

July 1974
the toastmaster

Listen!

**Special
Listening
Issue**

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

First Toastmasters club established October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932.

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.

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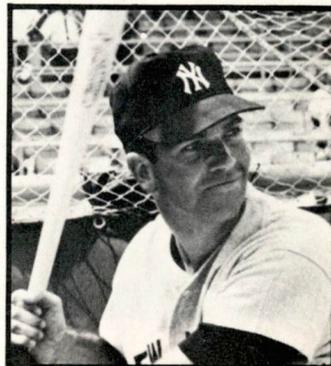
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It's a small, small world!



This year's International Convention promises to be one of the best there has ever been. On behalf of the Board of Directors and your World Headquarters Staff, I invite you to come and enjoy the festivities of our Golden Anniversary celebration and share with us the enthusiasm as we continue our Communication and Leadership experience.

At the convention, club delegates will elect international officers and directors. Important proposals which would change two of our bylaws will also be considered.

Outstanding educational programs have been promised to fur-

nish interesting and worthwhile information, completing the three-part program beginning at the district and continuing through the regional conference. Of course, there will also be time for fun and enjoyment!

Traditionally, we have seen the delegations at our past conventions made up mostly of past and present district and international officers, a few club and area officers, and a sprinkling of club members.

This year, I would like to see that changed; in addition to those that are required to attend, I would like to see more Toastmasters and their families, simply because the convention is for everyone . . . and everyone will be there!

Come and see what a small world it really is. Sit with men and women from all walks of life—all sharing the common goal of learning to communicate a little better. Be a part of this happening where all the effort put forth in the past year comes together—where accomplishments are recognized and rewarded. I promise you it will be an experience you will never forget.

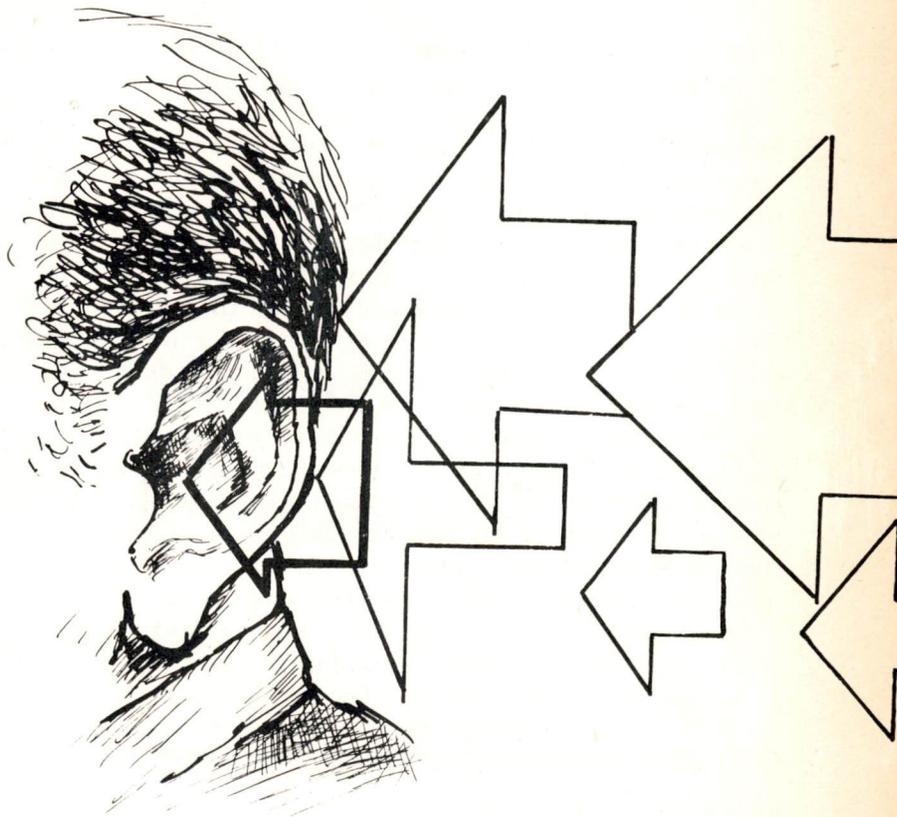
Those in the Southern California area are especially urged to attend, not only because of the 50th Anniversary and the opportunities it has to offer, but because another convention won't be held on the west coast for the next few years—and that promises to be somewhere in the Great Northwest. So this is an opportunity you won't want to pass up!

Isn't it appropriate that our Golden Anniversary Convention will be held near Santa Ana, our World Headquarters—right where it all started so many years ago. And wait until you see our impressive World Headquarters. You'll be just as proud as we are.

There will never be a better time or a greater opportunity for a vacation with the whole family. You can't afford to miss it. Come early or stay late for this celebration. We'll be right at the door to Disneyland, which is a complete vacation, and only a few miles away from Southern California's other major tourist attractions.

Make your plans to be with us in August. Y'all come. You'll be glad you did! ■

THE LISTENING PROCESS



Our ears are constantly pummeled with sounds every type coming at us from every direction — whether it be from other people, from cars, radios or television sets.

It has been estimated that 70% of the average person's day is spent in some form of communication. However, of that time, only about 45% is spent listening.

This, at first, is not as much of a contradiction as it may seem. Because of this constant bombardment of sound, it's no wonder that most of what's heard in a normal day is not listened to. And, as a result, we have developed the habit of really listening only to a small portion of the sounds around us.

Research has shown that the average person can listen at 275 words per minute and get most of what's been said. But it has also been found that the average speaker talks somewhere between 125 and 150 words a minute. Although the listening rate varies from one individual to another, this wide difference between speaking and listening speed is a major contributor to poor listening habits.

Contrary to popular opinion, high intelligence

does not always mean that the individual is a good listener. Some intelligent people are poor listeners because they have adopted bad listening habits. Good listening demands work and can be improved by direct training, such as offered in the Listening to Learn Program (Code 1202.3).

Besides serving as a valuable instrument in the gathering and assimilation of knowledge, effective listening is a tool for sharpening the speaker's role in communication. The best speakers in any group almost invariably turn out to be the best listeners as well. Why? . . . Because they have been dedicated listeners and observers of the communication skills of other performers. They have heard and noted how other speakers effectively use word choice and sentence structure, as well as the vocal skills of rate, pitch, and tonal quality. They have watched the artful handling of the visual elements involved in gestures and facial expressions and have been practicing good listening when it was their turn to listen. More important, they have recognized that it is only through careful application of listening techniques that certain elements of good speaking will be recognized and, as a consequence, attained.

Listening and silent reading are the two media



through which we do almost all of our learning. Although related skills, training in one will not assure corresponding improvement in the other. Similarities between the two are outweighed by some real and marked differences, mainly because the receptive mechanisms are distinctly different.

Assimilation of knowledge through the ear is multi-directional, while that through the eye must be focused; the ear is more sensitive than the eye and requires a smaller amount of energy for its activation; the reaction time for sound is faster than for light; and, finally, the ear appears more durable in that it has greater capacity for extended periods of use. To summarize: Listening situations require the assimilation of aural (sound) elements plus any available visual elements provided by the speaker. Silent reading is concerned with the assimilation and understanding of visual elements alone.

Participative listening differs tremendously from silent reading. While listening is often a group activity, silent reading is, for the most part, an individualized activity which calls for a distinctly different adjustment to localized conditions.

Environmental Disruptions

While listening becomes extremely difficult with disruptions in either the visual or sound environment, reading can be accomplished satisfactorily under the most distressing conditions of noise or movement in the physical environment. Moreover, the listener must always adjust his perception to the pace of the performance established by the speaker, while the reader can set his own pace for assimilation of materials presented to him. These differences make the matter of listening far more difficult than silent reading.

Contrary to the statements above, many people are under the impression that listening is easier than reading. It isn't! Furthermore, poor listening can't be easily corrected. A person is acutely aware when he reads material but doesn't get the ideas presented through the written symbols.

When that happens, he goes back and reads the material over again. When he fails to get the ideas in a listening experience, either he doesn't recognize what has happened or discounts what has been lost. There is no recovery system for the loss unless a written presentation of what was said is secured. Still, most persons feel that listening is easier than reading. That listening seems so easy as a skill is probably the reason for its being so poorly done.

Recall testing of unskilled or untrained listeners reveals a wide difference in individual test scores. Average scores, however, on immediate recall tests range close to the 65% level in retention. Delayed recall (after two or three months) shows a retention of information running from practically nothing up to 70 or 80%. Even admitting that scores on recall tests will vary according to the difficulty of the testing device and the difficulty of the content material being listened to, we still find average delayed recall scores clustering around the 25% level of retention.

Understanding Your Skill

Good listening is important to our successful performance in our daily business and social routine. Everyone who listens does it with a purpose in mind; as individuals, we seldom make an assessment of our own skill in listening. We rarely ask ourselves why it is important to listen effectively.

Most of us, at some time, will be on the receiving end of the communication line much more than the sending end. We must learn to turn this differential to our advantage. In the sending position you are learning nothing other than some small idea about how successful you are in getting your ideas across. On the other hand, when you assume the receiving position, you have the great opportunity for self-improvement as you hear and understand others.

Good listening is certainly the easiest way to acquire information and is a proven route to personal growth and social maturity. Most speakers have spent many hours in reading, studying, organizing, and assembling the materials they present for our consideration in a few brief minutes. Information appearing in the brief discussions individuals may have come from a lifetime of study and assimilation.

