

toastmaster

SANTA ANA
PUBLIC LIBRARY
SANTA ANA, CALIF.



**PORTSMOUTH.
VIRGINIA**



TOWN OF THE MONTH



**meet your
1973-74
international
president**

TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world.

A Toastmasters club is an organized group, meeting regularly, which provides its members a professionally-designed program to improve their abilities in communication and to develop their leadership and executive potential. The club meetings are conducted by the members themselves, in an atmosphere of friendliness and self-improvement. Members have the opportunity to deliver prepared speeches and impromptu talks, learn parliamentary procedure, conference and committee leadership and participation techniques, and then to be evaluated in detail by fellow Toastmasters.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from World Headquarters, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711.

1973-74 OFFICERS

President—DAVID A. COREY, DTM

4617 Duke Drive, Portsmouth, Virginia 23703

Senior Vice-President—JOHN F. DIAZ, DTM

2808 S. Dorsey Place, Melbourne, Florida 32901

Second Vice-President—GEORGE C. SCOTT, DTM

109 Standard Plaza Bldg., Portland, Oregon 97204

Third Vice-President—ROBERT W. BLAKELEY, ATM

6304 May Blvd., Alexandria, Virginia 22310

Past President—DONALD W. PAAPE, DTM

10508 Mapleridge Crescent S.E., Calgary, Alta. T2J-1Y7, Canada

Executive Director—ROBERT T. BUCK ENGLE

2200 N. Grand Avenue, Santa Ana, California 92711

Secretary-Treasurer—HERBERT C. WELLNER

2200 N. Grand Avenue, Santa Ana, California 92711

DIRECTORS

Donald J. Costello, ATM, 439 William St., Racine, Wisconsin 53402

Roger A. Cuadra, ATM, 3260 Benton Street, Santa Clara, California 95051

Grafton H. Dickson, DTM, 62 Field Street, Clifton, New Jersey 07013

Hubert E. Dobson, DTM, 1205 Henry Road, South Charleston, West Virginia 25303

Robert G. Glenn, DTM, 808 Hodge Avenue, Ames, Iowa 50010

Jack M. Hartman, DTM, 5306 Mississippi Bar Dr., Orangevale, California 95662

Robert E. Herndon, DTM, Rt. 1, Box 707, Lumberton, North Carolina 27410

James G. Kalley, RR 1, Fairchild Drive, Newtown, Connecticut 06470

C. Thomas Kimball, ATM, 3133 Daisy, El Paso, Texas 79925

Thomas M. Marchant III, DTM, P.O. Box 5656, Greenville, South Carolina 29606

Ted A. Olcovich, DTM, 284 Millbrae Court, Ventura, California 93003

Patrick A. Panfile, ATM, 78 Stoneleigh Court, Rochester, New York 14618

Richard E. Schneider, DTM, 2417 N.W. 112th Terrace, Oklahoma City, Ok. 73120

R. Bernard Searle, ATM, 304 - 1306 Haro Street, Vancouver 5 B.C., Canada

Donald Story, ATM, 3528 Ferndale, Danville, Illinois 61832

Eric K. Stuhlmueeller, ATM, 168 St. Vital Road, Winnipeg, Manitoba, Canada

R2M-1Z9

DR. RALPH C. SMEDLEY, FOUNDER, 1878-1965

Published monthly by Toastmasters International. Copyright © 1973 by Toastmasters International, Inc. All Rights Reserved. Second class postage paid at Santa Ana, California, and additional mailing offices. Toastmasters International, 2200 North Grand Avenue, Santa Ana, California 92711.

All material submitted shall belong to Toastmasters International unless otherwise stated. Author's opinions are not necessarily those of the organization. The names "Toastmasters" and "Toastmasters International" are registered trademarks of Toastmasters International, Inc. Marca Registrada en Mexico.

PRINTED IN U.S.A.

Address all communications to THE TOASTMASTER, P.O. Box 10400, Santa Ana, California 92711.

Vol. 39 No. 9 September 1973

THE TOASTMASTER

features

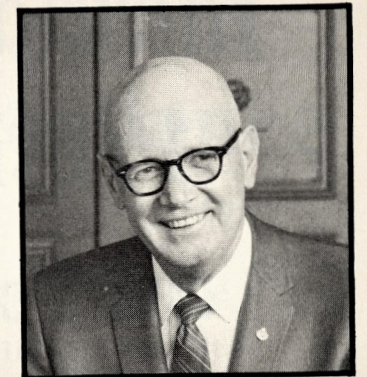
- Meet Your 1973-74 International President* 4
- Forward From Fifty—To Club Program Excellence*
International President **David A. Corey**
outlines the TI program for the coming year 5
- "How To" Theatre*
This month playing a triple feature on
a club that died, a club that was saved, and some more
tips on speech excellence 8
- Management—By Listening: Listening For Feeling, Part 2*
Guy E. Weismantel continues his series on
effective listening in conjunction with the new Toastmasters
Listening to Learn program 12
- International Hall of Fame 1972-73* 16
- Your Toastmasters Copyright*
Information on how you can protect your rights
and those of your organization 22
- Future Imperfect*
Wallace Jamie presents a look into the new
science of Futurism and discusses what the future holds in
the field of communication 23

departments

- | | | | |
|-------------------|----|--------------------------|----|
| The Action People | 18 | Town of the Month | 28 |
| Hall of Fame | 20 | Blooper Quiz/Project Fun | 29 |
| Anniversaries | 21 | New Clubs | 30 |

the cover

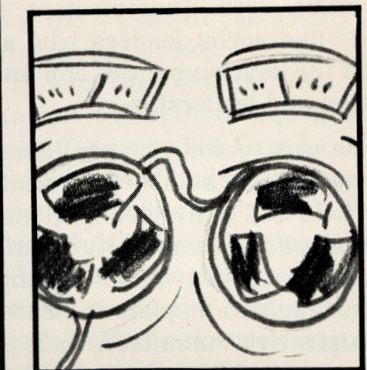
Shown are Portsmouth's Naval Shipyard Museum and the Portsmouth skyline, including the new seawall protecting the redeveloped downtown waterfront.



page 4



page 8



page 23

Bruce L. Anderson **EDITOR**
Phil Interlandi **ILLUSTRATIONS**

Meet Your 1973-74 International President

DAVID A. COREY, DTM



David A. Corey, DTM, of Portsmouth, Virginia, was elected president of Toastmasters International at the annual business meeting August 16, during the 42nd International convention in Houston, Texas.

A Toastmaster for 13 years, Mr. Corey becomes chairman of the TI Executive Committee and presiding officer at all meetings of the Board of Directors during the year. As president, he will travel to visit with Toastmasters and civic and social leaders who support the development of communication and leadership.

He was senior vice-president of Toastmasters International in 1972-73 and a director in 1966-68, served on the community relations committee, and was chairman of the organization, planning and administrative committee. He is past president of the Gosport Toastmasters Club 2896-66 in Portsmouth, Virginia and was District 53 Governor in 1964-65. He was

District 66 Toastmaster of the Year in 1969 and 1970.

Mr. Corey is retired from the United States Coast Guard, in which he held the rank of Commander. During his active duty with the Coast Guard, Mr. Corey served as Electronics Officer for the the Fifth Coast Guard District, Executive Officer of Coast Guard Station Norfolk, Alternate Captain of the Port of Hampton Roads, Deputy Commander Coast Guard Group Norfolk and, prior to retirement, his assignment was Chief of Boating Safety, Fifth Coast Guard District, Portsmouth.

In July, 1972, Mr. Corey was awarded the Coast Guard Commendation Medal. This is the highest medal for non-combat service and the citation included his participation in Toastmasters.

Mr. Corey was born in Jamesville, North Carolina, and attended Elton College before entering the Coast Guard. He later attended Mitchell College in Connecticut

and the Universities of Hartford and Connecticut, and Old Dominion University in Norfolk, Virginia.

Mr. Corey is vice-chairman of the Citizens Advisory Committee to the City Council of Portsmouth and was a recipient of the United Fund "Good Citizenship Award." He is a member of the Portsmouth mayor's council on drug abuse, and president of the Portsmouth Volunteer Service Center.

Mr. Corey is active in the Masons and Sojourners, the Boy Scouts and the Society for the Preservation and Encouragement of Barbershop Singing in America. He is also a member of the Public Relations Committee and Speakers Bureau for the United Fund in Portsmouth, Virginia.

In 1970 he was recognized by the Portsmouth Jaycees as the Outstanding Serviceman of the Year.

Mr. Corey and his wife, Shirley, are the parents of two children, Penelope Jane and David Hamilton.

FORWARD FROM FIFTY...

To Club Program Excellence

A look at the achievements of the past and the opportunities of the future.

by David A. Corey, DTM

"It was the best of times; it was the worst of times." These words of Charles Dickens so many years before, and of another place, could well have described society in the years of "The Roarin' 20's."

Hollywood was reaching its heights while women rebelled against the Victorian Code. "Back-to-the-Bible" religion was in style, and prohibition was being ratified. It was the golden age of sports, and a war to end all wars was over.

In the middle of all this, two dozen men met at the YMCA in Santa Ana, California. This meeting, in October, 1924, led to formation of our first Toastmasters Club.

An idea whose time had come? Yes—but more important, someone was there to make it work.

Meetings continued. A year later a visitor came from a neighboring town. He was impressed and helped form the second Club in January, 1926.

Meanwhile, things were happening elsewhere. A school teacher was found guilty of teaching evolution in the schools. An air mail pilot landed in France after flying solo across the Atlantic in his "Spirit of St. Louis." And "Black Thursday" came to the stock market.

But Toastmasters continued, and a Federation was formed in 1927. Manuals were developed and copy-right privileges were obtained.

Going International

The Great Depression did not deter the organization. In 1930 a club in British Columbia made us,

indeed, Toastmasters International. Our first magazine, THE GAVEL, was introduced. And that visitor from a neighboring town five years before—J. Clark Chamberlain—was elected our first President at a general meeting in October, 1930.

In many ways, the early thirties was the worst of times. The Great Depression spread over most of North America even while Canada was being proclaimed a self-governing Dominion. Prohibition ended, and the one who said, "I never met a man I didn't like," died in a plane crash in Alaska.

But it was not the worst of times for Toastmasters. Incorporation was completed in December, 1932.

The magazine became THE TOASTMASTER and appeared in January 1933, and "Table Topics" was added to the Club program. Interclub speech contests followed, and the "Club-of-the-Year" was introduced in 1938.

It was the best of times, even though the world was getting ready for war. The Great Depression had eased and there appeared to be plenty of everything. "Peace in our time" was being proclaimed. A brash young man flew the "wrong way" and landed in Dublin. Poland was overrun, war came once again, and it lasted for six years.

Wartime Meetings

Many organizations were

restrained by the war and we, too, felt the pinch. But our leaders' enthusiasm was not dimmed as they continued their annual meetings. These, and others, led to organizational development and District officer orientation. *Speechcraft* and the *Basic Manual* were developed and the first Gavel Club was formed at Chino, California.

Finally, it was again the best of times. The war was over, and millions were coming home. The United Nations and other organizations were formed to maintain the hard-won peace. Industry turned to automobiles, refrigerators, and other commodities which had been in such short supply for so many years. And Newfoundland became the 10th Province in Canada.

People again turned to the business of living. And Toastmasters proved to be a favorite activity as the number of Clubs increased to 750 by the 25th Anniversary in 1949.

The Fifties

A period of relative peace and development followed in the fifties. Transcontinental television was inaugurated and jetliner service commenced. *Sputnik* launched the space age. Egypt closed the Suez Canal; the United States and Canada opened the St. Lawrence Seaway. And two new states were added to the 48.

The best of times continued for us and we added a thousand Clubs each five years in the fifties. People in search of communication and leadership training turned to Toastmasters for that experience. The many programs which had been conceived with such great inspiration and dedication served well the needs of thousands of members who came and went during that time. And *Beyond Basic Training* was introduced as Regional Conferences began.

Through the sixties we saw political assassinations, campus unrest, and protest marches against an unpopular war.

The first successful heart transplant was performed, and as we watched on television we heard: "That's one small step for man, one giant leap for mankind," when an astronaut first set foot on the moon.

This period saw the construction of our beautiful World Headquarters building. We helped Canada celebrate her 100th birthday at Expo 67. Our Youth Leadership Program was adopted, and Management Training was introduced as we strived to create an added dimension to our experience. Long Range Planning was inaugurated and we moved to establish districts in Australia and New Zealand.

Fiftieth Anniversary

And now we approach our Golden Anniversary. We have enjoyed almost fifty years of service toward improved communication and leadership for over a million people.

