beale, 1732-35
- Joseph C. Harper, 6822-66

ATM Silver

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

- Richard F. Benson, 2172-43
- William M. Sachs, 7129-5
- David J. Haberman, 7836-38

ATM Bronze

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

- Lou Ann Frederick, 7766-F
- Robert Stevens Morey, 2646-1
- Sharon Kaifer, 4739-2
- Betty Wenner Eisenzimmer, 5538-2
- Larry A. Westbrook, 6404-2
- Leslie J. Miller, 8355-2
- John R. Post, 3931-3
- Glen Norman, 8113-4
- Keith A. Hardy, 7548-6
- Gwendolyn O'Halloran, 2999-7
- Donald L. Stettler, 3788-7
- Penny S. Pierce, 1096-11
- Jan Rooney, 1976-12
- Charla Brooks-Davis, 2330-12
- Kay Presto, 2330-12
- Wendy Alderson-Soda, 8396-12
- Roger McKinney, 4144-14
- Harry E. McAllister, 759-20
- Shireley L. Traversie, 1738-25
- Linda Doyle, 4005-25

- Arthur Stewart Pennington, 2228-26
- Mabel J. Flowers, 5893-27
- Jim Schroetter, 8920-27
- R. James Diegel, 2833-28
- Marilyn Knapp, 8668-28
- Deborah E. Sebastian, 152-29
- Frank J. Guyer, 1743-30
- Robert F. Happel, 1743-30
- Nelson Quintero, 2051-30
- William Roger Winters, 2683-30
- Doris B. Powell, 9546-30
- Thomas J. Brien, 5525-31
- Cathy Smith, 4670-33
- Fernando A. Salazar, 9406-34
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- Joan S. Dennis, 2822-70
- Norman Thomas Hanscombe, 3186-70
- Dolores Margaret Garaty, 6345-70
- Pamella Vernon, 7198-70
- Roger G. Lord, 762-71
- Elizabeth Ellen Thomas, 6940-74

ATM

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

- James R. Hughey, 231-F
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- Rufus Watson, 46-1
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- Gregory Lewis, 9170-1
- Miriam Otte, 23-2
- Paul Goddard, 2732-2
- Robert E. Cottrell, 3696-2
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- TI Board Report
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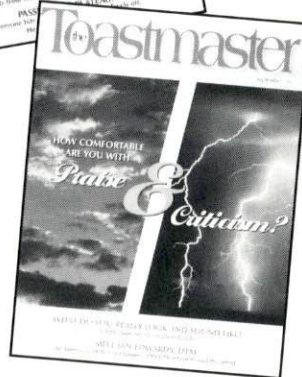
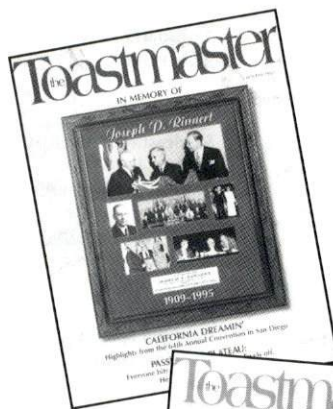
- Jan/20 Meet Toastmasters' Golden Gavel Speaker:
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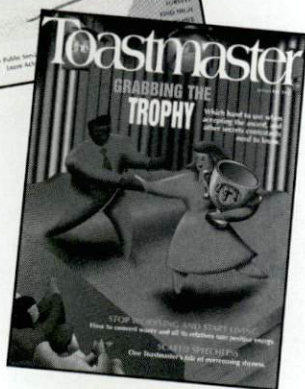
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		Do You Need an Attitude Adjustment? <i>Charles Dickson, Ph.D.</i>	Sept/6		



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Making the Most of Membership <i>Kathy Khoury, CTM</i>	Mar/11
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Retention: The Other Side of Membership <i>Steven Needler, CTM</i>	July/12
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