This special section of *The Toastmaster* is dedicated to the listening process. It is hoped that through the information contained in the following articles, you may be able to strengthen your ability to concentrate on your day to day listening opportunities. While such practice will not make you a perfect listener, it will certainly make you a better listener. This, in turn, will reward you with improved understanding, closer friendships, vocational opportunities, and lessened friction in your contacts and associates in the business and social world. ■

Are You An Active Listener?

The following article appeared in the September, 1950, issue of The Toastmaster. Written by Past International President Lewis C. Turner, it is still as relevant today as it was when first written.

The title of this article may seem contradictory, but the fact is that too much listening is passive. We often muff the opportunity to stimulate the speaker and activate our own thinking.

Being an active listener means being alert, paying close attention to the speaker, and thus stimulating him. Every Toastmaster has an obligation to listen actively, for when he makes a speech, he will expect the members to help him by listening attentively.

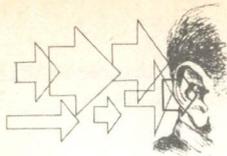
If you will listen closely to the speaker, you will become a better evaluator. Certainly, we need improvement in that direction. Members should be "put on their toes" once in a while by the announcement that someone will be selected to evaluate the next speech immediately after it is given. It is surprising how the listening improves after such an announcement, and yet, that ought to be the attitude of the members toward every speech.

Most of us do more listening than we do speaking. When visiting with people, we listen closely

because we expect to make a reply or ask a question. We should take the same attitude toward a speaker at our meetings and thus help him and train ourselves to function correctly in the speaking situation.

Being a good listener implies that we try to determine the speaker's purpose as soon as possible. We do this by asking ourselves whether he is trying to inform, persuade, or get action. We can evaluate better when we know the goal. We should also compare his facts and material with our own, and thus check his effectiveness as a speaker. You may be led to make a mental note to change some future course of action because of the speaker's information. This is true listening.

In conversation, the other fellow likes you better if you respect his ideas, look directly at him when he is speaking, follow the discussion, and are alert and observing. You can help yourself, the speaker, and the program by doing the same thing at every Toastmasters meeting. ■



Why Are We Such Poor Listeners?

by James E. Knowles
Club 1056-30

Many years ago, Epictetus, a Greek philosopher, said: "Nature has given to men one tongue, but two ears, that we may hear from others twice as much as we speak." But how well do we use our ears? We may hear, but do we listen?

To hear is to perceive by means of an auditory sense. To listen is to get not only the meaning of what one hears, but to make application of its use, so we may add it to our total knowledge.

Some startling conclusions have been made concerning our poor listening. Paul Tory Rankin, in a doctoral dissertation at the University of Michigan, made this observation: "In effective listening, college students rate from 70 percent down to 10 percent." The average was estimated at 30 to 50 percent. Those figures disclose the poor listening habits of people who are already spending most of their time in the educational process.

Time, energy and money are wasted by all of us who absorb so little of what we hear. Consider the



mass of information that could be utilized if listening were more efficient. Immeasurable losses occur in educational lectures, business conferences, television and radio, conventions, and religious services.

The purpose of listening is to learn, but certain prerequisites must be met before listening can

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alized to its fullest extent. Effective listening does not come haphazardly, but comes with methods requiring a determined effort, a receptive attitude and rapt attention.

To induce better listening, sit upright, eye the speaker and drink in his every word. When your mind wanders to a delightful lunch with a friend, business appointments, vacations, a favorite sport or merely stalks off into space, there can be no listening. You must not "scatter your shots" if you want to hit the target, which is understanding. Concentrating upon listening is paramount in absorbing the most from what we "hear."

Avoid hasty conclusions: "I don't think I'll like this speech," or "I'm not interested in this subject." Listen with an open mind. Sometimes we form conclusions before all the evidence is in. When additional findings are available, you can weigh the facts and draw your own conclusions. You may change your mind completely.

To become involved in the learning process, you must realize that effective listening is communication from the speaker to the listener, coupled with reaction transmitted back to the speaker.

An average speaker talks somewhere between 125 and 150 words a minute, while the average person thinks at about 275 words a minute. Unfortunately, with that advantage, the listener tends to get ahead of the speaker. The listener's faster consumption of words should be controlled and kept in line with the word rate of the speaker.

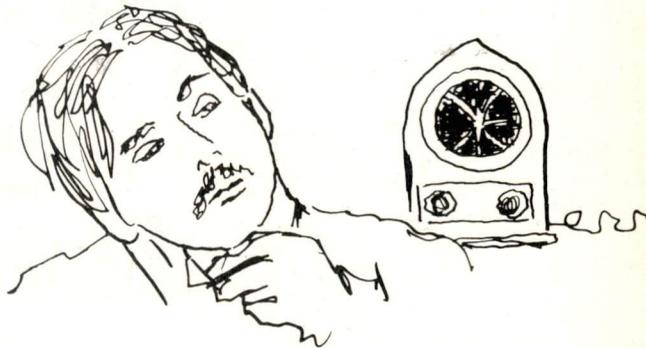
Evidence of poor listening is indicated by fidgeting, doodling, and an occasional glance around the room. A minister friend of mine said he has observed members of his congregation counting the pipes of the organ, checking the lights, windows, and studying all kinds of objects during his sermon. Parents and teachers often shout, "Johnny, did you hear me!" It seems Johnny, like his parents, teachers and most other people, possesses the human weakness of daydreaming.

Effective listening necessitates concentration—it means giving your undivided attention to the speaker and requires analysis of ideas and assimilation of thoughts.

A notebook and pen will assist greatly in firming ideas in your mind. Jotting down points, thoughts, quotations, and stories will enhance your retention of the substance of a speech. Coordinat-

ing the basics with your thinking will make mental recall easier. Notes may be referred to often and the ideas will become permanently fixed in your mind. Oftentimes, you may not be sure you remember something correctly, but if you have taken notes, you can verify your interpretations.

Don't add listening to some other attention-demanding activity. Listening is a full-time job

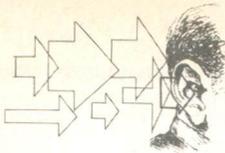


and requires your individual attention and concentration. Why not renew your whole process of learning by steering your listening faculties into the proper receptive focus and control?

By evaluating a speech, which requires paying strict attention, one can gain many benefits toward better listening. How well organized was the speech? Was it smooth, orderly and well-presented? How could the speaker have improved his language? Did he use graphic word-pictures? Was he enthusiastic in his presentation and enthralled with his subject? Were his gestures meaningful? Did you find any personal mannerisms objectionable or distracting? After checking a speaker on these points, you can determine how well you are listening.

Improved listening will offer a whole new spectrum of learning, a renewed eagerness to acquire knowledge and an added pleasure to living. Begin to exercise more purposeful, effective listening for a fuller, a more wholesome, a more enjoyable life. ■

James E. Knowles is a past governor of District 30 and was a charter member of Downers Grove Club 1056-30, Downers Grove, Illinois. He is in the advertising business and is a free-lance writer.



LISTENING

Good

Listening

by Herbert W. Hildebrandt

retired accountant, is returning to Chicago. He is 80 years of age. The second is a public relations man, age 70, who is afraid of flying and sits near the aisle. The third is 60 years old, a successful hotel operator, who also is returning to Chicago.

The other two people we would like to mention are both insurance men. One is 50 years old and the other 40. Both live in New York.

What is the age of the engineer?

Few listeners hazard a guess; a greater number have no idea. They miss listening to the important opening words wherein the answer is given.

And this is a problem in business, in teaching, in preaching — in all of us, for we are poor listeners to the directions given us, either in a group or when listening to a single speaker. We need to heed the advice of a Plutarch: "Know how to listen, and you will profit even from those who talk badly."

To understand just what goes

You are an engineer flying in a new intercontinental jet airplane between New York and Chicago. On board the plane are a number of businessmen, each with different reasons for being there and each with different points as their ultimate destination.

The interior of the plane is decorated in light blue, has a dark blue aisle carpet, and utilizes indirect lighting. The four stewardesses are also dressed in blue and wear pert little hats.

There are five specific passengers who deserve mention. One, a

wrong in this process called listening, one must be made aware of the problems which get in the way of total reception of an oral message. The problems which follow are certainly not definitive, but they do suggest wherein lie the greatest areas of difficulty.

Humans have an inability to sustain attention over a long period of time. Some psychologists suggest that our attention spans rarely extend beyond a few seconds. It is an on and off process where we hear a speaker for a moment, turn

ff a moment, then return to what he is saying. When these periods of absence from the speaker are extensive, the listener has lost a great share of the communication. Who, for example, has not counted lights, daydreamed, or planned later activity while following or attempting to follow the direction of a single speaker?

When other sources of stimulation become supreme over the words of the speaker, we lose words, ideas, directions. Time is lost, tempers become frayed, costly mistakes occur. Clearly it is the listener who sits at the hub of the stimuli. To what extent he can blot out distractions and focus upon the speaker is the determiner of his ability to listen well.

In a five minute conversation with another person you hear between 300-450 words, that is if you let the other person do most of the talking. At a business convention, complete with 30-minute talk, you will hear between 3,600 to 5,400 words. If the speaker rattles on for another half hour, between 7,200 to 10,800 words will be heard. It is impossible to remember such a great number.

Multiplying the problem, should the speaker's oral vocabulary spectrum be wide, ranging from the monosyllable to the abstruse synonym, he possibly controls more of the 600,000 odd symbols which can be used in formal communication than do his listeners. Fortunately, however, an individual's listening vocabulary is more extensive than his speaking vocabulary, something approaching 10,000 to 12,000 words. Accordingly, the briefest conversation or the most erudite speech has chances for error due to vocabulary problems.