We can be justifiably proud of our first fifty years as an organization dedicated to helping people improve their communication and leadership abilities. And as we look back over the past half-century, we must offer our sincere gratitude to the hundreds of Toastmasters who, with such personal commitment, made it possible for us to be here. A similar obligation on our parts can insure that those who follow will inherit a viable Toastmasters organization.

And it is yet the best of times, it is yet the worst.

Moreover, if history has anything to do with it—and it does—that's the way it will be next year, and fifty years from now, when Toastmasters gather in another place to celebrate their hundredth Anniversary. And the review at

that time will depend upon what is done between now and then.

For us, in our time, the challenge is great; we may be experiencing change and uncertainty not known in any other period in history. Things which seemed so right yesterday are out of step today. Competition for one's leisure time is astounding; take a look at the Astrodome and the many other auditoriums being built to provide sporting events and the arts to millions of people in search of entertainment and opportunities to enrich their lives.

We are living in the best of times, but there are some things which need improvement.

We have the most sophisticated communication systems the world has ever seen, yet it becomes harder to understand what's going on. Institutions which for years have contributed toward a better society are finding it more difficult to relate to the needs of today. Schools are struggling to help young people prepare for roles of leadership in the communities of the world.

Forward From Fifty

Yet with the ever-increasing need for more effective communication, we have not kept pace to help meet that need. The number to whom we have been of service has diminished in the recent past. With a renewed spirit of commitment from all of us, however, I sincerely believe that can be changed.

There is ample reason to believe the rising standard of living will continue for several years to come. The growth of junior and community colleges and adult education programs means a higher level of education for many more people. Shifting population patterns will have changing influence on people's attitudes toward each other and society. More leisure time will

accrue from continued automation and changing union influence. Customary political and cultural boundaries will be re-defined by improved mass rapid transit and a continued communication explosion. Satellite television systems will show happenings from everywhere instantly to a world-wide audience.

So, our mission is clear.

To satisfy our members' needs and those of our thousands of guests, we must look FORWARD FROM FIFTY—To Club Program Excellence. It's the surest way to meet our personal and corporate goals in 1974. Such a commitment to program excellence, with all its dividends, will help us realize the improved community image we so desire. Moreover, we will be setting an excellent standard for continued improvement in the years to come.

If we reckon the future by the past—and that's really the best presage we have—we can expect many great societal changes with which we will have to relate in order to make our long range planning effective.

If we are to survive, we must be ready for them. If we are to accommodate the needs of our members, and of those and the communities in the future, we

must get ready NOW. And the point at which we deliver our most important product—the Club Program—is the point at which the sale must be made.

Club Program Excellence

These are reasons why a commitment—To Club Program Excellence—is vital. And if we do not do it now, our effectiveness will be further delayed and it will be more difficult to start, regardless of new programs, organizational changes, or increased public relations. If we do not begin that commitment—To Club Program Excellence—NOW, we won't meet our members' needs, nor will we be ready to meet the greater needs of the members and the communities in the future.

Total Involvement

But no one can do it alone. Each has a part to play, and if anyone falters, someone else will have to do that part. If many of us falter too much, or wait too long, the time will have passed, and no one can do anything about it. And if we choose to do nothing, but find fault with the other fellow, there's no way we can win. The only way it will work is for each of us to become totally involved in the parts we are to play.

Being involved is more than cursory participation. It is more than just seeing what appears to be wrong; it means helping to do something about it. It requires a commitment to excellence. Theodore Roosevelt knew this well, and he put it this way:

"It is not the critic who counts, not the one who points out how the strong man stumbled or how the doer of deeds might have done it better. The credit belongs to the man in the arena, whose face is marred with sweat and dust and tears; who strives valiantly; who errs and comes short again; who knows the great enthusiasms, the great devotions, and spends himself in a worthy cause; who, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat."

As we look FORWARD FROM FIFTY—To Club Program Excellence, let us be like the man in the arena and do all we can to see that it happens.

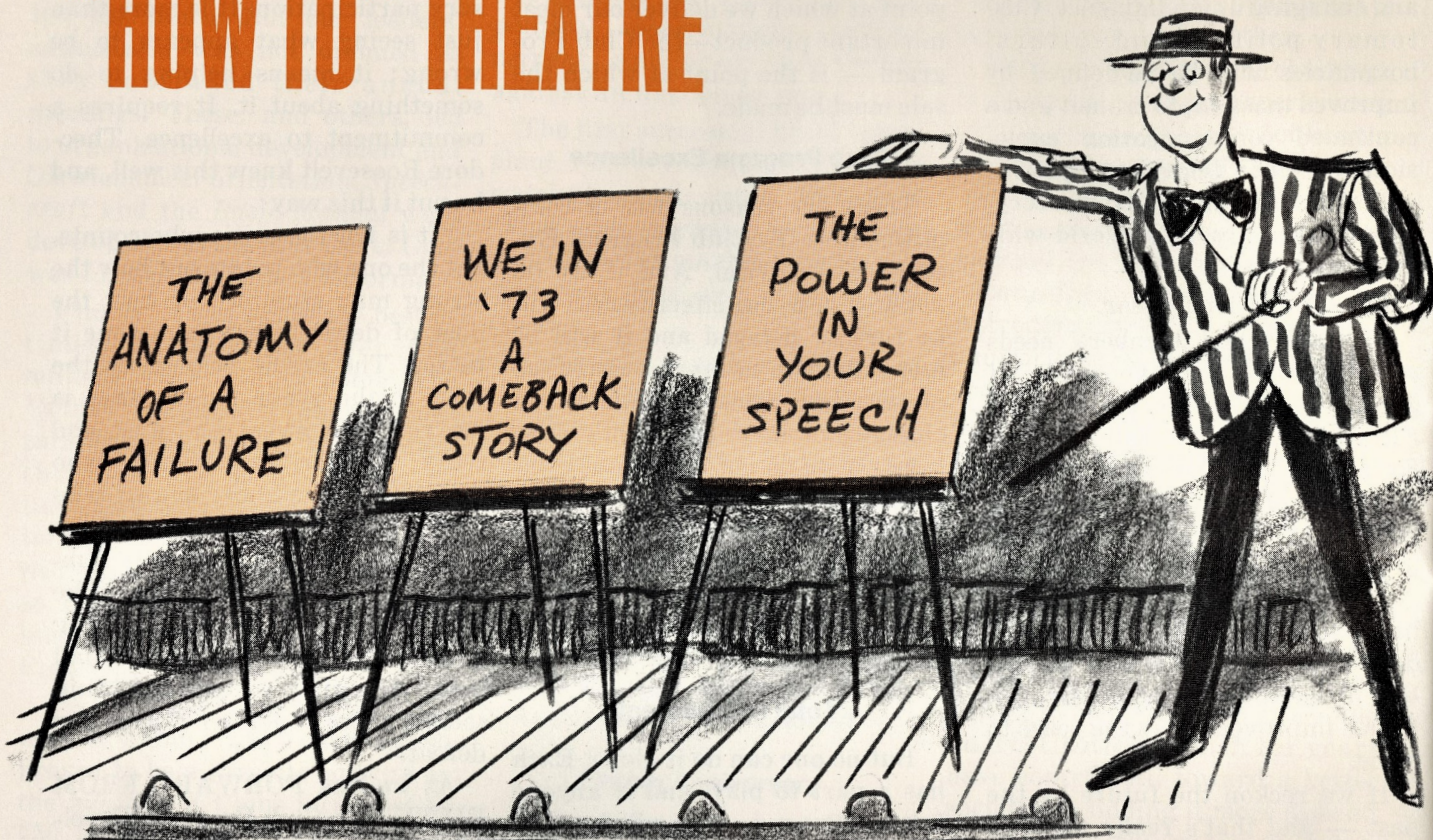
Then when we meet again we can say we have known "the great enthusiasms, the great devotions, and . . . a worthy cause."

And with much pride we can say: "Happy Anniversary, fellow Toastmasters."

FORWARD FROM FIFTY

Give us your ideas on how to celebrate the
Toastmasters 50th Anniversary in your community.
Ask your club president to look at the special
anniversary publicity kit sent to all clubs.
Next month's TOASTMASTER will have
many more anniversary ideas.

"HOW TO" THEATRE



The first of these stories comes from William M. Marshall, a member of the recently-closed Glasgow Club in Scotland. Mr. Marshall carefully details the downhill slide of his club, in the hope that other clubs will profit by its mistakes, and titles his story

In this month's "How to" we are presenting an unusual pair of club stories, along with another set of hints on preparing and delivering a first-rate speech.

The Anatomy of a Failure

Regrettably, the cessation of Charter No. 86 (1937), Glasgow, as a Toastmasters Club is the spur to make me write this article. Reduced to twelve active members, it was officially declared dead on Tuesday, 3rd. April 1973, in its 36th year.

Discovering the reasons for failure is ample justification for breaking the rule of never dwelling on the past, so I shall dissect the cadaver No. 86 in some detail.

This was a muscular body at one time. Its records show a period of intense activity in the teenage years when it was the hub of Toastmasters expansion in Scotland. In its 20s it used its power to carry out a varied program of community service.

What reduced those powerful muscles to ineffective flabbiness? Degeneration of the heart! The pump stopped! The flow of ideas, of program vari-

ety, of new member contact, of organizational efficiency...STOP right there—no need to list further. All the motivations, suggestions and advice from Santa Ana were just ignored but *nothing effective* was put in its place.

So the sacred cow of Santa Ana continues to munch her corn, yet the golden calf of Glasgow is dead!

The Glorious Years

What did we have in Glasgow in the glorious years?

An enthusiastic adherence to the member manual program — sure we bent it a little, but we followed it.

An interest in *The Toastmaster* magazine — sure we smiled at American ballyhoo, but we pinched the ideas and used them to our advantage.

A new member sponsor plan which lasted not a month but a whole year.

A membership building plan to be seen to *personally* by the Administrative Vice-President and the Sgt. at Arms. Guests were given individual attention until they signed up.

An educational sub-committee who met frequently and were honour bond not to repeat anything done in the previous year.

In addition to the new officer initiation ceremony, each new officer was duty bound to meet with his predecessor to ensure that all the administration was smoothly continued.

First timers were shown the "tricks of the trade" by a past president.

In the striving for perfection, no stone was left unturned.

In Comes the Flab

That is what we had going in Glasgow — so how did the FLAB get there? In the usual way. We stopped — like anybody stops — walking the dog, walking to church, doing those exercises, having that regular game. Just stop using circulation and the flabbiness multiplies and finally . . . gradual decay has wrought its havoc before the club as a corporate mind is aware of it.

Coming early in the decline are little relaxations in the club discipline, like late starting, using first names, trying to be less formal to please (?) new members.

Then follows toning down the sincerity of evaluation; ease up on Joe Dope—he has an articulation problem — becomes ease up on *all* of us because we all have problems.

About this time we are not too happy about the manuals. Who wants to be a DTM or even an ATM

and anyway the first 15 speeches are enough. Eventually we are asking, why don't we just do our own speech program ("use the manuals as a guide") but don't bother to stick to the accepted pattern.

The FLAB is now showing but we do not know it. But if we are honest and ask ourselves, "Are we capable of putting on Speechcraft?"—the answer is NO.

The Pattern Falls Apart

Lack of enthusiasm and drive is now fouling up the continuity mechanisms and Toastmasters of the Evening are fumbling and bumbling inanities like "I don't know much about this assignment," or "It has been difficult preparing for this because TV programs have been especially good recently."

The topicmaster, in addition to taking his topics out of the day's newspaper, asks those who are on the set program and forgets some of those who are not. And because we are all now scratching one another's backs, nobody tells him about it.

The timekeeper's report has been dropped and we no longer use a grammarian. "Bull" is the new name for tradition!

The general evaluators are beginning to say "sorry" and words like "sincerity," "helpfulness" and "appreciation" are in the store.

Membership, a matter touched on more frequently in recent years at our annual meetings, has become almost a weekly bleat from the President: "We need more guests." Alas, the FLAB is winning.

Suddenly (or so it seems) it is realized that to have a 30-strong meeting next week each member will have to bring 2 guests!

The FLAB has won. Why?

The big word in the beginning was *enthusiasm* and that has gone.

Imagination, Initiative and Drive (these were once known as officer qualities) — they have gone.

I have learned two things from this funeral. Firstly, if you cannot get motivation from within the Club, you must seek it from outside the Club. Secondly, if you follow the Santa Ana manuals and go for the recognized program standards, you may be killed by sheer exhaustion but you will never die of FLAB!

☆ ☆ ☆

On a brighter note, Karl Williams, president of Rochester Club 476-65 in Rochester, New York, sent us the story of how his club started on the same road as the Glasgow Club, yet due to enthusiastic leadership and cutting away the "flab," the club bounced back from near disaster and is now a

healthy and growing enterprise. The change is recorded by John McHugh, the administrative vice-president, and he calls it

WE IN '73 A Comeback Story

Club 476-65, the oldest continuously-functioning club in the Northeast United States, had hit the skids. Sliding from a position a few years ago when a new member waited six months as an associate before assuming a spot on the active roster, the membership was down as low as fifteen. Attendance was spotty. Members who came to meetings sometimes had to fill three assignments because of unannounced absences. A hard-working administrative V.P. was buttonholing guests, trying to get them to join the club without very much success. The club spent money on newspaper advertising to bring in new members, again without much success. All the while, the meetings were lackadaisical, dispirited, disorganized, and totally uninspiring. Older members were forsaking the club due to lack of interest. It looked like "curtains" for Old 476, and several members discussed the possibility of closing up shop.

The New Look

January 1, 1973, and a new slate of officers was installed. These were new, enthusiastic members, along with one dedicated charter member who felt that it was worth one last try. Before assuming office, the new president, Karl Williams, sent a personal letter to each member, promising a new deal, consistent with the illustrious history and tradition of the club — a revitalized administration that would strictly adhere to long-standing rules of the club, rules that had fallen into disuse. These were as follows:

1. All speeches would be for 5 minutes, unless more time was called for by the manual.
2. All speeches would be from one of the manuals: no more so-called "free" speeches.
3. All members were expected to attend all meetings, and if they could not attend and did not cancel their reservation and secure a substitute for their assignment, they would be billed for the meeting costs.
4. Two absences from meetings would place the membership in jeopardy.

In the letter the members were reminded of the great tradition of the club. A member's inventory

sheet was enclosed with the letter to determine the status and the goals of each member, and to elicit his suggestions for making Club 476 the best in the country. Being a farm boy, President Karl promised a full club by pea-picking time, and concocted a slogan: "We, in '73" can do it.

Success Brings Members

It worked! The meetings shaped up! The presiding member asked for and got the cooperation of the members. Members began picking up where they had left off in their manuals. Speeches began improving dramatically. The slogan of our international president, "If you have nothing to convey, you have nothing to say," was used. Members began bringing interested guests, because the meetings were really interesting and effective. Guests became members. As of this writing, in the fifth month of the administration, the club is back to 96% of being full, and with the momentum generated, we expect to begin accumulating our ten associate members.

Some interesting examples of the new look: a 13-year veteran member was absent without cancelling; he received a bill, paid it, and has been active ever since. Another 13-year veteran received a warning letter from the president that his membership was in jeopardy due to two absences. He has become active and has assumed the membership committee chairmanship. Guests have averaged eight each meeting since the beginning of 1973. Formerly disinterested members have suddenly become very interested. Speechcraft has been planned for September and the large number of members who have signed up to participate in this activity is indicative of how members will respond to a good program.

The club constitution and by-laws are being updated, after several years of neglect. Three-ring Toastmasters notebooks were secured from World Headquarters for each member even before the new administration took over, as a repository for all Toastmasters materials, constitution, duty roster, biographical data sheets on members, copies of speeches and, most important, the manuals. Tape cassettes have been furnished each member so that a continuing recording of each speech assignment may be made for a permanent record. New biographical data sheets were produced, and a completely new roster was developed. A Bosses' Night meeting was held, to which members brought their supervisors and "bosses." New members give their ice-breakers the night they are initiated, after which they are scheduled to complete at least five

speaking assignments in their first six months of membership.

A New Excitement

In the words of one relatively new member, there is a feeling of excitement about each meeting that was lacking a year ago. That, we feel, is the essence of Toastmasters; the excitement of seeing and hearing people communicating their thoughts, ideas and conclusions in the execution of a planned program of self-improvement.

There may be other clubs, mature clubs, which for one reason or other have lost that feeling of excitement, just as our club had. Club 476 found it again in a hurry, once we returned to the basics of running a good club, as outlined in the leadership manual; i.e., well-planned and executed meetings, well-planned speeches, filling some specific assignment from the manuals, well-planned constructive evaluations, with a goodly number of guests present for the members to show off just a little bit, and communication from the officers to the membership so that all are aware of the plan, the purpose, and the program.

☆ ☆ ☆

We now continue with our ongoing series of "How to" features on organizing and delivering a speech, a process foremost on the minds of most Toastmasters. This article comes from a talk given by Dr. Gerald W. Cohen of Midtown Club 283-8 in St. Louis, Missouri, at the clubs' annual orientation workshop, where new members are helped in their speaking techniques. This feature will tell you about

The Power In Your Speech

You are *fantastic, powerful people*, only you do not believe it. Unknown to you, the key to your abilities lies in the POWER you have within yourself. What is POWER? The dictionary defines it as "the ability to do or act; the capability of doing or accomplishing something of body or mind." I'm not here to discuss your physical POWERS because the potential there lies in your own exercise habits. I'm going to discuss mental POWER and, from there, I hope to inspire and enlighten you as to how you can improve your mental abilities and your tools of communication.

Take the word, POWER, and spell it out — P-O-W-E-R. Each letter has significance for the improving and strengthening of your communication with others.

The letter P stands for — PREPARATION. The

best talk in Toastmasters is one that is prepared. You should choose a topic in which you are vitally interested, a topic relevant to your profession or your own philosophy. This topic should be researched before preparing the talk. The library is an immediate and fruitful source of books, articles and related journals. It is also helpful to speak to friends and colleagues about your topic. Careful preparation involves collecting the reference materials and getting the facts.

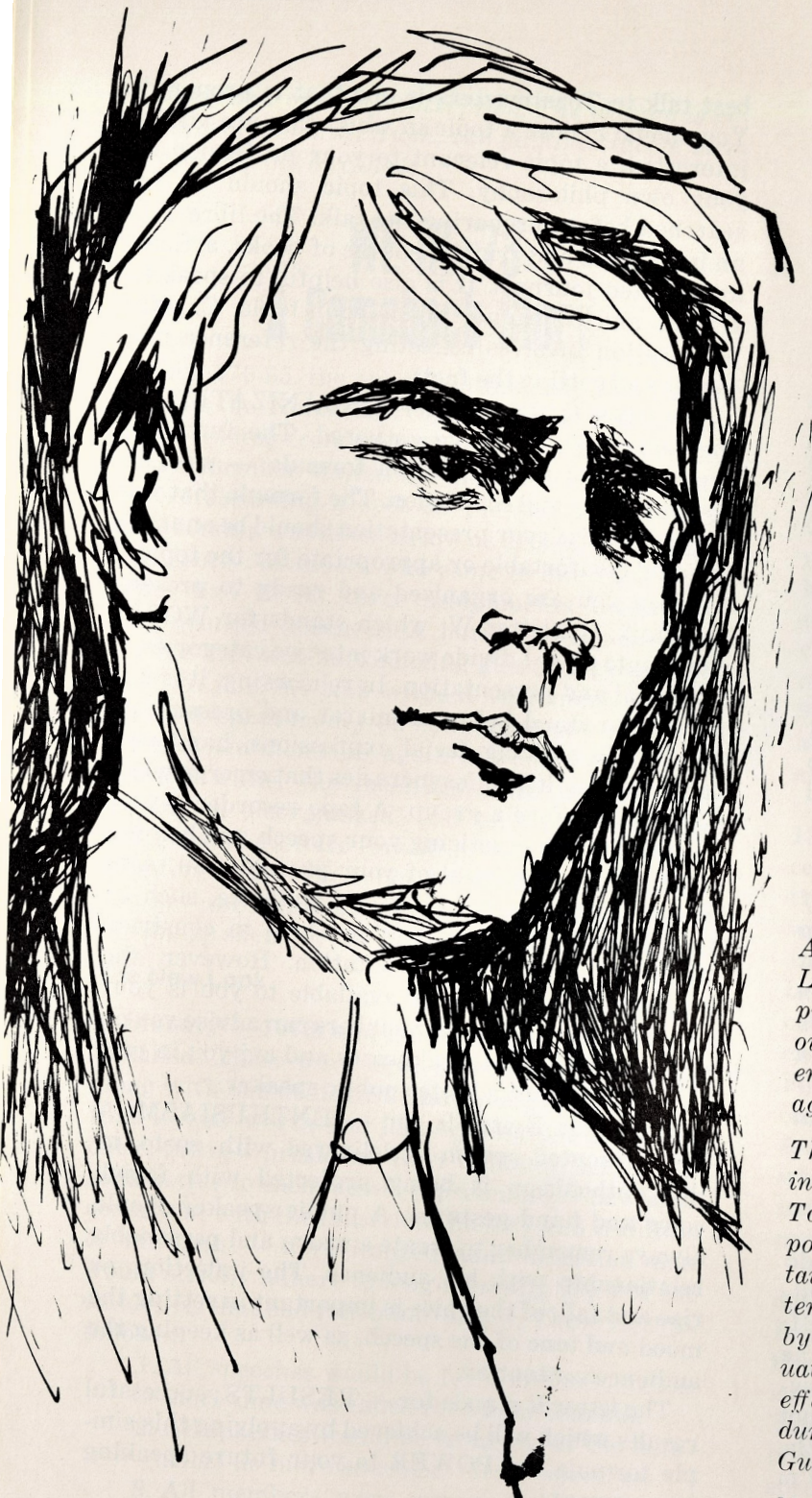
The letter O stands for — ORGANIZATION of the facts that you have gathered. The facts are arranged into a presentation formula — with an opening, body and conclusion. The formula that you use to organize your presentation should be one that you find comfortable or appropriate for the topic.

When you are organized and ready to present your talk, the letter W, which stands for WORK, comes into play. I divide work into two categories — rehearsal and presentation. In rehearsing, it is important to stand before a mirror and present the talk, while noticing facial expressions, hand gestures and the little idiosyncrasies that emerge when you speak before a group. A tape recorder is also a useful tool in practicing your speech and helping you to be more critical of your presentation. Also you can rehearse before a live audience, such as friends and family, and allow them to constructively evaluate your presentation. However, the greatest mirror-audience available to you is your Toastmasters Club. The members can advise you on your strengths and weaknesses and aid you in preparing to become a better public speaker.

The letter E stands for — ENTHUSIASM. A well-presented speech is delivered with gusto, as this enthusiasm is being projected with facial, voice and hand gestures. A public speaker should always remember to create a warm and personable relationship with his audience. The inflection, or rise and fall, of the voice is important in setting the mood and tone of the speech, as well as keeping the audience's attention.

The letter R stands for — RESULTS; successful results which will be achieved by applying this simple formula for POWER to your future speaking engagements.

With this formula: P for PREPARATION, O for ORGANIZATION, W for WORK, E for ENTHUSIASM, and R for RESULTS, you will be able to better realize your potential as a Fantastic, Powerful Person. And with the additional assistance of the Toastmasters Communication and Leadership manuals, you will be able to achieve all of your speaking goals.



MANAGEMENT- BY LISTENING:

Listening For Feeling

PART 2

At the August convention the new Toastmasters Listening to Learn program was introduced. The program has been tested by selected clubs throughout North America and the comments have all been enthusiastic. This program is now in the final packaging stage and will be available by October 1.

The new Listening program consists of five sessions in the club meeting, usually replacing the Table Topics period, in which members learn the fine points of effective listening. The material is contained on a cassette tape recording and in the Listening to Learn manual, and learning is enhanced by question and answer periods, speeches, and evaluations based upon what has been learned about effective listening. The complete program procedures are given in the Listening Coordinator's Guide also included in the program package.

Next month's TOASTMASTER will give you full details on the program and how your club can participate.

by Guy E. Weismantel

Reprinted by special permission from CHEMICAL ENGINEERING, August 25, 1969. Copyright© 1969 by McGraw-Hill, Inc., New York, N.Y. 10020.

More on listening (even to silence), including a list of commandments for listening and a plea to listen to yourself.

An important aspect of listening-for-feeling is listening to silence.

How a man remains silent can indicate *how* he is listening and *what* he is thinking. For example, a man who is generally outspoken about new ideas usually shows enthusiasm or criticism and will work them over either for their good or bad points. If during a meeting the man remains completely silent, it is meaningful. Listening to his silence is important.

Such a man once worked for me, and on one occasion he remained totally silent during a client's presentation—even when his name was mentioned as an authority on a subject.