Within limits, hearing acuity does not appreciably decrease one's ability to "hear" words. The major hurdle then is not the "hearing" but the "listening" and correctly

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To understand just what goes wrong in this process called listening, one must be made aware of the problems which get in the way of total reception of an oral message.

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adjudging the meaning intended by the speaker. The person who said that "misunderstanding is the rule while understanding is only a happy accident" is not entirely wrong, for never is the precise meaning in the head of the speaker communicated to the listener. Take one word: *conservative*. With 50 people present, 50 different meanings result. Take a sentence: "Senator Taft was considered a conservative." The problem is the same, only now the listener has the task of joining "Taft" to the nebulous word "conservative."

Should a conversationalist say, "The argument of the production department can be reduced to a *reductio ad absurdum*," the listener may hear, but if he has no



prior acquaintance with the Latin words he has no experience upon which to draw and his listening ability diminishes accordingly. With no previous acquaintance with the sounds, no precise meaning will result; in fact *no* meaning can be a result.

The speed at which we think versus that at which we speak is the basis for another problem. Most of us speak somewhere between 125-150 words per minute. Should one be able to determine thought-speed accurately, a fantastic increase is noted. A current belief is that people think at an average of 275 words per minute. Assuming an average speaker to



speed along at 150 words per minute and conservatively estimating that a listener thinks at 300 words per minute, there is ample time for other mental activity.

For instance:

Speaker: "Personnel evaluation is complex. Last year alone we hired..."

Listener: *He thinks the company has problems. He doesn't know half the problems I've got...*

Speaker: "This new executive evaluation program has now been going on for eight months. It promises to be one of the better methods for assigning men to different positions."

Listener: *... wife said I should get the mower sharpened—I thought I'd just had that done. Maybe we need a new one...*

And so on. The slower the rate of the speaker, the more opportunity for straying from him to one's own thoughts. The danger is clear: the listener who is pulled away from the speaker can inadvertently miss much worthwhile information.

At this point you may feel it is impossible to listen effectively. Listening, good listening, demands understanding of and appreciation for the entire listening process, whether in a face to face situation or in a speaker-audience relationship. The following suggestions are hints for improving your ability to follow the oral conversation among two or three people or the ideas of a speaker before a large group.

1. *Be impartial.* Sealing your ears with bias, prejudice or anger when a conversation begins does not further listening. Concentrate on *what* is being said in place of *who* is saying it. Someone described a listener as an empty narrow-necked bottle over which a speaker tosses a pail of water; the more antagonism or partiality by the auditor, the narrower the neck. Be willing to listen to new

ideas. Although there is much chaff in our conversations, there is at least something of value, even though it may clash with our pet ideas and theories.

2. *Concentrate on content.* A basketball player listening to directions from his coach, a nurse waiting a command from a doctor illustrate intense forms of concentration. In part, such alertness is demanded of us. Consciously blot out foreign distractions and follow the progression of ideas, from initial idea to concluding thought. As



you focus on the material and become personally involved, you lessen the differential between speech and thinking speed. You assume a twofold responsibility, to yourself as an active listener and to the speaker as a courteous auditor. Tune in on the personal pronouns; these are a cue to precise personal involvement. Add your comments to the conversation, either supporting a point with evidence or clarifying the idea at hand.

3. *Summarize.* Only indolent people permit an idea to pass by without asking a question of clarification. Should you leave a listening situation without a clear idea of your responsibilities, both your time and that of your conversationalist have been wasted. Therefore, either orally or to yourself, paraphrase the central thought as you see it. Be a note taker, not of the entire discussion, but more particularly of your personal involvement.

Major vehicles for disseminating information on policy, procedure or other management directives are speeches or conferences. Some of the preceding suggestions will apply here. In addition:

1. *Know the general purpose.* Speakers are either trying to inform, convince, stimulate or entertain us. Knowing which purpose is operating permits more precise listening.

2. *Determine the specific purpose.* Discover a topic sentence either in the introduction or the chairman or in the opening remarks of the speaker. Connect stories, analogies, examples, other forms of support to the specific purpose. Add your personal knowledge and understanding of what is being said. In a sense you're offering silent footnotes to the speaker's words.

3. *Become self-involved.* Take a new idea or suggestion along with you. If the situation is a conference, be an active participant who asks questions on points of information, gives sound suggestions or draws conclusions for himself. Know your personal responsibility, whether it be given you by implication or clearly spelled out by the chairman.

Following these suggestions cannot guarantee a perfect listener. It does, however, make a start. Good listening requires work as important as good reading—both demand complete concentration. ■

When this first appeared in *Toastmaster*, Herbert W. Hildebrand was serving as an assistant professor of speech at the University of Michigan. The author of numerous articles on public speaking, he has also written a book dealing with language usage during the Renaissance.

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1974-75.)

Registration will be required at all general sessions on Wednesday, Thursday, and Friday. Pre-register and order meal-event tickets now! ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY. Advance registrants will receive a claim ticket for a packet of Toastmasters materials.

Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration desk.

_____ Member Registrations @ \$8.00	\$ _____
_____ Ladies Registrations @ \$2.00	\$ _____
_____ Youth Registrations (9 years and older) @ \$1.00	\$ _____
_____ Tickets District Governors' Luncheon @ \$5.50 (Wednesday, noon, August 14)	\$ _____
_____ Tickets "Roaring Twenties" Party @ \$11.00 each (Thursday: Dinner, Dancing and Entertainment)	\$ _____
_____ Tickets President's Dinner Dance @ \$12.50 (Friday: Dinner, Dancing and Program)	\$ _____
_____ Tickets Hall of Fame Breakfast and International Speech Contest @ \$5.50	\$ _____
TOTAL \$ _____	

Check enclosed for \$ _____ (U.S.) payable to Toastmasters International.
All advance registrations must reach World Headquarters by August 2.

(Cancellation reimbursement requests not accepted after Aug. 2)

(PLEASE PRINT)

CLUB NO. _____ DISTRICT NO. _____

NAME _____

WIFE'S FIRST NAME _____

ADDRESS _____

CITY _____ STATE/PROVINCE _____ ZIP _____

NO. CHILDREN ATTENDING (Elementary School Age) _____

(Jr. High School Age) _____ (Senior High Age) _____

If you are an incoming district officer (other than district governor) please indicate office _____

(PLEASE PRINT)

To WHQ

Please reserve _____	single standard room(s)	at \$22.00
Please reserve _____	single standard room(s)	at \$26.00
Please reserve _____	single deluxe room(s)	at \$30.00
Please reserve _____	single deluxe room(s)	at \$33.00
Please reserve _____	double twin bed standard room(s)	at \$26.00
Please reserve _____	double twin bed standard room(s)	at \$32.00
Please reserve _____	double bed deluxe room(s)	at \$33.00
Please reserve _____	double bed deluxe room(s)	at \$38.00
Please reserve _____	triple or quad standard room(s)	at \$32.00
Please reserve _____	triple or quad deluxe room(s)	at \$38.00

All rates European Plan (no meals included).
One and two bedroom suites available.

For additional information, please write the hotel reservations manager.

I will arrive approximately _____ a.m. _____ p.m. on August _____, 1974. (Rooms will be held until 6:00 p.m. on the date of arrival unless deposit is forwarded.)

I will depart on August _____, 1974.

I am sharing the room with _____

NAME _____

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CITY _____ STATE/PROVINCE _____

COUNTRY _____ ZIP CODE _____

To be assured accommodations at the Disneyland Hotel this form must be received at the hotel by July 23, 1974.

Toastmasters International

43rd Annual Convention

August 14-17, 1974

Anaheim, Calif.

To Hotel

INTERNATIONAL CONVENTION

Next month, Toastmasters from all over the world will make their way to Anaheim, California for Toastmasters International's 43rd Annual Convention—the Golden Anniversary Convention!

A major highlight of the 50th Anniversary Year the convention will be staged August 14-17 at the Disneyland Hotel, a few miles from where Dr. Ralph Smedley started the first Toastmasters club in 1924.

To commemorate the event, special TI postcards and envelopes will be available, along with a Toastmasters hand cancellation administered at the post office substation specifically set up for convention guests.

The Registration Desk will open at 12 noon on Tuesday, August 13, and you'll want to arrive early and settle in your room before attending the Program Prowl that night. This get-acquainted session and introduction of candidates for the Board of Directors will open the convention on Tuesday evening. Here you'll meet with Toastmasters from many countries, exchange ideas and make new friends.

WEDNESDAY

The colorful convention opening with the annual parade of flags by Smedley Toastmasters #1 and the posting of colors by the Color Guard from the United States Marine Corps Air Station at nearby El Toro will be followed by a brief sound film of Dr. Smedley discussing the Toastmasters program.

Another special 50th Anniversary feature—the presenting of all Past International Presidents attending the convention—will be followed by the annual reports of the President and Executive Director. The District Governors' Luncheon will feature the presentation of the Golden Gavel Award and recognize the President's Distinguished Districts of the year. Ladies are also invited to attend the 50th Anniversary Reception with Mrs. Shirley Corey later on that afternoon.

The keynote program of the convention is "When All Else Fails . . . Think," presented by Dr. William Teague, vice-president of the Purex Corporation. This humorous motivational talk will be of special interest to Toastmasters and, when coupled with the new Idea Fair to be presented Thursday afternoon, will provide officers with new "how to" ideas dealing with creative programming, administrative

membership building, and community affairs. The day concludes with caucuses of the candidates and politicking. The rest of the evening is open.