It happens that the reason for his silence *was* very meaningful. The presentation contained bold-face lies, that, because of the situation, would have embarrassed our company had my employee said anything at the time. Since an immediate decision wasn't necessary, the speaker continued without interruption and embarrassment.

When the speaker had left I asked my employee why he was silent, and he told me of the problem, and the situation was handled without embarrassment to either the company or the client. So, listening to silence is important in judging audience reaction.

Perhaps this last example is best summarized in a quote from Dr. H. Francis, of C. F. Braun, when he said that "listening involves the whole personality and requires a certain empathy that is not the same as talking."

Connie Moon, who teaches business management courses at Mobil Oil Corp., says: "Listening is an activity. It requires attention, concentration, deduction, effort, openmindedness, memory — and the knack of knowing how to put yourself in the other person's place."

Researchers at Loyola University in Chicago spent 18 months contacting thousands of workers in order to answer one question: What is the single most important attribute of an effective manager? The answer came in one short paragraph.

"Of all the sources of information a manager has, by which he can come to know and accurately size up the personalities of the people in his department, listening to the individual employees is the most important. The most stereotyped report we have received from thousands of workers who testified they like their supervisor was this one: 'I like my boss, he listens to me. I can talk to him.'"

Being liked doesn't necessarily mean the boss is actually a good manager. However, an employee respects the manager and his judgments when he does listen.

Employees take note of the listening personality of a manager. But, do you appreciate the importance of your listening personality?

Employees will draw an impression from your manner, facial expression and your suggestions. Response techniques are very important. Avoid common and mechanical words and phrases such as "that's interesting." Usually that remark is taken to mean "it's important to you, but I don't have time for it."

It is easy for a manager, especially a plant manager, to spend so much time in rushing from place to place that he can't take two minutes to listen to an employee on the line. Yet, a curt conversation with an employee can do more irreparable damage than one can imagine. If an employee wants to talk and feels he has something to say, letting him get halfway with his remarks and then rushing off to what you consider more important business is very harmful.

I've had my own assistant say: "If you want to put words into my mouth, go ahead; on the other hand, if you want to hear what I have to say, that's something else." At a time like this, you know you were not a good listener.

You may want to consider changing your listen-

ing personality, especially when you are under pressure. If you are really going to stop for a moment, to talk to an employee, say to yourself: "It is important that I listen." Ask yourself why the employee wants to talk and whether allowing him to do so can be useful to you and to him.

And, oh yes, sometimes your boss wants to talk about trivia — it happens to all of us. Listen to his feeling. It may be he is just trying to be a nice guy but sometimes needs a shoulder just like anyone else.

I'm not recommending that you put a "listening post" sign on your desk, but I am saying it is important to develop a listening personality to know especially when it is important when not to listen.

I'm reminded of one of the listening-for-feeling dangers, namely, listening too honestly. If you are a good listener, you will recognize that in the communication cycle one may listen honestly and, in so doing, walk right into the trap of believing that the speaker is honest. I'm not talking about exaggerations, but outright lies.

This problem suggests caution in listening for feeling whenever you suspect dishonesty.

Wanted: Good Listeners

Probably the best listener I've met was Jerry Crowley, President of the O'Brien Corp. I recall my first visit with him, after I had taken a tour through the company's South Bend, Ind., facilities.

I had never been through a paint plant before. My visit was related to a scholarship given to sophomore chemical engineers at Notre Dame, and I was applying for the grant.

I still can't remember Jerry asking a question, yet he was able to let me expound on my visit and my background to the point where I realized I was doing all the talking, until I flatly remarked that I had nothing more to say unless he had some questions. I ended up getting the scholarship and spending many enjoyable years with the company. Perhaps this illustrates that "A Closed Mouth Gathers No Foot."

During my childhood, I remember my grandfather using this expression, "shut up and say something." Any listener will understand its value, and meaning. Nothing is more frustrating to a listener than someone who presents nothing in the way of fact or feeling. On the other hand, a modification of my grandfather's adage may be: "Shut up and listen."

Engineers are accused of having hushmouth disease. This doesn't mean they are automatically good

listeners, but perhaps they have taken the first step.

Commandments for Good Listening

In Keith Davis' book, "Human Relations in Business," published by McGraw-Hill, he presents ten commandments for good listening.

1. Stop talking.
2. Put the talker at ease by creating a permissive environment.
3. Remove distractions.
4. Make a determined effort to see the speaker's point of view.
5. Show the speaker that you want to listen. Listen to understand and not to reply.
6. Be patient. Allow the speaker plenty of time.
7. Hold your temper.
8. Go easy on criticism. If you win, you stand to lose.
9. Ask questions that show you are paying attention.
10. Stop talking again.

Although one can memorize these ten steps and think about them, here is a practical suggestion to begin your own Better Listening Program.

Ask one of your colleagues for lunch specifically to talk about the subject of listening. You can probably draw up (in your mind) some guidelines for the conversation, but make sure that both of you go into the meeting with the idea of listening.

If you are like me, you'll experience a rather eerie feeling, for you'll know that the other party is really listening to everything you say. To begin with, he'll be listening for facts (and will be ready to pounce on you if he thinks you are saying something wrong) and, secondly, he'll listen to feeling, analyzing not only what you are saying but why. To be sure, there is a continual credibility factor — credibility for facts and for the reasons. You'll find yourself thinking twice before you say something, and you'll be careful to pick and choose what you say and how you say it. Bluntly, you'll begin to listen to yourself.

Another possibility would be for you to write a short article for the company house organ — one that would require interviewing a few people. If you want to learn your listening faults fast, make the interviews short, but with the intention of a followup phone call. When you return to do the writing, analyze what you missed and why you missed it, then take corrective measures as to your listening habits.

Listening to Yourself

I'd like to return to the concept of listening to

yourself; this happens both while you are speaking and while you are listening.

An actor on a stage, a speaker on a platform, or a manager in a meeting listens to himself and to his audience. *Time* magazine quoted Alec McCowen (starring in *Hadrian VII*) as saying, "It's marvelous to hear an audience listening." A speaker watches the response of his listeners and can often tell when they are in the palm of his hand or when he must concentrate on gaining their attention.

Another example of listening to yourself is in extemporaneous speaking. There, you are thinking of what you are going to say, listening to the thought while saying it in your mind, evaluating it for credibility and accuracy, and then spouting it out.

Listening to yourself during any normal workday might be a good habit to get into. There are little things that can make a big difference in attitudes and morale, such as mentioning an important appointment that prevents you from doing something, rather than using a terse, "I don't have time."

Listening Techniques

Becoming attuned to someone listening requires practice and presumes some feedback. Dr. Norman Sigband (a professor in the Graduate School of Business Administration, U.C.L.A.) told me, "On one occasion, I was speaking to a women's group, including some elderly ladies. They were all nodding their heads and I'm sure they heard every word I said, but they weren't listening."

This can be a disappointing experience. I'm sure each of us has fallen in the trap of agreeing with a speaker so much (or disagreeing) that we quit listening. This had led me to the belief that there is no such thing as a dull speaker, only a poor listener.

The importance of listening is evident, for when a speaker knows you are listening, and understanding, he is forced to become more precise. This is easy to experience in a personal situation where you are getting continual feedback, but it is also possible to attain this condition even as part of an audience.

More on Not Listening

What does one do when he listens? To begin with, the average man does a lot of not listening. Speaking and listening speeds are quite different (to be discussed in later article), so the mind is left with idle time. One thinks about other things, like, "what am I going to have for lunch; why doesn't the speaker get a haircut?"

If you are involved in a conversation, you begin to think of your return remark. In this case, it is

possible for the speaker to trigger an idea. After that idea pops into your mind, you are on the edge of your chair waiting until it is your turn to speak, and in many cases you'll start even before the other fellow is through.

Of course, this is discourteous, but even worse, there may have been some significant facts presented after you quit listening (while thinking of your reply). Dr. Elias Porter calls this a "bilateral monologue" where each person mutually goes off in his own direction. Abraham Kaplan, Professor of Philosophy at the University of Michigan, calls it "duologue," and suggests that the "perfect duologue would be two TV sets tuned in and facing one another."

When speaking at Minnesota's Gustavus Adolphus College in January, *Time* magazine (Jan. 24, 1969), quoted Dr. Kaplan as saying: "An honest dialogue is never rehearsed. 'I don't know beforehand what it will be. I don't know beforehand who I will be, because I am open to you just as you are open to me.' Dialogue involves serious listening — listening not just to the other, but listening to oneself."

"It seems to me impossible to teach unless you are learning. You cannot really talk unless you are listening."

When a person listens, there are thinking considerations that parallel the thinking used when a person counsels. You think *about* a person, *for* a person and *with* a person. For example, almost everyone has stumbled in a conversation, trying to think of a word, only to have the listener say it.

Multiple Listening

Relatives sitting around the dining room table after a large family dinner seem to be able to listen to several different conversations at once. The Xerox efficient listening course attacks this problem directly. Its thinking is that whenever there is a discussion among three or more people, the task of listening effectively becomes more complicated.

It may be a highly realistic situation that many conversations go on at the same time with each person trying to listen to the others; however, a business man can't or shouldn't use this technique. The ideal listening manager would not permit conditions that would allow such a condition to exist or persist.

Guy E. Weismantel is the Western Regional Editor of *Chemical Engineering* and lives in Los Angeles.

INTERNATIONAL HALL OF FAME 1972-1973

Six *President's Distinguished District* awards were presented at your 42nd International convention in Houston, Texas, last month. These districts did an outstanding job in the 1972-73 year as evidenced by their point totals in the Distinguished District Program. It is suggested that these districts include the phrase "President's Distinguished District 1972-73" on their district publications and stationery. Districts are listed with locations and 1972-73 District Governors.

DISTRICT 4
Central Coastal California
Guy V. Ferry, DTM

DISTRICT 10
Northeastern Ohio
Donald C. Seager, ATM

DISTRICT 14
Georgia
Raymond L. Young

DISTRICT 30
Greater Chicago Area
Kenneth F. Bjorkquist

DISTRICT 58
South Carolina
William R. Calamas, ATM

DISTRICT 64
Manitoba, Western Ontario,
Canada
Eric K. Stuhlmüller, ATM

These districts distinguished themselves during 1972-73 by exhibiting outstanding performance and participation in the Distinguished District Program:

DISTRICT 11
Indiana, Northern Kentucky
Wayne L. Henderson, DTM

DISTRICT 18
Maryland, Delaware,
Northeastern Virginia
Harvey N. Aviles, ATM

DISTRICT 31
Rhode Island, Eastern
Massachusetts
Eugene E. Keller, ATM

DISTRICT 36
Washington, D.C., Maryland
Northern Virginia
Robert A. Owen, DTM

DISTRICT 56
Southeastern Texas
John A. Shults

These are the Toastmasters International *President's "Top Ten" Distinguished Clubs* for 1972-73, based on their outstanding achievements as reflected in the Distinguished Club Plan:

SCHLITZ CLUB	1989-35	Milwaukee, Wisconsin
ANTHONY WAYNE CLUB	1380-28	Toledo, Ohio
UNI ROYAL CLUB	2510-35	Eau Claire, Wisconsin
MONROEVILLE CLUB	2954-13	Monroeville, Pennsylvania
T N T CLUB	2924-31	Waltham, Massachusetts
PAPAGO CLUB	2694-3	Phoenix, Arizona
V. A. GAVELIERS CLUB	2920-36	Washington, D. C.
DEMONSTHENS CLUB	1282-4	San Francisco, California
SEA 'N AIR CLUB	2314-38	Philadelphia, Pennsylvania
TWIN CITIES CLUB	735-39	Marysville-Yuba City, California

These members were named 1972-73 *Area Governor of the Year*, as reported by their district governors:

Earl McCanna	D-F	Nath Nayak	D-30
Robert F. Neargarder	D-4	George Poletti	D-31
Floyd Glick	D-5	V. Charles Johnson	D-32
Rod Davies	D-6	Joseph Pincos	D-36
Bill Graham	D-7	Irwin McNeill	D-37
Gilbert W. Moorman	D-8	Lt. Col. Robert E. Johnson	D-40
William Murdock	D-10	Alan Fladeboe	D-41
Russell Bowers	D-11	Roy C. Gould, ATM	D-44
James W. Eggenberger	D-12	William A. "Bill" MacLeod	D-45
Charlie A. Powell	D-14	Jean P. Tillman	D-47
Rulon M. Wood, ATM	D-15	Robert D. Johnson, ATM	D-48
Dwight Dauben	D-16	Daniel J. Lacke	D-49
Duart M. Williams	D-17	Bruce A. Nevelli	D-52
Charles E. Barrett	D-18	Boyce Batey	D-53
Irving R. Deihl	D-19	Wayne H. Frederick	D-56
Ronald Fraese	D-20	Dave Sonnicksen	D-57
Rudy Labonte	D-21	Creighton E. Likes, Jr.	D-58
Harlan Rimmerman	D-22	William Arnold	D-60
Antonio Calix	D-23	N. William Rehder, ATM	D-61
C. E. "Monte" Geasland	D-24	J. A. I. "Al" Smallwood	D-64
Edward McCamey	D-25	Kenneth C. Spiegel	D-65
Dr. Carl Burkart	D-27	David P. Arthur	D-66
George E. Deliduka, DTM	D-29	Peter W. Cooper	D-72

Hall of Fame publications awards in the *Top Ten District Bulletin* competition were won by the following publications:

THE ROADRUNNER
District 3
Rodgers Stone, Editor

THE FOURCASTER
District 4
Everett S. Frye, ATM, Editor

THE BUCKEYE TOASTMASTER
District 10
Bob Beavers, Editor

THE SPOKESMAN
District 11
Charles Surbaugh, Editor

THE HOTLINE
District 25
Jack Ligon, Editor

THE LECTERN
District 46
R. E. Floyd, Editor

SUNSHINER
District 47
Richard Myers, Editor

CHRONICLE
District 53
Robert E. Johnston, Editor

BULLETIN 69
District 69
Lorna Eisenmenger, Editor

THE NEW ZEALAND
District 72
Neville Guthrie, Editor

Hall of Fame publications awards were won by the following club bulletins in *Top Ten Club Bulletin* competition:

NARRATOR
Narrators Club 1398-1
Steve St. Thomas, Editor

CHECKER FLAG
Checker Flag Club 2007-11
Jerry Rex, Editor

BLACK GOLD
Black Gold Club 2599-16
D. R. Fenrich, Editor

SURBURBAN TOPICS
Surburban Club 1009-22
W. R. Wallingford, Editor

TOASTMASTERS ON TAP
Schlitz Club 1989-35
Will Hayes, DTM, Editor

NEW BERLIN TOASTMASTERS
New Berlin Club 3803-35
Daniel Shadd, Editor

PEKISKWAWIN
The Y Toastmasters
Club 2478-42
Rene Charrois, ATM, Editor

THE POP-UP TOASTER
Pop-Up Club 3165-44
John Slyker, ATM, Editor

THE TOASTMASTERS TELEGRAM
Maryville-Aloca Club 1186-63
Orville Farber, Editor

MELBOURNE
Melbourne Club 3362-70
Graeme Bruce, Editor

These members were reported recipients of their district's 1972-73 *Outstanding Toastmaster of the Year* award:

David DeSurra, ATM	D-F	Gerard Gilroy	D-31
Mark G. Lees	D-4	Robert L. Erckert, ATM	D-32
R. A. McAuley	D-5	Francis J. Brandl	D-35
Dewey Brokofsky	D-6	R. F. Burch	D-36
Dave Brown	D-7	Leo Joseph Mortimer	D-37
Van D. Psimitis	D-8	Terry Toliver	D-39
William R. Armstrong	D-10	Gary Dudgeon	D-40
Donald H. Warren	D-11	Wally Myers, ATM	D-41
Joseph T. Belanger	D-12	Dr. Anil K. Sircar	D-44
William C. Hall	D-13	Jack Kiuru, ATM	D-45
John Lister	D-14	Allen Roy Ivey	D-47
A. T. Phillips	D-16	Robert O. Woodward	D-48
Alfred Bishop	D-17	Hideo Toda	D-49
Elmer D. Packheiser	D-18	David A. Hernandez, ATM	D-52
Bert O. Borg, ATM	D-19	Floyd R. Kisner	D-54
Joe Balog	D-21	Walter B. Magness, DTM	D-56
Lloyd Henderson	D-22	Fred E. Stockbridge	D-57
Alfred H. Cruz	D-23	Oren E. Sullivan	D-58
David E. Pillar	D-24	Eric Paterson	D-60
Captain Hazen P. Rafuse	D-25	Gilles Leduc	D-61
Clifford Gray	D-27	Dennis Morreim	D-64
Reuben R. Little	D-29	Gerald V. Hasler	D-65
Ralph Byrne	D-30	Edward A. Mahoney	D-66

These clubs were the best in their districts during Project Fun—72:

ALGOA	2457-U	CAPE FEAR	2879-37
NARRATORS	1398-1	PAGODA	1809-38
ESSAYSON	2553-2	FLYING I	2134-39
VALLEY	3626-4	ALL-AMERICAN TRANSPORT	2988-41
SAN DIEGO BOARD OF REALTORS	1808-5	SHAGANAPPI 60	3205-42
SPEAKEASY	1789-6	MID SOUTH NAVY	1228-43
MORNING GLORIES	3788-7	BORGER	218-44
AEROSPACE	2753-8	BATHURST	2381-45
STATE FARM	2872-11	KEARFOTT	3156-46
CAMARILLO	917-12	BURNT	914-52
MONROEVILLE	2954-13	TRAVELERS	1389-53
NORTH DRUID HILLS	2071-14	FOX VALLEY	3399-54
BACCHUS	3791-15	UPTOWN	1458-56
PONCA CITY	1846-16	SUN VALLEY	998-57
BUTTE	717-20	FORT MILL	1370-58
BISMARCK	3486-21	TORONTO BUSINESS	3568-60
CHILLIWACH	2490-27	VENIO DICTUM	2170-64
HANFORD	676-28	KPAA FILM CITY	2647-65
TURNING WHEEL	1797-29	DAM NECK	2039-66
PLAYGROUND	3576-30	GOLDENHEART	1240-67
WINDJAMMER	2924-31	CHAMBER OF COMMERCE	2902-68
T N T	3594-36	FOREST	1541-70
CISECO		WANGANUI	2417-72

WELLINGTON FESTIVAL '73

Photo left—Town Criers Richard Pope (left) and Area Governor Peter Cooper ring in the Wellington Festival '73, **New Zealand**, in which Toastmasters members participated in a variety of functions. *Photo right* —Toastmaster Peter Gee (with tie) rises to a debate challenge in Pigeon Park, Wellington, during a demonstration Toastmasters club meeting at the Festival. Toastmasters received wide publicity as well as community appreciation for their active participation in the festival.



the action people

SPEECHCRAFT GRADUATION

Ken Nordli, President of **Shibboleth Club 386-19** in Mason City, Iowa, presents graduation certificates to the five participants in the club's recent Speechcraft program. All five graduates became members of the club.



OPEN LINE RADIO

Bob Borsching (standing), **District 65** governor, and Gordon Thompson (left) enjoy some laughter with Jack Slattery (center) and George Haefner during their eight-minute interview on WHAM, inviting the public to attend the District 65 Spring Conference in Rochester, New York.



THE ACTION PEOPLE

George J. Mucey, Past International President, was elected to the National Board of Trustees of the Life Underwriters Training Council, a 25-member national committee with headquarters in Washington, D.C.

Toastmaster **A. C. Carlson** set an enviable record for the other members of Sunrisers Club 2140-6 in Minneapolis, Minnesota, when he brought 13 guests to one recent club meeting. The question now asked in the club is, "Who can bring more guests; A. C. Carlson or the rest of the club?" Congratulations to Toastmaster Carlson for his outstanding efforts.

Members of **McChord Star Lifters Club 1594-32** experienced a most interesting meeting devoted to "Crime and Punishment" when two inmates from McNeil Island Penitentiary were guests. The highlight of the meeting was a panel presentation moderated by Charles M. Shanahan, public relations officer of the penitentiary and also a Toastmaster.

Communication and Leadership Awards

TOP — Wesley S. Izzard (left) editor-publisher and columnist of the Daily News in Amarillo, Texas, accepts the **District 44** Communication and Leadership Award from District Governor Robert C. Gleason, ATM. Mr. Izzard helped organize and operate the Plains Radio Broadcasting Company, and has had a deep involvement in Amarillo newspapers and broadcasting for over 48 years.



CENTER — The Honorable William M. Hamilton, P.C. (right), is presented the **District 21** Communication and Leadership Award by District Governor R. Bernard Searle, ATM. Mr. Hamilton is chairman of the Employers Council of British Columbia and president of Brink-Hamilton Enterprises, Ltd.; he was a member of the Montreal City Council for eight years, a member of the Canadian Parliament for nine years, and a Cabinet Minister for five years.



BOTTOM — Harold W. Greenwood, Jr. (right), president of Midwest Federal Savings and Loan Association, Minneapolis, Minnesota, is presented the **District 6** Communication and Leadership Award by District Governor Robert J. Simonsen, ATM. Looking on is N. Wm. Hamlin, ATM, and (from left) Alex P. Smetka, Past International President, and Clifford L. Thompson, Past International Director. Mr. Greenwood is a former Toastmasters member and is a local television and radio personality; he broadcasts for Voice of America and writes a newspaper column, in addition to serving on a variety of boards and committees.



hall of fame

DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:

Charles S. Allen
Redstone Club 1932-48

Ed Hogan
Valley Club 1873-52

John P. Lister
Christopher Club 339-14

Richard G. Milne
Littleton Club 2177-26

Watt Pye
South Denver Club 1588-26

Donald P. Rampolla
Systems Command Club 2184-36

Raymond Young
Albany Club 1827-14

ABLE TOASTMASTER (ATM)