THURSDAY

The day will open with the Past President's breakfast, to be directly followed by the annual business meeting and elections. After the noon Past Officers and Directors Luncheon, all are invited to tour World Headquarters. Beginning at 1:30 p.m., buses will leave the hotel every ten minutes, with the last tour ending at 5:30 p.m. The entire tour will take an hour and a half and will be conducted by staff representatives.

The Thursday evening party will be "The Roaring 20's," featuring a gala cocktail party and buffet dinner.

a look at how the Communication and Leadership and evaluation programs blend for maximum benefit to the members. David Schmidt, of Schmidt, Pryor and Company will present a fast-paced audience discussion on "Leadership Styles," intended to help Toastmasters find their place in today's style of leadership.

A special luncheon honoring Executive Director Engle, who will retire at the end of this year, will be held at noon. It should be noted that no meal tickets for any of the events will be sold at the door at the time of the event.

Friday night is the President's Dinner Dance, with the installation of the new International President and Board of Directors. Following the ceremony and address by the new President, dance music will be provided by Manny Harmon's orchestra, one of Southern California's most popular "big bands."

DON'T FORGET!

Room reservations are due at the Disneyland Hotel by July 23, 1974, and all advance registrations MUST REACH World Headquarters by August 2, 1974.

buffet dinner. Dance music will be provided by the Dixie Ramblers and a fast-moving musical program will be presented by the Golden City Chorus of Santa Ana and their quartet, Yesterday's Heroes. Silent movie shorts will be shown and all delegates are urged to wear costumes depicting the Roaring 20's.

FRIDAY

Friday is "education day," with programs planned on a variety of subjects of interest to Toastmasters, including "New Club Development," "Your Club Resources," and "Area Staff in Action."

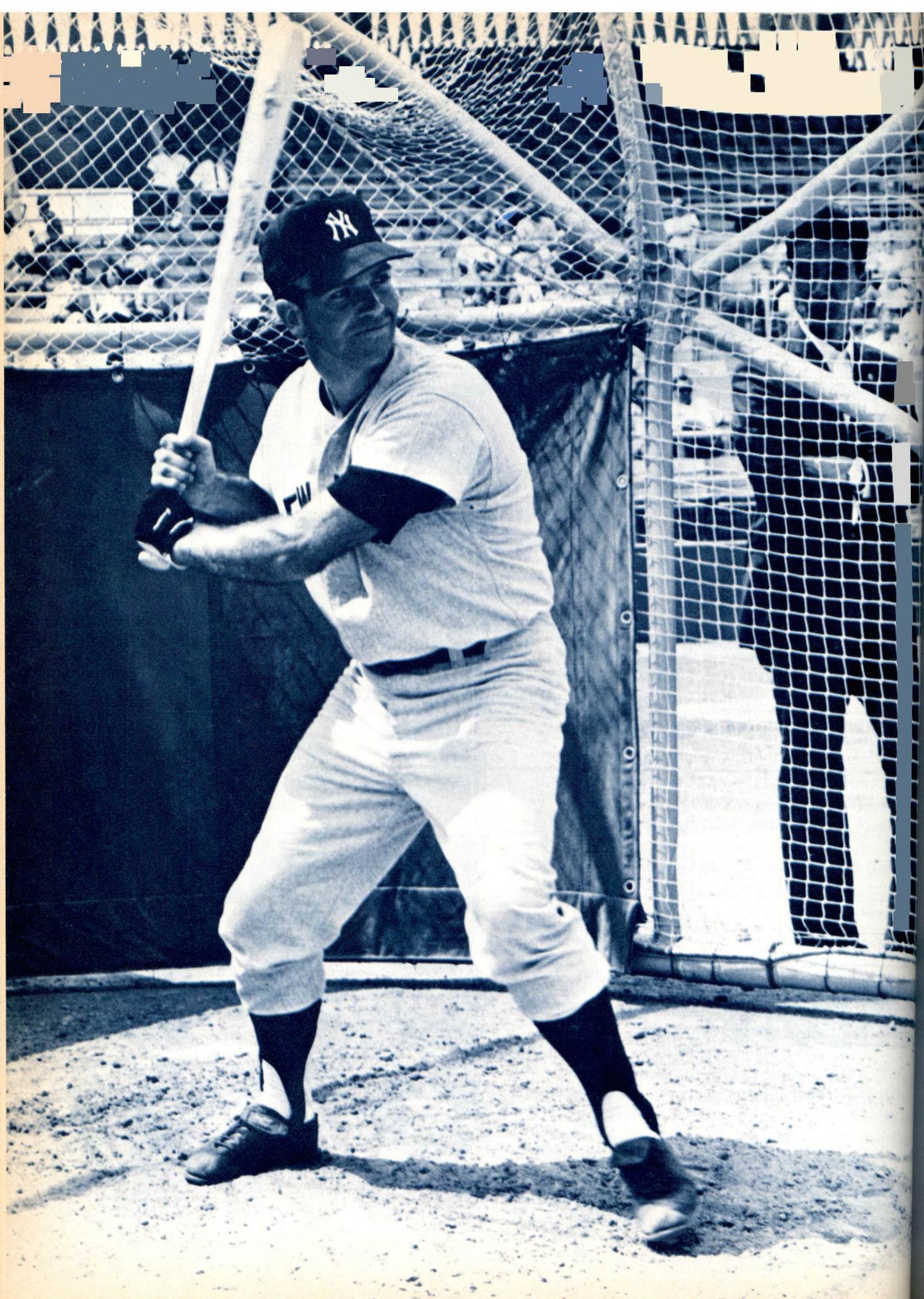
Francis "Bud" Rebedeau, of Kielty, Rebedeau and Associates will speak on "Members in Action,"

SATURDAY

This final convention day will feature the Hall of Fame Breakfast and the popular International Speech Contest; the convention will close with a salute to the countries of Toastmasters.

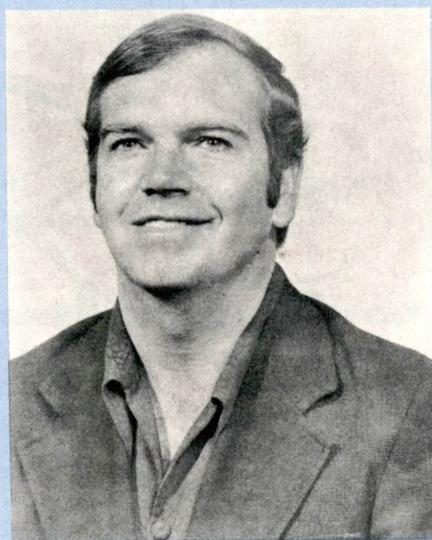
The convention will conclude by noon Saturday so delegates can tour Southern California's many tourist attractions or visit a nearby city such as San Francisco.

Make your plans now to attend this Golden Anniversary Convention. It'll be one you won't want to miss! ■



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BOBBY RICHARDSON TO RECEIVE GOLDEN GAVEL



BOBBY RICHARDSON

"When I signed with the Yankee farm system at the age of 17," Richardson wrote later, "I was the happiest kid in the world. But I wasn't prepared for the long, tough, lonely struggle that would follow."

Following a minor league apprenticeship that took him to five U.S. cities, Bobby subsequently played 10½ years in the Yankee organization.

During that time, he played in 1,412 major league games, pri-

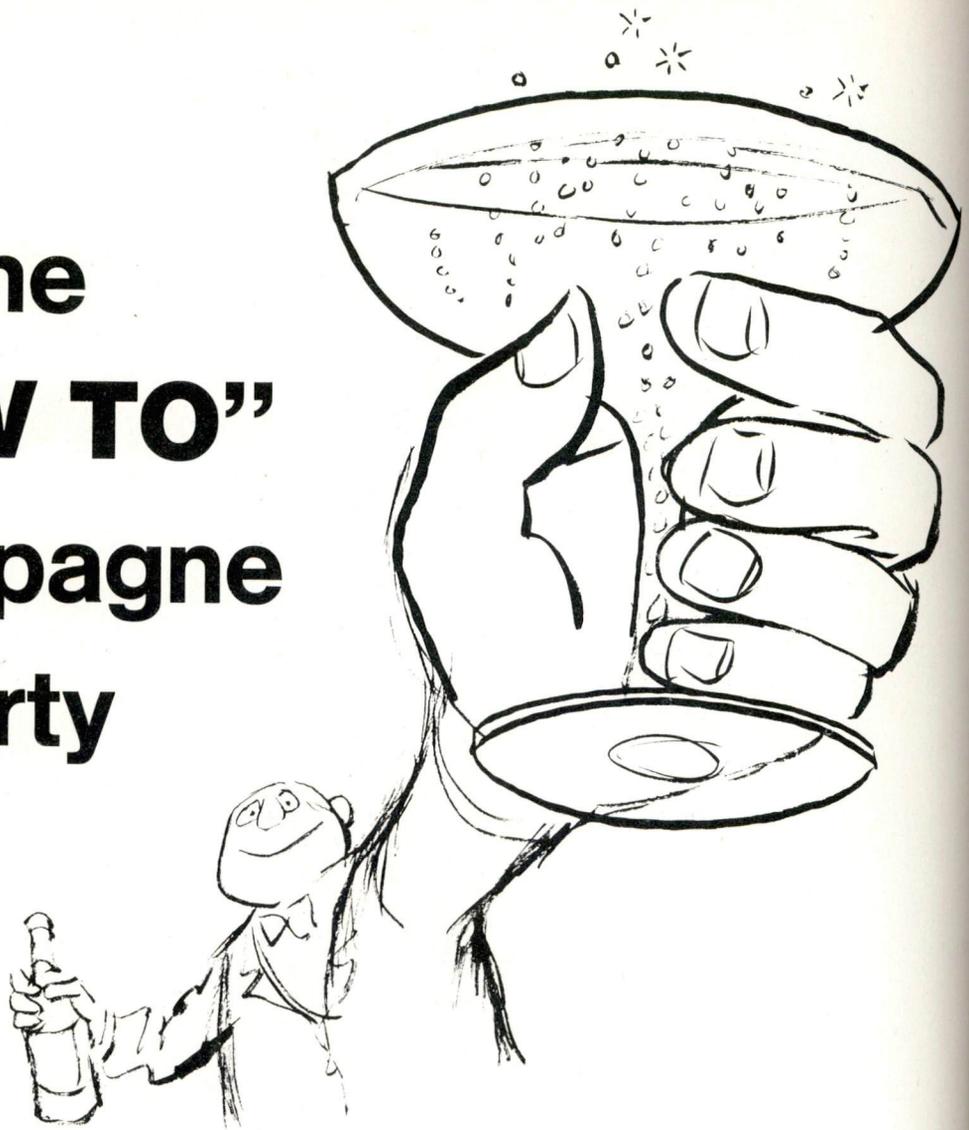
marily as a second baseman and compiled a lifetime batting average of .266. He earned his nickname, "The Mouse that Roared," in 1962, when he hit .302. He led the league in at bats three times and the Yankees in hits four times.