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

Robert W. Allen
Ardmore Club 1320-16

John W. Armand
Thunderbird Club 1566-16

Robert D. Bennett
Victoria Beaver Club 790-21

Donald H. Blanchard
Forest City Club 2729-60

William Bobrin
Northwood Club 1329-28

William G. Brese
Northern Nooners Club 1084-42

I. Donald Cairns
Lancaster Club 1723-38

V. Sam Carlile
Del Rey Club 2665-11

Robert D. Carter
Muncie Club 1096-11

H. B. Christman
Fluor Club 124-1

Dr. K. L. Clayton
Iowa Great Lakes Club 2941-19

Robert L. Collette
Megacity Club 553-40

Robert D. Conklin
Lonestar Club 1286-25

Marvin B. Coram
Gainesville Club 3019-47

H. P. Croteau
Emerald Club 3892-7

A. L. Dawson
Lonestar Club 1286-25

Irving R. Deihl
Opportunity Club 451-19

Earl H. DeJonge
Tuesday Y Club 394-11

Eugene M. Diamond
Transportation Club 1525-66

Rowland W. Dority
Potomac Club 827-36

Stephen A. Douglas
Ontario-Upland Club 1506-F

Charles S. Duhan
Blue Flame Club 2717-F

Peter Ewert
Kitchener Waterloo Club 2432-60

Justin Fash
Los Oradores Delvall Club 2783-4

Donald R. Fenrich
Black Gold Club 2599-16

George P. Gallaher
The Big D Club 713-25

James H. Goff
Tejas Club 956-56

Beryl B. Green
Sooner Club 1615-16

Joe D. Hall
Action Club 3046-16

Norman L. Hartell
Mt. Helix Club 126-5

Joseph F. Hirsch
Northwood Club 1329-28

Donald R. Hocking
City of Liverpool Club 2130-70

Edward W. Howard
Grand Rapids Club 404-62

Dr. Robert H. L. Howe
Tecumseh Club 485-11

Elmer E. Hunt, Jr.
ADA Club 2970-15

H. D. Johnson
Tinker Club 1362-16

Noble Keddie
Logistics Center Club 2050-62

Alfred Langer
Tulsa Club 148-16

James W. McNitt
Lake Zurich Club 1837-30

Raymond J. Madsen
Anaheim Breakfast Club 3836-F

Doug F. Middleton
Circle T Club 3093-42

Donald L. Morrison
Shibboleth Club 386-19

Robert A. Nelson
Pathfinder Club 3635-57

Joseph J. Odaffer
Vista Club 276-5

R. E. Old, Jr.
Tehran Club 2367-U

Conrad S. Ottaway
Oakland Y Club 2767-57

Howard J. Parks
Council Bluffs Club 2114-24

Jessie H. Paulk
Aerospace Club 3368-14

Edward J. Rafferty
Smedley No. 1 Club 1-F

Donald W. Reid
Winnipeg Keystone Club 3211-64

Rudolf H. Reimer
Mill Braers Club 2168-4

40 YEARS

Tacoma Club 13-32
Tacoma, Washington

25 YEARS

Magic Empire Club 652-16
Tulsa, Oklahoma

Oxnard Club 649-33
Oxnard, California

Knickerbocker Club 137-46
New York, New York

20 YEARS

Lincoln Trails Club 1354-8
Mattoon, Illinois

Moses Lake Club 1349-9
Moses Lake, Washington

Ardmore Club 1320-16
Ardmore, Oklahoma

Silver Spring Club 1314-36
Silver Spring, Maryland

15 YEARS

Mariposa Club 1441-3
Phoenix, Arizona

Globe Club 2197-3
Globe, Arizona

L. W. Ricketts
Magnavox Club 2568-11

James W. Scott
Flying 1 Club 2134-39

Charles M. Shadle
Susquehanna Club 3898-18

Emory E. Sickler
Manteca Club 2049-39

Gene Smith
Amarillo Club 211-44

W. J. J. Smith
Clearwater Club 3087-47

Wilfred E. Smith
Los Gallos De La Bahi Club 3400-4

C. Dale Snow
Newport Club 3880-7

Donald D. Sprott
Tri-County Club 1917-10

Joseph T. Stasny
Perry Point Club 3132-18

W. Gordon Thompson
Xerox Club 1044-65

Donald E. Ver West
Greater Flint Club 2826-62

Louis F. Walton
Sea 'N Air Club 2314-38

Harry W. Wasneechak
Los Oradores Delvall Club 2783-4

Rhys Watkins
Townsville Club 3632-69

Otto H. Wenk
Little Rock Club 1140-43

Frank J. Zeis, Jr.
E. S. B. Club 1747-65

Lake Geneva Club 2818-35
Lake Geneva, Wisconsin

Andalusia Club 2834-48
Andalusia, Alabama

10 YEARS

Wecomo Club 948-22
Lees Summit, Missouri

Wisconsin Club 3490-35
Milwaukee, Wisconsin

West Bend Club 3634-35
West Bend, Wisconsin

N A D C Club 1553-38
Johnsville, Pennsylvania

Early Bird Club 3659-47
Fort Lauderdale, Florida

Mach Diamond Club 3649-52
Canoga Park, California

College Station Club 1620-56
Bryan, Texas

Pathfinder Club 3635-57
Fremont, California

Skaneateles Club 2674-65
Skaneateles, New York

Suburban Club 3630-65
Buffalo, New York

anniversaries

© Your Toastmasters

COPYRIGHT

If you're like most active Toastmasters, you've created at least one speech that was a real success—it really brought the house down. Most likely you've polished the speech and used it on several occasions. Maybe it's an award-winner, or someone has even offered to publish it with other speeches. Anyway, it's *your* speech and you are especially proud of it. How would you feel if someone else got hold of it, either in written form or by recording your delivery, and began using it under *their* name? You say this has never happened to you and never will? You could be right, but if you continue to improve through Toastmasters training, you will probably receive more invitations to speak, before ever larger and more sophisticated audiences. As your speaking (and perhaps writing) career advances, you may well come to the point where other people want to use your creative work for their own credit. What can you do?

The solution to your problem may be a copyright, whether your material is published, as Toastmasters International material is published, or it is an unpublished work, like a speech you deliver on occasion. Both of these categories can be copyrighted.

Published Material

Let us begin with published materials, such as the Toastmasters books and manuals. You should notice that the manuals and written material you receive from International, for example, your Communication and Leadership Manual, Speechcraft supplies, and even this magazine, contain words such as "Copyright (or ©) 1973 by Toastmasters International." This means that the published work has been registered with the Copyright Office in Washington, D.C., and cannot be reproduced or used without permission from the copyright owner, in this case, the Toastmasters International corporation. Toastmasters materials are published for use by Toastmasters members in situations that are part of the Toastmasters program, such as a club meeting or a registered Speechcraft or Youth Leadership Program. Any other use of these materials is an infringement of the copyright, even if the materials are modified to accommodate a new situation.

All this may sound very strict, but it is the only way an established organization such as Toastmasters can protect itself. The copyrights and registered trademarks (such as the name "Toastmasters" and the TI emblem) are assets of the corporation, of which you are a member, and it is

your responsibility to protect this asset against infringement. A good deal of time and your money was spent developing the Toastmasters program for use in Toastmasters activities and, unless the copyrights for these materials are carefully guarded, that creative energy and your membership dues have gone to waste. Toastmasters materials may not be used by other organizations or businesses for their training programs and they cannot be distributed outside the club environment to create supplemental income for the club or for any person; any such use is an infringement of the copyright. You should keep this in mind whenever you are thinking about copyrighting your own published material: you spent time, energy, and perhaps money in creating an original product, so you should make every effort to protect your investment, as you should protect your Toastmasters investment.

Unpublished Material

Moving to the second classification of copyrights, that of unpublished works, we find that you have a choice: you may retain the author's rights to the work, for example a speech, under common law without taking any action, or you may copyright the work as an unpublished work. If you choose the common law approach, the work belongs to you and your descendants forever; there is no cutoff date. The other major advantage of this approach is that you need take no action until there is an infringement of your rights as an author. Should such a case arise, you need only establish your original authorship to stop the infringement.

If you choose to copyright your unpublished work, you have the advantage of establishing a legally uncontestable date of copyright, but the disadvantage of a time limit on your copyright, after which the work becomes public property. In the United States, this time limit is 28 years, with one renewal allowed in the 28th year. If you do plan to copyright a work, one copy must be sent to the Copyright Office, a fee paid, and an application form filled out.

Before doing anything on copyrights, be sure to get full information from your local library or (in the United States) the Register of Copyrights in Washington, D.C. Protect your valuable work against future infringement by copyrighting it and protect the work already done for you by Toastmasters International by guarding the already-existing copyrights against misuse. Unless the copyrights are protected, they have no meaning at all.

Future Imperfect

by Wallace Jamie



At a recent meeting of a Harvard University Graduate Business School group in Southern California, I had the privilege of introducing Lou Lundborg, recently retired chairman of the Bank of America. In his opening comments, Lundborg said that when he hired the bank's top public relations man some while earlier his instructions to him were simple and broad. He merely said, "I want you to look at the world and tell me what you see."

Public Relations people, in behalf of management, truly have the responsibility to look at the world and to seek to interpret what they behold.

The swift-changing social scene and our fast-atrophying institutions, are indeed phenomena to give the observer pause — phenomena that profoundly affect business management and communications.

Some months ago I began sneaking a few minutes here, a few there, away from milking the cows to take a peek at what's up-coming.

I'm obliged to report that what I see out there looks horrendous! Public relations types have to be careful not to exaggerate. We have a reputation for overstatement. But it's hard to report on the face of the future calmly and conservatively.

Flashes From the Future

The future has many faces, many fronts. In a few minutes I can furnish only flashes: first of the evolving semi-science of *Futurism*—the techniques of forecasting; then of what the future may actually be like — just some clues in a few selected areas. Then I'll try to sketch some impressions of the new media, and how the messages themselves may be different in a new world with its new institutions and its different societies.

Norman Cousins, Editor of *Saturday Review*, said, "Even the future is not what it used to be."

A while back, we depended on sorcerers, prophets, soothsayers, oracles, augurers, and tea leaf readers to tell us what was upcoming. Today, it's a different crystal ball game. The star gazers are not itinerant gypsies but the nation's top scientists and researchers. They work for giant, sophisticated, privately and publicly funded entities like Rand

Corporation on the West Coast, and Hudson Institute on the East, like the National Industrial Conference Board, the Foreign Policy Administration, and the Ford and Russell Sage Foundations. Also, the two-year old institute that is devoting *full time* to "tomorrow," the Institute for the Future, in Connecticut.

The soothsayers' guide has been succeeded by an astonishingly sudden, vast and various lore and literature, scientific and pseudo-scientific books and articles, authored by a new breed of authorities such as:

sociologist Daniel Bell who heads the American Academy of Arts and Sciences Commission on the Year 2,000,

physicist Gerald Feinberg of Columbia who heads the Prometheus Project, "a grass roots movement to set non-negotiable goals for humanity,"

and zoologist Kenneth E. F. Watts, a systems ecologist at the University of California who is using a computer to devise mathematical models to help us cope with future problems in the areas of farm production, transportation, taxes, crime and population.

The United States is not alone in preoccupation with what may be looming over the murky horizon. Most highly developed countries, notably West Germany and Japan, are also evincing interest and concern. Futurist journals have sprung up in England, France, Germany and Italy, and the World Future Society in Washington, D.C., publishes a bimonthly review of futurist literature.

Princeton, Dartmouth, UCLA, Texas, San Jose State and Case Western Reserve as well as the University of British Columbia now offer futurist courses.

It's high time we began earnestly to examine tomorrow's probabilities. We are even now confronted with nuclear proliferation, international tensions, overpopulation, world hunger and global pollution. Problems are compounding with dizzying speed.

More has happened in the sciences and a host of other areas in the last half century than in all the

centuries from the time of Christ to this day. It is a remarkable fact that 80% of all the scientists born during the history of man are still alive.

In a relative blink of time we have modernized, motorized, jetized, televised, computerized. So fast is the flux that we have good reason for wondering if man will, indeed, survive.

More than a quarter of a century ago, H. G. Wells said:

"Human history becomes more and more a race between education and catastrophe."

Futurism today has been called 20% science, 80% *educated* guesswork. It employs a wide spectrum of techniques, from polling opinions of experts to precise statistical analyses.

Beyond the 5-Year Plan

Most futurists focus on the period 5 to 50 years hence. They leave the one to 5 year forecasts to the corporate product managers and to the budget makers. The futures of 50 *plus* they generally concede to be unknowable. The farther future is still a yawning void.

At least a hundred U.S. companies have engaged futurist consultants or established internal staffs to consider the future beyond the planning department's 5-year scope. The National Industrial Conference Board's "Institute for the Future" suspects a number of companies are so excited by their findings that they are keeping quiet on the subject, although some business rivals are pooling ideas about the future. I wonder how many of *your* companies have established formal futurist programs?

The President's decisions, as they relate to our nation's future, must inevitably be influenced by data gleaned by the "National Goals Research Staff," eight professionals headed by a Harvard Business School professor on leave. They are busy assessing the long range consequences of social trends and will report on the goals of economic growth in terms of "quality of life" in the United States.

Russia and China and the other great nations may well be doing the same, discovering common concerns and establishing common goals for survival.

Well, so much for a beginning documentation on the sophistication of today's approach to the study of the science of the future. What about the future itself?

First, what about communication in that future — the new media?

Media began with hieroglyphics, stone tablets, papyrus and the smoke signals. In due course came the printed word: books, magazines, paperbacks, direct mail, outdoor advertising, point-of-purchase messages. Finally, radio and television.

These media, we are now told, will be obsolete for mass communications purposes in 10 years. What will the *new* media be?

Immediately ahead, after cable TV, are video cassettes. In '71 and '72, a few units; in a decade or less, integrated, interchangeable communications systems, electronic video or holographic recording (laser beam inscriptions) or video tape recording, all with infinite, inherent promotional possibilities.

Buy a box of Friskies and play the entire motion picture, "Hello, Dolly" on something that looks like a TV tube from a vinyl face of the carton. Play it in 3-dimensional color with a fidelity now only dreamed of.


Or, if you are hungry, put a can of evaporated milk onto a spinning home transmitter and watch 12 hours of visually-demonstrated recipes on a wall of your kitchen.

Network and syndicated TV may soon be memories. The guidelines to tomorrow's media are hazy.

Only change — call it revolution — is sure in the field of media — as on every tomorrow front.

From Media to Medicine

Take medicine and genetics as examples of the imponderables ahead. A recent story in *TIME* says that man may soon be able to manipulate and alter fundamental life processes, curing such killer diseases as cancer, correcting genetic defects, releasing the untapped areas of man's brain. The article also deals with such futurist possibilities as "Xeroxing human beings" — or "cloning." Do you know the word C-L-O-N-I-N-G, from the Greek meaning "to throng"; asexual reproductions creating thousands of identical twins in the image of



model athletes, astronauts, or artists?

On the matter of human longevity, life expectancy has increased during this century, stabilizing at 65. As we cure cancer and heart problems, we'll add seven to that. To go for a hundred, scientists tell us, a regimen of starvation is indicated — regular meals for two days, none on the third.

And if we make a hundred, shall we use our days wisely — or shall we continue to be bemused with irrelevant minutiae — and what is irrelevant — what is wise?

“Eventually, scientists fantasize, man will escape entirely from his inefficient puny body, replacing most of his physical being with durable hardware. The futuristic *cyborg*, or combination man and machine, will consist of a stationary, computerlike human brain served by machines to fill its limited physical needs and act upon its commands.