During his tenure, the Yankees won seven American League pennants and three world championships. Richardson won the "Golden Glove" award as the top fielding second baseman in the major leagues five times and was named to the American League All-Star team seven times.

In 1964, Richardson set a World Series record, since tied, when he collected 13 hits against the St. Louis Cardinals. He holds the record for most runs-batted-in (12) in the 1960 World Series against the Pittsburgh Pirates, for which he was named Outstanding Player of the series. Bobby also holds the record for most runs-batted-in in a World Series game (6), and tied records for most runs scored in a series (8), most triples in a World Series game (2), and most hits in a five game series (9).

Mr. Richardson has recently completed his fifth season at the University of South Carolina, surpassing the 100 victory plateau during the 1974 season. ■

The "HOW TO" Champagne Party



This year's 50th Anniversary celebration would not be complete if not toasted with "a little bit of the bubbly," as it was in the William F. Borah Club 2701-15, Idaho Falls, Idaho.

The club designed the contest as a vehicle to build membership and, finding it very successful, decided to make it a regular happening at their meetings.

Administrative Vice-President Larry Quast details the first of this month's "How To" suggestions—the "Champagne Party."

The idea of giving a bottle of champagne to the winners of our club's contest all started on a challenge made from one club member to another.

It was during our Humorous Speech and Evaluation Contest. Dave Anderson, our club president, challenged District 15 Governor Marv Kline to give a bottle of champagne to the winner of the Evaluation Contest. In return, Dave would give a bottle to the winner of the Humorous Speech Contest. The challenge was accepted.

When both contests had ended Governor Kline had won both bottles of champagne.

Following this little happening Dave volunteered to give a bottle of champagne to the club member who signed the most new members during his term of office.

After several sessions of parliamentary procedures in the club meetings, this idea was adopted as the official club Membership and Attendance Contest... By the way it may be noted that Governor Kline also won that contest! □

Look at the Proof

Membership-building plans are not limited to the club itself. Often times, enthusiastic Toastmasters take the initiative to develop their own membership campaign, as witnessed in the following idea offered by District 6 Governor Don Plaskett, DTM.

Graydon E. Cadwell, a member of the Pony Expressers Club 1168-6, Minneapolis, Minnesota, recently initiated his own membership campaign. With 18 months' experience as a Toastmaster, Mr. Cadwell decided that

he wanted something to hand a prospective member.

He developed the accompanying brochure, along with a lapel pin fashioned after the cover theme, "50/50."

The brochure, titled "Ec'ce Sig'num 50/50" (Behold the Sign—Look at the Proof), identifies 50 benefits that may be offered to the

prospective member when he or she decides to become a part of the Toastmasters program.

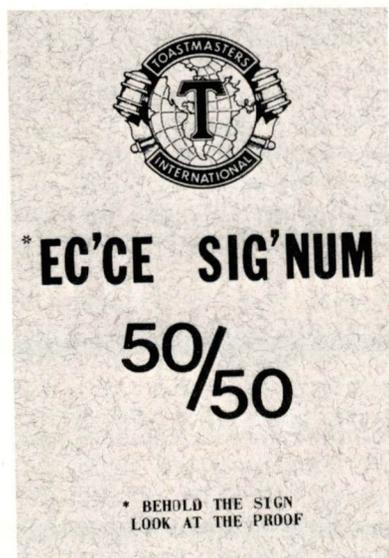
The eight-page booklet, complete with art, also includes a short article on the last page simply headed "Why?" and reads as follows:

"Why do you suppose Toastmasters has grown year after year and is now celebrating 50 years of service? Why, because it fulfills an important part in helping others develop in a unique way.

Tradesmen, teachers, businessmen, salesmen, postmasters and ministers, people from all walks of life develop the simple ability to effectively express themselves in a way others can understand.

You are important, others need your views, whether it be at home, at work or in everyday living. Why not share your wealth of ideas, opinions and knowledge with our club? You are important to us. Your knowledge and ideas can help us grow. Please come and visit with us."

Well done, Toastmaster Cadwell! □



Publicity: Brandon Style

President Mert Bosiak, DTM, of the Hi-Noon Club 653-64, Brandon, Manitoba, Canada, offers the next suggestion regarding publicity and your club's membership building campaign.

In the March issue of *The Toastmaster*, Mr. Walter Ruefli tells about publicity resulting from a newspaper article. This indeed is a wonderful suggestion because too many of us tend to sit back and hope that, someday, somebody is going to write a beautiful article about the wonderful Toastmasters opportunities and, hopefully, have it appear on the front page of a local newspaper.

In real life, it appears that this hardly happens. However, if we make news and then report it, even

the larger newspapers will print it. If we do something unusual, extraordinary or exceptionally worthwhile as a Toastmasters club, member, or officer, we can be reasonably certain that this will be reported by the newspapers, radio and TV, and will give us the publicity we desire.

We in the City of Brandon find the news media quite cooperative in reporting our newsworthy events and accomplishments. The news media in smaller towns are even more anxious to use items about Toastmasters, especially if they have "eye-catching" titles such as: "No Discrimination Against Women," and then state that women can now become members of Toastmasters International.

Last year, quite by accident, I

read an article in the Brandon *Sun*, written by Bill Robinson of Neepawa, Manitoba, who stated that Neepawa was over-organized. He stated that there are simply too many clubs, organizations, fraternities, etc. This disturbed me because he was just repeating what others say in Neepawa and in each and every town and community.

I therefore wrote an article and sent it to the Neepawa *Press* (the weekly paper in Bill's town) saying something like this: "If Neepawa does not have a Toastmasters club, it is not over-organized, it is the other way around. Many people are shy, reserved, timid and just plain scared to death when it comes to speaking at a meeting, or

taking an office. If these people are to take their place and do their share of the work in the clubs, organizations and in the community, they must first be provided the wonderful opportunity to learn leadership and communication. What better way to do this than by forming the 'most selfish club in the world'—because you join to help yourself—and helping these nice people to become speakers and leaders instead of just watchers."

I think it was the same day that Bill got his copy of the Neepawa *Press* that he phoned me and said, "Okay, wise guy, you said it, now prove it." He asked me to attend a meeting of the Chamber of Commerce. I was asked to speak at

another club and before you knew it the Beautiful Plains Toastmasters Club 2402-64 was formed.

I visited Bill prior to the formation of the club and told him what a wonderful club it was but Bill said, "No, I won't join!" But when the boys from Brandon and the boys from Winnipeg put on a demonstration meeting, there was Bill with his check in hand, signing up as one of the charter members.

Not all clubs are formed this way; however, publicity through the news media, speaking at meetings of other clubs and organizations at every opportunity by a Toastmaster who has a well prepared speech, will certainly result in new members and new clubs. □

Leadership Night: 100 Years of Service

Leadership is an important part of the Toastmasters program. Recognizing this fact, the Webster Groves Toastmasters Club 461-8, St. Louis, Missouri, came up with an idea that would not only strengthen their club and its attendance, but also help build membership by stressing the leadership aspect of the program. Gene Tesreau gives the details:

The Webster Grove Toastmasters Club 461-8 held a Leadership Night recently in which they hon-

ored seven "Old Timers" as honorary members. Four of these men are still living and were present at the meeting, totalling over one hundred years of service.

We called it Leadership Night because all of these men had outstanding leadership characteristics that helped to make the Webster Groves a great club. Each of the four members present was honored with a hand painted plaque as a memento for their faithful years of service. I would like to itemize their outstanding



characteristics as a guide for pure Toastmasters to follow.

Their attendance was well over the 75% mark, regardless of whether they were on the program or not.

Each one was an outstanding evaluator, which means they were outstanding as listeners. Probably the most important characteristic of any good leader).

Each one was most willing and able to do any job asked of them, no matter how large or small.

Each one had been through the club offices, all but one had been an area governor and two had been district governors.

When given a job to do, they were willing to challenge other members to help; they realized that the more help they had, the better chance the project had of success. They understood the fact that a one man committee was an almost certain failure,

and they were not about to be caught short.

- Each one was well liked; they understood where they were going and set a high standard of excellence for others to follow.
- Each was an outstanding speaker and gave many excellent speeches designed to help the newer members understand what Toastmasters was all about, and the finer points of good speaking and evaluation.
- Each had a great sense of fair play, never trying to impose their way of thinking upon the club, but encouraged all to use their own ingenuity and initiative to accomplish their own goals.
- Each one brought in their share of new members over the years, which was additional proof that they were leaders, because they knew how to sell a good idea to others.

We at the Webster Groves Club think it is a great idea to incorporate this type of program into your Old Timers Night. Many of our members who first started the club were present, along with many who were members during the intervening years. We think all clubs should have special nights honoring those who have made your club a success. Without people of this dedication, it would be almost impossible to keep a Toastmasters club in operation. ■

If your club has any "How to" ideas that have worked for you, send them to The Toastmaster. Ideas may take the form of articles and photos, or may be included in a letter. Get your ideas in now and "share the wealth" with other clubs during the 50th Anniversary of Toastmasters.

Time again to test your grammar with Toastmaster Billy Bopper, as he presents another collection of slips of pen and lip by world leaders.

Test your BQ (Bopper Quotient) by circling the incorrect word or phrase.

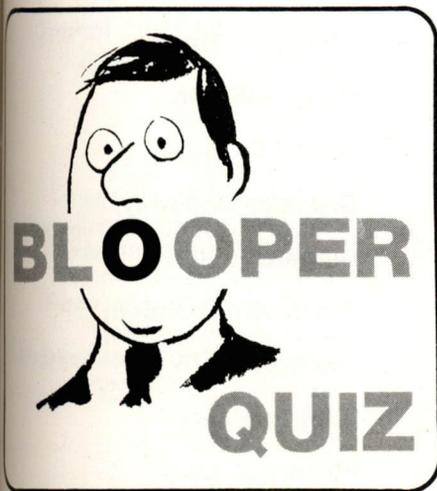
1. "The myth about Errol Garner is true."
2. "To save less than 200 men a year . . ."
3. "We are faced with an energy crises . . ."
4. "A whole new ball game for the people who study graphs."
5. "Since its initial inception . . ."

ANSWERS:

1. **Myths**, by definition, are "arbitrarily invented, imaginary, legendary." Hence, a better word would have been **stories, anecdotes**, etc.
2. Somebody should save you and your poor usage. One saves **fewer** than 200 men a year.
3. The crisis you're faced with has more to do with grammar than energy. Please use the singular **crisis** and the plural **crises** in the proper places.
4. Perhaps you'd better try a new game; you've mixed your metaphores.
5. **Inception**, by definition, is initial. Omit the redundant **initial**.

SCORE: 5 correct — perfect; 4 correct — excellent; 3 correct — good; below that, tennis anyone?

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HALL OF FAME

DISTINGUISHED TOASTMASTER (DTM)

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

Howard E. Chambers

Narrators Club 1398-1

Peter William Cooper

Capital Club 409-72

Bharat J. Gajjar

Du Pont Club 1644-18

C. E. "Monte" Geasland

Council Bluffs Club 2114-24

Richard Lee Hilliard

Travelers Club 1389-53

P. Gregory McCarthy

Augusta Club 326-14

Roy Thruston

Daybreakers Club 1327-44

John Whittle

San Gabriel Valley Club 200-F

ABLE TOASTMASTER (ATM)

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

Richard F. Abbott

J. J. Winn Club 629-54

John O. App

Orange Breakfast Club 3822-F

Fred Bach

Rockford Club 1752-54

T. R. "Dick" Banks

Dogwood Club 1901-14

Carl E. Barth, Jr.

O'Fallon Club 994-8

Frederick B. Bernstein

Northwood Club 1329-28

Clair Carden

Capitol City Club 2048-56

Peter W. Cooper

Capital Club 409-72

William N. Crawford

Voice of Motorola Club 2083-3

Robert T. Davis

Worthing Ton Club 1028-40

Edward V. Dylla

Downtown Club 2853-56

James W. Eggenberger

CBC Club 2858-33

Hank Feldman

Albany Club 1827-14

Maurice C. Graham

Yorba Linda & Placentia Club 3425-F

J. C. Grooms

Action Club 3046-16

Walter C. Hamilton

Fullerton Club 37-F

Charles R. Harvey

Magic Empire Club 652-16

Harry Hillis, Jr.

Olney Club 2080-8

Robert Q. Hiser

N O L Club 3637-36

C. James Holloway, Jr.

Atomic Energy Comm. Club 2901-3

Bernard S. Hull

N O L Club 3637-36

James Arthur Knight

Bow Valley Club 1494-42

Jim Kurtz

Helmsmen Club 2522-57

Rudy La Bonte

Nanaimo Club 738-21

Richard K. Lingle

K C Club 1059-20

Gary N. Loveland

DCSC Officers Club 1740-40

James P. McKay

LRL Microcentury Club 2797-57

Richard C. Meyer

Box Elder Club 794-15

ANNIVERSARIES

Charles S. Moss, Jr.
Downtown Club 2815-29

Charles R. Mumphrey
Shreveport Club 718-25

Guy H. Peden
IN Club 1008-40

Howard L. Peterson
Airport Club 380-19

James A. Pineo
San Leandro Club 452-57

Robert A. Ridgill, Jr.
Greenville Club 964-58

Elliott W. Saunders
Winnipeg Club 250-64

Pat Scottino
Westchester Club 869-1

Fred C. Shaylor
Cedar Hills Club 751-7

Russell M. Shoemaker
Mansfield Club 647-10

Clifford E. Smith
Bismarck Club 717-20

David H. Soule
Federal Club 1037-36

Jerome P. Starke
Milwaukee Metro Speakers Club 945-35

Dale F. Stewart
Dauphin Club 2991-64

Theo G. Truitt
Guymon Club 1680-16

Hendrik W. Vietor
Ft. Lauderdale Club 2004-47

Louis P. Waldron
Federal Employees Club 2287-43

John Whittle
San Gabriel Valley Club 200-F

Paul L. Williams
DCSC Officers Club 1740-40

Jewell T. Wood
Magic Empire Club 652-16

James M. Yates
Airport Club 380-19

Leonids Ziverts
Kittyhawk Club 1108-40

Peter A. Zizes
Summit Club 190-10

40 YEARS

Montebello Club 20-F
Montebello, California

35 YEARS

Capital City Club 142-39
Sacramento, California

25 YEARS

Lake City Club 748-2
Seattle, Washington

Savannah Club 705-14
Savannah, Georgia

Pocatello Club 236-15
Pocatello, Idaho

Andrew Jackson Club 704-29
Pensacola, Florida

20 YEARS

Wooster Club 1561-10
Wooster, Ohio

River Raisin Club 1551-28
Adrian, Michigan

Harvey Club 1589-30
Harvey, Illinois

15 YEARS

Riverside Breakfast Club 1348-F
Riverside, California

Presidio Club 3012-4
San Francisco, California

Auburn Morning Club 329-32
Auburn, Washington

N R L Club 2603-36
Washington, D.C.

Speechmasters Club 2996-36
Washington, D.C.

Ephrata Club 3011-38
Ephrata, Pennsylvania

10 YEARS

Bacchus Club 3791-15
Magna, Utah

Free State Club 3800-18
Baltimore, Maryland

DSD Club 3757-52
Van Nuys, California

Wanderers Club 2305-U
Johannesburg, South Africa

Manama Club 2916-U
Manama, Bahrain

1974-75 INTERNATIONAL OFFICER CANDIDATES

The following report of the 1974-75 International Nominating Committee is presented in accordance with Article VIII, Section 1, of the bylaws of Toastmasters International.

The Nominating Committee submits the following candidates for election as officers of Toastmasters International at the annual business meeting to be held at the 43rd International Convention in Anaheim, California, August 15, 1974. Director candidates will also be elected at this time. Their names were placed

in nomination at the eight regional conferences held in June.

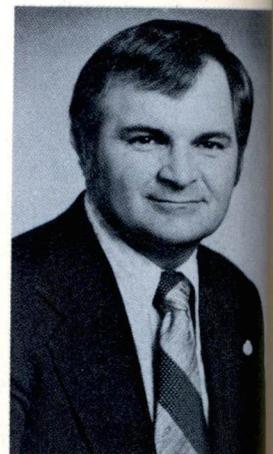
It is the duty of all clubs to vote either by proxy or through their representatives at the International Convention. Because the officers elected will direct the activities of Toastmasters International for the coming year, members should give careful consideration to the qualifications of each candidate.

Additional nominations for all International offices may be made from the floor at the business meeting.

1974-75 Nominating Committee

Arthur M. Diamond
Chairman
John B. Miller
Russell G. Herron
Robert L. Erckert
John J. Schneider
W. Don Buckner
Richard D. Hileman
Wayne Henderson
Jack Lang
Joseph L. Eden
Leonard C. Butler

FOR PRESIDENT



John F. Diaz, DTM. Senior vice-president of TI and executive vice-president of Diversified Electronics Inc., Melbourne, Florida. Mr. Diaz was second vice-president 1973-74 and a TI director 1968-70. He was 1972-73 Educational Committee chairman, served on the Organization, Planning, and Administrative Committee for two years, and is a member of Harbor Club 3042-47 in Melbourne, Fla. He was District governor in 1965-66 and has been a Toastmaster for 17 years. Mr. Diaz created "The Organizer," an area governor operational manual, for his district.