“Such evolutionary developments could well herald the birth of a new, more efficient, perhaps even superior species. *But would it be man?*”

That's a good question. How do we *keep human* in the scary world of the future? Can we devise a whimsical robot, an automaton with wonder in his electrodes, a Golem with grace and beauty? These questions are rhetorical. I have no answers. I don't think anyone has.

So much for a flash of the future in the arena of medical science, one of scores of equally astonishing frontiers of tomorrow.

Shock of the Future

Those of you who have read Alvin Toffler's *Future Shock* caught intriguing implications of our collision with the future which tend to make it impossible ever again to think in traditional terms.

He turns the time mirror around, looking into the future so that we can understand and hopefully cope with life today. He challenges political assumptions, value systems, educational philosophies.

Toffler tells us that 37 million Americans change their residences every year, that best friends have as fast a turnover as products in the supermarket. He says the emotional impact of the accelerated rate of making and breaking relationships, and the

increased options resulting from the new technology, result in physical illness, anxiety, irritability, pain and paradoxical behavior such as violence (explosive response to stimuli) and apathy (a turning off). Violence and apathy—odd that they should manifest themselves contemporaneously.

Well, how do we bring focus to this phantasmagorical sketch of futurism? How do we integrate the diverse and horrendous implications? Some of the prognoses are valid; some of the prophecies will, of course, never be fulfilled. Here are a few of the random tantalizing speculations:

Much of the urban environment will be controlled, possibly in domed cities;

Personal weight control will be effortless.

That'll be great for most of us. We won't as now, be overfed and under-nourished;

Oversized helicopters will speed long-range travel;

The seas will be harvested for new foods, mined for new minerals;

Synthetic foods in capsules will be commonplace;

Transplants of human organs will be routine;

Parents will be able to choose the sex of their child. Eventually the mother will become obsolescent;

There will be a world government and universal weapons control; Air-cushioned vehicles will be used for short-range travel.

Personal privacy as we now know it will not exist. There will be “womb to tomb computer surveillance.” I visited the Bank of America not too long ago to sign a mortgage for a home we built in Carmel, California, and was astonished at the amount of intimate information the loan officer had in my file. I shall never forget his attempt to be reassuring: “Isn't it comforting,” he said, with a wry smile, “to know that somewhere deep in the eternal vaults of time, your *whole earthly career* lies recorded in the Federal Data Bank?”

So today you are naked to the mortgage loan officer — as to the Highway Patrol Officer, who can

know your whole criminal history before he turns on his siren.

But back to the *other* phenomena of the future.

There will be expeditions to the more distant planets. These are already foreshadowed; Planet earth will become even more crowded, but human beings will find new ways to assert their individuality;

There will be increasing interdependence between man and the machines he devises;

There will be a decline in religious beliefs; a rise in the new philosophies.

If science fiction forecasts seem wild, consider that past prognoses have almost all erred on the side of conservatism.

Edison had *no* faith in alternating current power transmission.

Chanute considered the airplane a vehicle for sport.

Admiral Clark, shortly before World War II, said:

“As far as sinking a ship with a bomb is concerned, you just can't do it.”

Lord Rutherford, world leader in nuclear physics, maintained until his death in 1937 that the idea of releasing atomic energy was “pure moonshine.”

Futureology is a *young* field, expanding with the explosiveness that we encounter all about us. What tomorrow *really* holds is still essentially inscrutable.

There is increasing evidence that man's future may be, literally, what he chooses to make it. The ranges of choice and the degree of conscious control which may be exercised are unprecedented.

One fact shines through. If skillful communication is important on today's scene, *consummate* effectiveness in information-exchange tomorrow will be *mandatory*.

None of us is an innocent bystander.

The foreshadowings are that we shall have magnificent, *new* media — great electronic hardware, as it were. Awareness of and sensitivity to the implications of the new society with its new institutions, so that our messages can be conceived and slanted to assure their being received and understood, will be the tough challenge.

Even today, public relations people know that they must also be social scientists, as centuries-old concepts of morality, decency and privacy are being jettisoned. Today we behold hippies, yuppies, panic, confrontations, bombings, witchcraft, women's lib, even gay lib. *New* publics present *new* communications challenges.

Social reactions appear to be predicated on the probability of imminent nuclear annihilation. We are junking the culture that has nourished us. This kind of social metamorphosis does violence to traditional communications practice.

As science and morality confront, the cataclysms will be less profound if there can be meaningful *idea-exchange* between the proponents of each.

No one can certify what tomorrow will bring. The explosions may be contained, even harnessed for good, if we manage to move serenely amid the noise and haste.

We all seek peace, justice, an end to suffering, a salubrious environment. We long to recapture joy, whimsy, wonder, humor, poise.

If all of us — not only in the United States, but in the “one world” which is inevitable if we are to survive, *communicate* effectively, we can achieve our dream.

I close with a quotation from one of the first of the futurists. Seventy years ago, H. G. Wells made a prediction which is already fulfilled.

“The past is but the beginning of a beginning, and all that is and has been is but the twilight of the dawn. . . . A day will come when beings who are now latent in our thoughts and hidden in our loins shall stand upon this earth as one stands upon a footstool, and shall laugh and reach out their hands amid the stars.”

Wallace Jamie is director of public relations for the Carnation Company. He was awarded the TI Golden Gavel in 1971 for his contributions to the development of communication and leadership.

PORTSMOUTH, VIRGINIA

PORTSMOUTH, VIRGINIA, is the home town of TI's new president, David A. Corey. Its settlement began in 1620 and the town was incorporated in 1752. The city's prosperity has been linked to the sea since the beginning, because of its sheltered deepwater harbor and especially because of the U.S. Naval Shipyard which traces its origins to 1767. This is the oldest continuously operating naval shipyard in the United States and also the largest. The shipyard built the first ironclad during the Civil War, and it went on to supply ships for three more major wars.

town of the month

Many clubs have been inquiring about how selections for Town of the Month are made and what they need to do to become eligible for selection. The Towns of the Month for 1974 will be selected in December of this year and we encourage everyone interested in becoming a part of this program to contact us before December 1. World Headquarters always receives more requests than can be selected, so several considerations are kept in mind when making the decisions. *These are only general guidelines.*

1. Community Publicity Value—What plans do the local clubs have for publicizing the Toastmasters program in their area? Are special meetings planned? Will the mayor of the city proclaim Toastmasters Week? Have local news media indicated they will publicize the event? Will displays of Toastmasters material be placed in local stores, banks, etc.? How will the 200 complimentary copies of *The Toastmaster* be distributed? Will there be a combined club meeting honoring community dignitaries from government, business, industry, or

education, and a completion of a Youth Leadership Program or a Speechcraft course?

2. Timeliness — Does the selection tie in with a local celebration, anniversary, convention, or the club's anniversary?

3. Geographic Location — The editors try to give world-wide representation in each year's selections.

4. Date of Request — When possible, preference is given to those submitting the earliest request.

5. Quality of the material submitted, especially the quality and appropriateness of the photographs, will play a major part in the selection process.

The above criteria serve only as guidelines. The primary consideration is the community publicity value to be derived by Toastmasters, locally and at the district and International levels. When a city is featured, news releases to the local news media of the featured community can emphasize that *The Toastmaster* is carrying the city's story to Toastmasters in more than 40 countries and territories of the

More recently, the city's industry has diversified to include manufacturing of television sets, clothing and textiles, food products, and many other products. Portsmouth is located in the heart of the Norfolk-Newport News-Virginia Beach area and offers a wide variety of recreational and educational opportunities.

Portsmouth is the home of five Toastmasters clubs: Portsmouth 771, Gosport 2896, Merrimac 3125, St. Juliens 3141, and Chesapeake 3142, all in District 66. Congratulations to Portsmouth, Virginia — the Toastmasters Town of the Month!

free world. It is up to local Toastmasters to make the most of the program.

Your city's selection as a Toastmasters Town of the Month can give a big boost to the Toastmasters activities in your area. How can your club make the most of it? An editorial in the newspaper. Distribution of *The Toastmaster* in business offices and waiting rooms, with a sticker attached that gives your club's name and meeting place. A special meeting that includes civic leaders. Window displays and many other ideas.

If you are interested in being a Town of the Month in 1974, send us your ideas on community publicity and some photographs and information regarding your city and your club. We will notify the towns selected on the first of the year, 1974, and you will receive 200 complimentary copies of *The Toastmaster* for publicity use during the month your city is featured. This is a great opportunity for your community, your club, and for Toastmasters International. Don't miss it!

Foot-in-mouth disease continues to plague us. These malaprops were spoken or written in recent months by world leaders and collected by Toastmaster Billy Blooper in the spirit of better communication. Names have been withheld to protect the guilty.

Test your BQ (Blooper Quotient) by circling the incorrect word or words.

- "I'll stand up and present a talk..."
- "As is our usual custom..."
- "Due to the fact that I traveled extensively..."
- "I stepped to the podium..."
- "To save time, we'll eliminate our speakers."

ANSWERS:

- Why not simply stand up and talk?
- As is our custom, let me point out your redundancy. Say "As usual, we will do something," or "As customary, we will do something;" don't use both words together.
- Please save your time and mine; dispense with the phrase **the fact that**. Say, instead, **Due to traveling extensively**.
- You stepped to the **rostrum**, unless you were Leonard Bernstein.
- Will you use a tommy gun or a noose? Rather than **eliminate** your speakers, why not simply **omit** them?

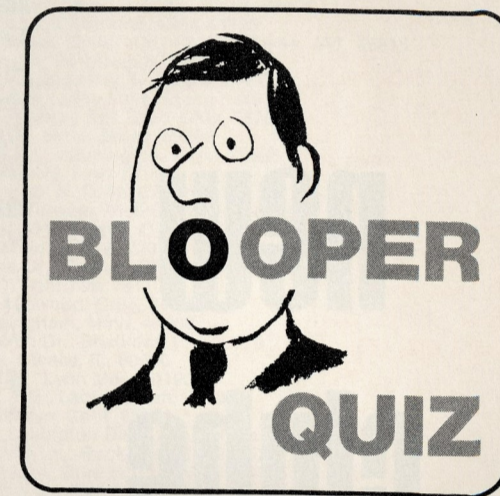
SCORE: 5 correct — perfect; 4 correct — excellent; 3 correct — good; below that, keep reading the Quiz!

Copyright Roll Call Newsfeatures



Here are the names of additional Key Men, and the number of certificates awarded since the last issue of THE TOASTMASTER.

KEY MEN	CLUB NO.	NUMBER OF CERTIFICATES
J. C. Freeland	1191-F	6
Eugene E. Keller, ATM	699-31	6
Mason J. Miller	2289-11	5
J. Sylvester Covell	122-23	5
Earl McCanna	2977-F	2
Frederick R. Frazer	535-29	2
N. S. Bernard	1125-5	1
Forrest D. Damron	1125-5	1
Melverne E. Hansen, ATM	1125-5	1
Albert A. Kercheval	1125-5	1
Dennis I. Lake	1125-5	1
Ken Sayles	1125-5	1
Carey W. Stevenson	1125-5	1
Alton C. Carlson	2140-6	1
Hashim Shawa, ATM	775-7	1
William R. Armstrong	2486-10	1
George Porter	148-16	1
R. E. Schneider, DTM	454-16	1
Farris Purviance, DTM	1362-16	1
Peter J. Varekois, ATM	828-27	1
Dr. Bipin Agrawal, ATM	895-28	1
James Wood	535-29	1
George E. Deliduka, DTM	1797-29	1
Henry F. Malicki, ATM	2277-31	1
Robert G. Hoag	1795-36	1
Maurice I. Nielsen	2655-46	1
Jack H. Shetley	964-58	1
S. T. Dong	3102-U	1



PROJECT FUN

new clubs

1936-8 EAGLE CLUB

St. Louis, Missouri — Thurs., 1:15 p.m., McDonnell Aircraft Corp. (423-4507). *Sponsored by Aerospace Club 2753-8.*

2861-11 TERRE HAUTE NOON CLUB

Terre Haute, Indiana — Fri., Noon, Hulman Center, Indiana State University (466-3187). *Sponsored by Vigo Club 322-11 and Mr. David A. Elder.*

3220-11 L.T.S. CLUB

Washington, Indiana — Tues., 6:30 p.m., Pancake House, 22 N.E. Fourth St. (254-5247). *Sponsored by USNAD Crane Club 2339-11.*

3814-11 INDIANA REHABILITATION CLUB

Indianapolis, Indiana—Tues., 11:30 a.m., Cafeteria, State Office Building, Senate Avenue (633-6942). *Sponsored by Scottish Rite Club 2289-11.*

947-12 TUESDAY EVENING CLUB

Camarillo, California — Tues., 6:30 p.m., Ranch Boy Restaurant, 2123 Ventura Blvd. (484-2442). *Sponsored by Camarillo Club 917-12.*

833-14 GWINNETT CLUB

Gwinnett County, Georgia — Fri., 7:30 p.m., Village Restaurant, Rockbridge Road, Norcross (449-0220). *Sponsored by Maple Drive Club 2789-14.*

1736-18 VALLEY CLUB

Cockeysville, Maryland—Mon., 6:30 p.m., Briarwood Inn, Scott's Corner (666-1055). *Sponsored by Clubs in Area 5.*

301-31 HONEYWELL BILLERICA CLUB

Billerica, Massachusetts — Tues., Noon, Honeywell, 300 Concord Road (667-3111). *Sponsored by Honeywell Club 2725-31.*

1069-31 FEDERAL CLUB

Boston, Massachusetts — Tues., Noon, J.W. McCormack Post Office & Courthouse (223-2569). *Sponsored by Boston Club 1074-31.*

571-36 MITRE WASHINGTON CLUB

McLean, Virginia — Tues., 11:45 a.m., The Mitre Corp., 1820 Dolley Madison Blvd. (893-3500).