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FOR
SENIOR
VICE
PRESIDENT



George C. Scott, DTM. Second vice-president of TI and a partner in the firm of Niemi, Holland and Scott, CPAs, Portland, Oregon. Mr. Scott was a TI director 1968-70. He is 1973-74 chairman of the Educational Committee. A Toastmaster for over 20 years, Mr. Scott was District 7 governor in 1965-66 and is a member of S. M. Chanticleers Club 622-7 in Portland, Oregon. Mr. Scott has served on the governing board of the Portland West Stake, L.D.S. Church, was director of the Oregon Society of CPA's and is vice-president of the board of trustees for the Boys Club of Portland, Oregon.

FOR
SECOND
VICE
PRESIDENT



Robert W. Blakeley, ATM. Third vice-president of TI and an International director in 1969-71. Mr. Blakeley is Chief, Office of Administrative Services, Corps of Engineers, U.S. Army. A Toastmaster for 16 years, he is 1973-74 chairman of the OPA Committee and was District 36 governor in 1965-66. Mr. Blakeley is a member of Castle Club 3056 in Washington, D.C., and a member of Challenger Club 1642 in Arlington, Virginia. He is a member of the American Institute of Parliamentarians and a recipient of special community and professional awards.

FOR
THIRD
VICE
PRESIDENT



Durwood E. English, DTM. Toastmasters International director, 1971-73, and chairman of the 1972-73 Community Relations Committee. Mr. English is Business Manager with General Dynamics, San Diego, California. A Toastmaster for 11 years, as District 5 governor 1969-70, he led the district to its first President's Distinguished District Award. He is past president of Mt. Helix Club 126 in San Diego. Mr. English is a member of National Management Association, active as a member and coach in Little League, and featured speaker at many local organizations.

FOR
THIRD
VICE
PRESIDENT



J. Robert Gaul, ATM. Toastmasters International director 1971-73 and Manager of Swift Chemical Company in Winnipeg, Canada. Mr. Gaul is past president of Burlington Club 3074-60 and District 60 governor in 1970-71. He was presented with a distinguished service award by District 30 in 1973, and, as a result of a promotion by his firm, is now an active member of Speakeasies Club 2750-64. Mr. Gaul is Prairie Chapter Director of the Packaging Association of Canada and has been closely involved in the U.S.A. National Alliance of Businessmen.

BECOME PART OF YOUR INTRODUCTION

by Dennis R. Wyant, DTM
Club 2920-36

"Speaking on 'The Golden Years of Radio,' Bob Smith. Bob Smith, 'The Golden Years of Radio.'"

This type of speech contest opening is not designed to speed up the contest, but to insure fairness to each participant. A good introduction could give the speaker an undue advantage, while a poor one could ruin the chances of winning for a speech contestant who has an excellent talk.

As Toastmasters, we know the importance of proper speech preparation. We have read many articles in our magazine and have learned at many conferences the importance of checking the stage and of making sure visuals can be seen from all corners of the audience. However, very little is said about the one thing that can set the spirit for a successful speech... a successful introduction.

How many times have we heard the Toastmaster, in a very enthu-

siastic voice, say "Today we have Tom Olson of the Marco Company. Tom is married and has four children. Tom is going to speak on karate. Welcome Tom and his speech... 'Block and Then Kick.'"

Everyone in the audience probably knew Tom's name, his occupation and his wife and children. Perhaps they didn't know of his interest in karate, why he should speak on this subject, or why they should listen. The Toastmaster has failed to let the audience know the most important fact: what qualifies this person to speak on this subject?

The Receptive Audience

Perhaps some of these questions might have been answered in the audience's minds. But one thing is for sure. The audience would have been more receptive to this speech

if the Toastmaster had said, "Tom Olson has worked hard to become an experienced Toastmaster. Did you know that Tom had worked equally hard to become experienced in karate? Tom tells me that the process of karate is much like that of Toastmasters. One begins with something very similar to our icebreaker. He works toward his black belt, which would be comparable to our DTM, gaining confidence and becoming more proficient each step of the way. Please welcome Tom Olson, who has experienced with Toastmasters and karate, with his talk, 'Block and Then Kick.'"

The second introduction lets the audience know why the speaker should be able to speak on the subject and, more important, why they should listen. It sets the stage as to why a group of Toastmasters would be interested in a talk on karate, and ties the strings between the speaker and his au-

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re. There are probably a hundred different approaches, differing from the above but just as successful, that would help give an edge to the speaker before he addresses the audience.

In my opinion, it is not the Toastmaster's but the speaker's prerogative as to what is said in the introduction. The Toastmaster should ask the speaker what he can say to make the audience better aware of why they should want to hear his talk and set the spirit before the talk.

Setting the Stage

In 1971, before delivering each of approximately twenty-five speeches to different service and civic groups, I gave the Toastmaster some information about myself and left the introduction up to him. At the time, I was an industrial trainer for a large marketing company. That year I found that, by leaving it up to the Toastmaster, without written documentation, I was introduced as a member of the school board; once

preceded with a story of an individual whom we both knew years ago, which had nothing to do with the Toastmaster, the speaker, the audience or the subject; and once introduced without name or title, but simply, "We have a gentleman here with us tonight and I'm sure you're going to find what he has to say interesting."

Therefore, in the beginning of 1972 I sent every program chairman or Toastmaster a complete resume, a description of what I was doing, my achievements and accomplishments; thus, I fell into yet another trap.

"Gentlemen," said the Toastmaster, "it is with great pleasure and my duty to introduce the very distinguished guest we have with us tonight. Mr. Dennis Wyant, who is involved not only in his community, but throughout the state and nation, has performed and worked on the following 72 projects. I would like to speak about each of these...one at a time."

The last member of the audience

was usually asleep by number 43. So now I had to decide how to fight the opposite extreme of too much introduction.

Over-Introduction

We have all seen this over-introduction violated at our Toastmasters meetings—a five to seven minute introduction for a five to seven minute speech. The witty, clever Toastmaster who includes jokes about the speaker, the members of the audience and 'highlights not related to the speech confronts the speaker with a truly hard act to follow. After the verbose introduction, the speaker could never live up to the expectations of members of the audience. Therefore, it is quite evident that an introduction in between the two is what is needed, giving the necessary and relevant information in a compact form. However, I encountered one additional problem at most service clubs or civic activities.

The Toastmaster was not a



member of our organization and had probably not introduced very many speakers. Therefore, I could not leave it up to him to tie my subject matter to the interests of the audience. For approximately the last 50 speeches I have given, I have prepared a sixty-second data sheet, telling who I am, my qualifications, my interests in the subject and why the subject is important to me. Once introduced, I then tell the audience, in an indirect manner, why this subject would be or should be of interest to them.

An Introduction Guide

When you are serving as Toastmaster, you can take away from the speaker this task of tying the subject matter to the audience. When it is your duty to introduce a speaker, why not help him get maximum impact from his speech by trying the following format:

1. State the speaker's name and his subject.
2. Start giving information that will establish lines between the speaker, his subject and the audience, if possible.
3. Limit the amount of passive or historical data given.
4. Make it action oriented, in the present.
5. Let the audience know their pleasure of hearing this speaker and his subject.

“

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serving as
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subject matter
to the audience.**

”

6. Once again, introduce speaker by name and the title of his speech.

As mentioned above, the introduction should be focused on the speaker and his subject. The attention should be directed toward the speaker and not toward the Toastmaster. Therefore, be careful not to focus jokes on yourself or refer to incidents that the two of you have been encountering which would draw away from the maximum effect of the talk. Above all, please leave out the cliches, such as: "it is my duty"; "a speaker who needs no introduction"; "it is with great pleasure"; "a man of distinction" etc.

A good introduction demands the same type of rehearsal as the prepared speech. It should be given with the same enthusiasm and with the same conviction that the speaker will use when delivering his message. Be sure it sets the spirit for the speech to come.

Dennis R. Wyant, DTM, is a member of the Veteran's Administration Gaveleers 2920-36, Washington D.C. The National Field Service Director for the Blinded Veterans Association, Mr. Wyant recently received his Doctorate in Adult Education from the University of Cincinnati.

EXECUTIVE DIRECTOR

If you are interested in applying for the position of Executive Director of Toastmasters International, you should submit your resume to World Headquarters for forwarding to the executive search firm for consideration.

Decisions Don't Always Mean Progress

(Ed. Note: This originally appeared in the March, 1974, issue of District 72's bulletin, "The New Zealand Toastmaster." Written by International Director R. Bernard Searle, ATM, it serves as a reminder that each district team has been asked to prepare their long range plans for a three year period which will, when put into action, be of considerable help in accomplishing district goals.)

As a member of the executive, do you sometimes (even often) get the impression that your club members are apathetic? As an ordinary club member, do you sometimes (even often) believe that the executive is lethargic? Well, take heart. EVERYBODY at some time gets to thinking this way! Feel better already?

"Mr. Chairman; I move that we take action to obtain new members!"

"Seconded!"

"It is moved and seconded that our membership committee take positive steps to increase membership. In favor?"

"Aye!"

"Opposed? . . . Carried unanimously. Is there any other business?"

Man, oh man! Decisions, decisions! Progress? No. But definitely decisions.

Sometimes we, as Toastmasters, make motion after motion that result in nothing but a statement of intent. It may prove our knowledge of parliamentary procedure but . . .

Who's to blame? Member or executive? Industry has generally accepted the fact that success of any organized group depends upon full and fruitful participation by all. Members will deliver exactly what they believe is expected of them and no more.

In Toastmasters, many projects are lost because of a preconceived idea that "nobody in our group wants to get involved!" When we look at a successful group, we are inclined to say it has dynamic leadership or that the club is fortunate because its members like to participate. But can that be the whole story?

When an executive first takes office, he can count upon the backing of the entire membership. He can, therefore, expect and demand the fullest cooperation. But frequently he doesn't and his year becomes one of little progress.

The most important consideration is that of attitude. If the executive, whether an individual or a group, is sold upon an idea, the idea will naturally be presented in its most positive form and will be more readily accepted.

The success of any project depends upon how well it is planned.

Let us assume that we want to "sell" the idea of a new project to our club. We can only succeed if the idea is converted to a plan *before* the presentation. The executive must first clearly outline all reasons for and against. The what, why and when must be well documented so that everyone is aware that the plan has been properly thought out.

Put it to a vote and, if affirmative, follow right through with suggestions from the membership.

Act as if you knew all along the club would be right behind you and believe that they are. If the plan is clear to you, it should be clearer to the membership.

- To get members behind a project, develop the project itself into a well thought-out plan.
- Answer all objections frankly but present the positive side.
- Be positive, knowledgeable and confident.
- Call only for a vote when you feel confident of winning.
- When you win, have the general membership immediately help with the "how" and the "who." Get the organization headed in the right direction then and there.

This exercise will be the most valuable one you will ever perform at a Toastmasters meeting. It will prepare you for greater success in business and industry than all the public speaking programs to which you may be exposed. ■

new clubs

3010-4 INDISCRETE CLUB

Mountain View, Calif.—Tues., 11:45 a.m., Fairchild Semiconductor, 441 Whisman Rd. (962-2966). Sponsored by Jet Stream Club 2624-4.

2426-5 NETZAHUALCOYOTL CLUB

La Mesa, B. CFA., Mexico—Fri., 9:00 p.m., Plaza Las Brisas, Blvd. Diaz Ordaz 1200 (6-82-85 La Mesa). Sponsored by Convair Club 3745-5.

3251-6 CHAIN OF LAKES CLUB

Forest Lake, Minn. — Tues., 6:30 p.m., Flare Broiler, I-35 and County Road 2 (474-5936). Sponsored by King Boreas Club 208-6.

2538-10 NEW WASHINGTON CLUB

New Washington, Ohio—Wed., 7:30 p.m., American Legion Hall, N. Kibler St. (492-2878). Sponsored by Marion Club 2020-10, Galion Club 3062-10, Eldon Phillips, Mike Kissell and Allen Kingseed.

3557-10 IARTFORD INSURANCE CLUB

Cleveland, Ohio—Thur., 11:30 a.m., The Cellar, 1022 Euclid Ave. (696-2727). Sponsored by Navy Finance Center Club 3502-10.

3612-10 CABOR WEST CLUB

Cleveland, Ohio—Thur., 12:00 noon, Iron Gate, 24481 Detroit Road, Westlake (521-5024). Sponsored by Diamond Club 2486-10 and Navy Finance Center Club 3502-10.

1599-11 SPOKESMEN CLUB

Fort Wayne, Ind. — Mon. 11:45 a.m., International Harvester Truck Design Center (456-3441). Sponsored by Hi-Noon Club 1165-11.

2182-11 CARMEL CLUB

Carmel, Ind. — Tues., 6:30 p.m., Thornberry's "The Steak Place," 511 S. Range Line Rd. (773-3125). Sponsored by Robert B. Millikan.

2632-11 WARSAW CLUB

Warsaw, Ind. — Mon., 7:00 p.m., NIPSCO Operations Bldg., East Center St. (267-1516). Sponsored by Anthony Wayne Club 521-11.

3288-19 DENISON CLUB

Denison, Iowa — Wed., 7:00 p.m., Cronk's Cafe, Gold Room (263-5701).

3317-26 BUREAU OF LAND MANAGEMENT CLUB

Denver, Colorado — Mon., 12:00 noon, Conference Room, 1600 Broadway (837-3816).

693-36 COMMERCE CLUB

Washington, D.C. — Tues., 12:00 noon, Main Commerce Bldg. (967-4085). Sponsored by Potomac Club 827-36.

1874-36 MINUTEMAN CLUB

Washington, D.C.—Tues., 11:30 a.m., National Guard Bureau, Conference Room, Pentagon (Ox 7-1502). Sponsored by PENTAF Club 2014-36.

2775-36 E.P.A. CLUB

Washington, D.C.—Tues., 12:00 noon, E.P.A. Bldg. Complex, 401 M Street, S.W., Room 3805 in Mall (755-0805). Sponsored by Housing & Urban Development Club 1795-36.

3166-36 KENDALL GREEN CLUB

Washington, D.C.—Thur., 11:45 a.m., Card Room, Student Union Bldg. Gallaudet College (447-0741). Sponsored by William D. Derr.

3302-36 OLD DOMINION CLUB

McLean, Virginia—Wed., 5:30 p.m., Evans Farm Inn, 1696 Chain Bridge Road (893-2000).

2595-37 GREENVILLE CLUB

Greenville, No. Carolina—Tues. 7:30 p.m., Bonanza Steak House, Greenville Blvd. (758-3501). Sponsored by Semper Fidelis Club 223-37.

542-43 MEMPHIS SERVICE CENTER CLUB

Memphis, Tenn.—Thur., 11:45 a.m., Memphis Service Center, 318 Democrat Road (365-5318). Sponsored by ART-O-RHEC Club 2604-43.

2738-45 PREMIERE CLUB

Charlottetown, Prince Edward Island, Canada—Wed., 5:30 p.m., Inn on the Hill Motel, Euston Street (894-9812). Sponsored by Amherst Club 702-45.

2166-47 DUNEDIN CLUB

Dunedin, Florida—Tues., 7:30 p.m., Exchange Bank, 1477 Main Street (734-0018). Sponsored by John Barreto, ATM, PDG.

2151-52 RALPH M. PARSONS CLUB

Los Angeles, Calif.—Thur., 11:50 a.m., Parsons Bldg., 617 W. 7th Street (629-2484). Sponsored by Verdugo Hills Club 434-52.

1333-53 CE CLUB

Windsor, Conn.—Mon., 4:30 p.m., Combustion Engineering, Inc. 100 Prospect Hill Rd., Bldg. 19-B, Room, Windsor Ct. (688-1911). Sponsored by District Governor James C. Anderson.

2785-56 McALLEN CLUB

McAllen, Texas—Mon., 7:00 p.m., Bonanza Sirloin Pit, 3020 N. 10th (682-4626). Sponsored by Harling Club 860-56.

3556-58 GAFFNEY CLUB

Gaffney, So. Carolina—Wed., 11:00 a.m., Shoney's (489-0550). Sponsored by Ft. Mill Club 1370-58.

2728-60 CAMBRIDGE CLUB

Cambridge, Ontario, Canada—Thur., 6:30 p.m., Galt Country Club Ltd. (623-3180). Sponsored by Burlington Club 3074-60.

your 1973-74 district governors

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1. Howard E. Chambers, DTM, 3922 Emerald St., Apt. #83, Torrance, Calif. 90503
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62. Donald J. Hassen, ATM, 8489 N. River Rd., Freeland, Mich. 48623
63. Clinton Hobbs, Box 519, Madison, Tenn. 37115
64. John N. Tyler, 126 Guay Ave., Winnipeg, Man., Canada R2M 0C1
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
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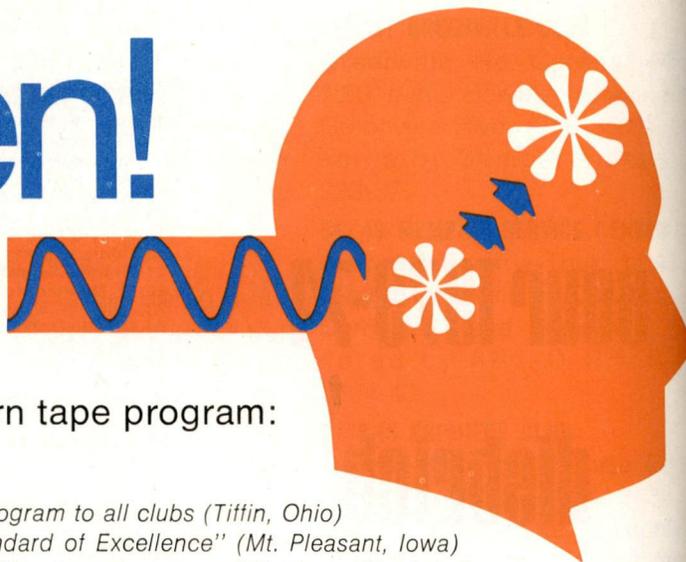
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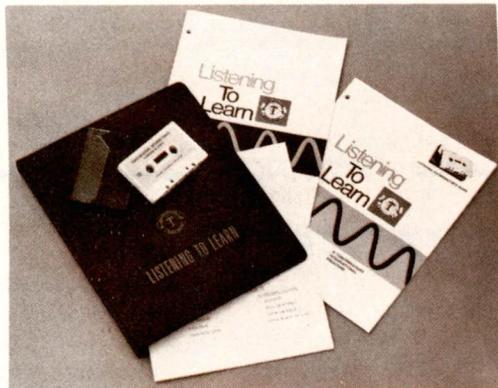
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