1312-37 MONDAY SIX-O CLUB

Charlotte, North Carolina — Mon., 6:00 p.m., The Cupboard, 3005 South Boulevard (372-9124). *Sponsored by 2035-37.*

3092-38 GATEWAY CLUB

Philadelphia, Pennsylvania — Mon., 12:00 Noon, Gateway Bldg., 3535 Market Street (597-6367). *Sponsored by Blue Bell Club 397-38.*

1819-39 PEACHBOWL DAWNBREAKERS CLUB

Yuba City, California—Thurs., 6:30 a.m., Fat Albert's Restaurant, Bridge Street (755-0361). *Sponsored by Twin Cities Club 735-39.*

2370-39 STATE BOARD CLUB

Sacramento, California — Thurs., 11:30 a.m., Resources Bldg., 1416 Ninth Street (445-2055). *Sponsored by 49'ers Club 1230-39.*

1202-47 BRANDON CLUB

Brandon, Florida—Wed., 7:00 p.m., Pan-Tree Restaurant, 1912 Main St., Vilrico (685-2941). *Sponsored by Tampa Club 1810-47 and Area Governor David Meeks.*

2214-47 ST. ANTHONY'S CLUB

St. Petersburg, Florida — Thurs., 5:00 p.m., St. Anthony's Hospital, 601 - 12th St. (526-1189). *Sponsored by Sunshine City Club 3524-47.*

2484-47 CREATIVE THOUGHT CLUB

Miami, Florida—Thurs., 6:30 p.m., Miami Church of Religious Science, 7800 Miller Road (274-0571). *Sponsored by Miracle Mile Club 2283-47.*

1878-52 RED GIANT CLUB

Canoga Park, California — Thurs., 12:30 p.m., Lannis Inn, 19659 Sherman Way (894-9121). *Sponsored by Spellbinder's Club 3252-52.*

1926-56 CLUB TOASTMASTER'S REGIOMONTANO

Monterrey, N. L., Mexico — Mon., 6:15 p.m., Club Industrial, A.C., P. Mier # 134 Ote. 11 Piso (43-48-30). *Sponsored by Club Toastmasters de Monterrey 3357-56.*

66-68 OFFSHORE CLUB

New Orleans, Louisiana — Mon., 4:45 p.m., 925 Common Building, 925 Common Street (527-4451). *Sponsored by Business and Professional Man's Club 1169-68.*

- F. John B. Whittle, Box 862, Idyllwild, Calif. 92349
1. Howard E. Chambers, ATM, 3922 Emerald St., Apt. #83, Torrance, Calif. 90510
2. George C. Tostevin, 12555 - 37th Ave., N.E., Seattle, Wash. 98125
3. William D. Hamilton, DTM, 6416 E. Sheridan, Scottsdale, Ariz. 85257
4. Vit Eckersdorf, ATM, P.O. Box 5705, Redwood City, Calif. 94063
5. Richard A. Freedman, 8479 Scarf Place, San Diego, Calif. 92119
6. Don A. Plaskett, DTM, 428 S. Norah St., Thunder Bay, Ont., Canada P7E 1N9
7. James R. Bales, ATM, 21175 S.W. Vermont, Beaverton, Oregon 97005
8. Josef Seidel, 12674 Grandin Lane, Bridgeton, Mo. 63044
9. Harry A. Popp, Sr., ATM, 1112 South 28th Ave., Yakima, Wash. 98902
10. Edward N. Belt, ATM, 3260 E. 134th St., Cleveland, Ohio 44120
11. Floyd O. Swathwood, ATM, 2521 Abbey Drive, Apt. #2, Ft. Wayne, Ind. 46815
13. Peter P. Pierotti, ATM, RD #1, Box #1, Perryopolis, Penn. 15473
14. P. Gregory McCarthy, ATM, 807 Springdale Rd., N. Augusta, S.C.
15. Marvin E. Kline, ATM, 529 Sykes Drive, Idaho Falls, Idaho 83401
16. William G. Maxwell, ATM, 1002 Canterbury Rd., Enid, Okla. 73701
17. James D. Towey, 3445 N. Hillcrest Dr., Butte, Mont. 59701
18. Bharat J. Gajjar, ATM, 1421 Drake Rd., Wilmington, Dela. 19803
19. Andy O. Norton, ATM, Box 494, Ottumwa, Iowa 52501
20. Eddie V. Dunn, 3106 - 7th St., N., Fargo, N. D. 58102
21. Robert D. Bennett, 396 King George Terrace, Victoria, B.C., Canada
22. M. Norman Hogue, ATM, 6608 West 101 Terrace, Overland Park, Kan.
23. Milton H. Klein, 911 Alamosa, Carlsbad, N.M. 88220
24. Donald D. Smith, ATM, 7 East Ridge Dr., Council Bluffs, Iowa 51501
25. Jack Ligon, 6812 Cumberland, Ft. Worth, Tex. 76116
26. Dean Kleinkopf, 1022 Beech Dr., Lakewood, Colo. 80228
28. Ray C. Lopez, 1862 Henrietta, Birmingham, Mich. 48009
29. George E. Deliduka, ATM, 9 Dogwood Dr., Shalimar, Fla. 32579
30. Louis M. Kiriazis, 1329 S. 61st Ave., Cicero, Ill. 60650
31. Roger Boyington, ATM, 65 Coburn St., Lynn Mass. 01902
32. Paul B. McKinley, 5219 - 28th Ave., S.E., Lacey, Wash. 98503
33. Larry L. Lee, 1604 Cameo Way, Modesto, Calif. 95350
35. William J. Hayes, III, DTM, 1056 E. Lexington Blvd., White Fish Bay, Wisc. 53217
36. William O. Miller, ATM, 12101 Hunters Ln., Rockville, Md. 20852
37. Joe A. Ellisor, DTM, Route 3, Box 903-J, Greensboro, N.C. 27410
38. Frederick W. Romig, Jr., 1406 Bonnie Dr., Bethlehem, Penn. 18018
39. Nirmal S. Cheema, ATM, 717 Hazel Street, Livermore, Calif. 94550
40. Lester J. Lucas, ATM, 2301 Potts Lane, Zanesville, Ohio 43701
41. Dale M. Cooley, Box 3125, Rapid City, S.D. 57701
42. Frederick G. Lawson, DTM, 13709 - 64 St., Edmonton, Alta., Canada T5A 1R8
43. John E. Clements, ATM, 1564 Rabb St., Memphis, Tenn. 38117
44. Ramon E. Laird, Jr., ATM, P.O. Box 7537, Midland, Tex. 79701
45. Frank R. Gardiner, 16 Katahdin St., Bangor, Maine 04401
46. LaVern G. Lee, ATM, 878 Seneca Rd., Franklin Lakes, N.J. 07417
47. Karl E. Righter, DTM, 710 E. Michigan Ave., Apt. #40, Orlando, Fla. 32806
48. Donald N. Murray, ATM, 314 Neal Ave., West Point, Ga. 31833
49. John H. Covey, Jr., 95 - 491 Kaulia Pl., Mililani Town, Hawaii 96789
52. Van Barcus, ATM, 2135 Pass Ave., Burbank, Calif. 91505
53. James C. Anderson, ATM, 1 Fairchild Rd., Tariffville, Conn. 06081
54. Raymond W. Wakefield, ATM, 22 White Place, Bloomington, Ill. 61701
56. Edward V. Dylla, 10919 Janet Lee, San Antonio, Tex. 78230
57. Frank Medcalf, 112 Hackett Ct., Vallejo, Calif. 94590
58. William D. Loeble, 5879 Woodvine, Columbia, S.C. 29206
60. Doug A. Barclay, ATM, 5426 Winston Rd., Burlington, Ont., Canada
61. Stephen J. Evans, ATM, 1486 Cryville Rd., Ottawa, Ont., Canada K1B 3L8
62. Donald J. Hassen, ATM, 8489 N. River Rd., Freeland, Mich. 48623
63. Clinton Hobbs, Box 519, Madison, Tenn. 37115
64. John N. Tyler, One Lombard Pl., Winnepeg, Man., Canada R3B 0Y2
65. Stanley A. Stevens, 31 Rosemont Dr., Amherst, N.Y. 14226
66. Rex Tillotson, P.O. Box KJ, Williamsburg, Va.
68. George H. Peirce, 715 Camp St., New Orleans, La. 70130
69. Geoff Phillips, P.O. Box 970, Brisbane, 4001, Qld., Australia
70. David C. Murfet, 19 Freeland Cres., Launceston, Tasmania 7250
71. Geoffrey S. Barker, 12 Lynn Close, Elstow, Bedfordshire, England
72. B. S. Palmer, ATM, 28 Hallberry Rd., Mangall East, Auckland, New Zealand

your 1973-74 district governors

MOVING?

Notify World Headquarters of your new address eight weeks prior to the scheduled move. Complete all the necessary information. This will assure you of uninterrupted delivery of The Toastmaster and other TI material.

Club No. _____

District No. _____

Paste current address label here OR complete the following:

Name _____	NEW ADDRESS _____
Present Address _____	City _____
City _____	State/Province _____ Zip Code _____
State/Province _____	Zip _____

If you are a club, area, division, or district officer, indicate complete title: _____

50th ANNIVERSARY PLANNING MATERIALS

CATALOG NUMBER	ITEM	PRICE
1139	50th Anniversary Publicity and Promotion Kit This will give you all the information your club needs for planning and promoting the TI 50th Anniversary. Includes sample news releases and "how to" for telling your story to your community. (One free per club.)	.35
1159	Membership Sales Program A wealth of ideas for attracting new members and obtaining club publicity. (One free per club.)	NC
1314	Patterns in Programming New ideas for lively, worthwhile educational happenings and club programs.	.75
63-B	Personally Speaking Commemorative volume of the writings of TI Founder, Dr. Ralph Smedley.	3.00
99	Communication and Leadership Pamphlet Two color promotional pamphlet describes the benefits of the Toastmasters program to your prospective members. (Twenty-five free to each club.)	.01
100	Action People Pamphlet describing Toastmasters programs and explaining the personal benefits membership offers. (Twenty-five free to each club.)	.01
366	Silent Salesman Special kit to help get information about Toastmasters to your prospective members. Contains 25 of "Communication and Leadership" (99); 25 "Action People" (100); and three plastic containers to display the pamphlets.	3.75
101	We're In It Together Explains the value of Toastmasters to business, industry, and government. (Twenty-five free to each club.)	.01
112	Checking Account for Success Pamphlet to help your prospective members realize their need for Toastmasters training. (Quantities of 50.)	.35
1215-SP	Subscription to THE TOASTMASTER Tell the Toastmasters story twelve times a year to community leaders, personnel directors and other organizations. Buy a subscription for your local library.	1.50
359	Official Seals — ¾ inch Adhesive-backed Toastmasters emblem for correspondence, bulletins, programs. In color. (Quantities of 100.)	1.50
360	Self Adhesive Emblem — 3½ inches Toastmasters emblem in color, suitable for use on auto bumpers and rear windows, and luggage.	.15
361-B	Self Adhesive Emblem — 7½ inches Toastmasters emblem in color, suitable for use on lecterns and meeting place windows.	1.25

Include 15% for packing and shipping. California orders include 6% sales tax. Toastmasters International, P.O. Box 10400, Santa Ana, California, U.S.A. 92711

SANTA ANA
8TH AND ROSS STS
S A PUBLIC LIBRCOMP
CA 92701