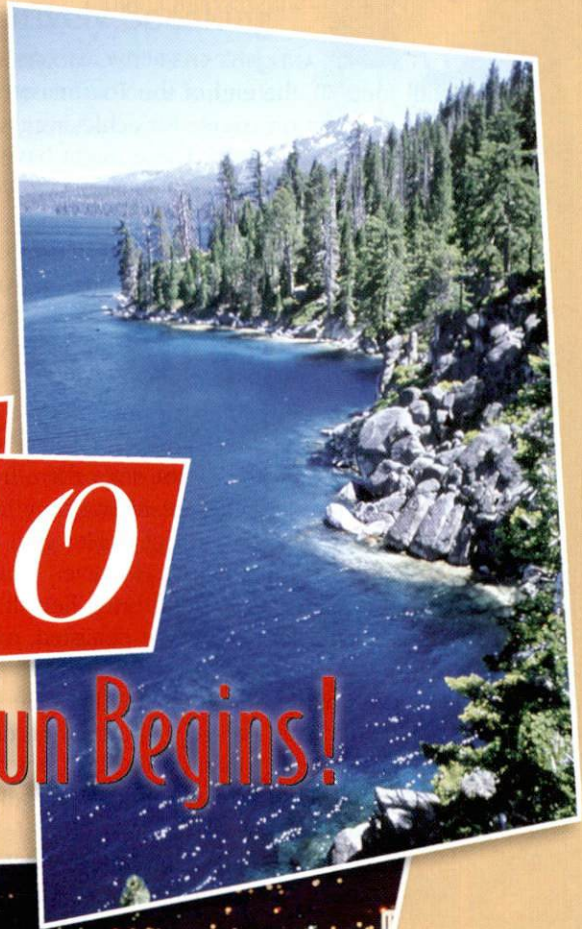
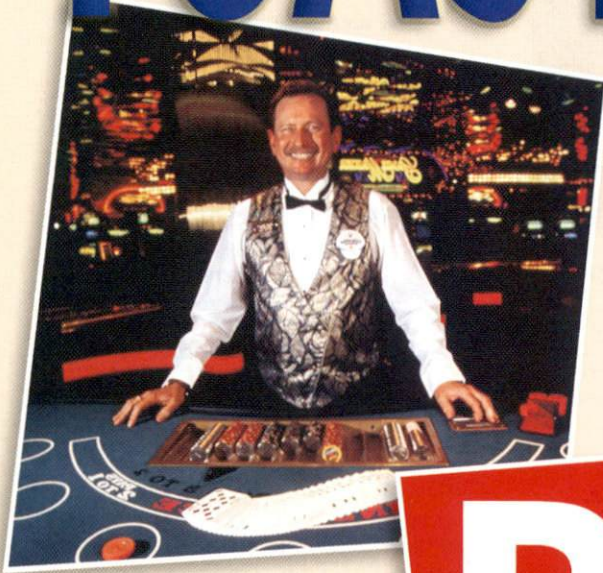


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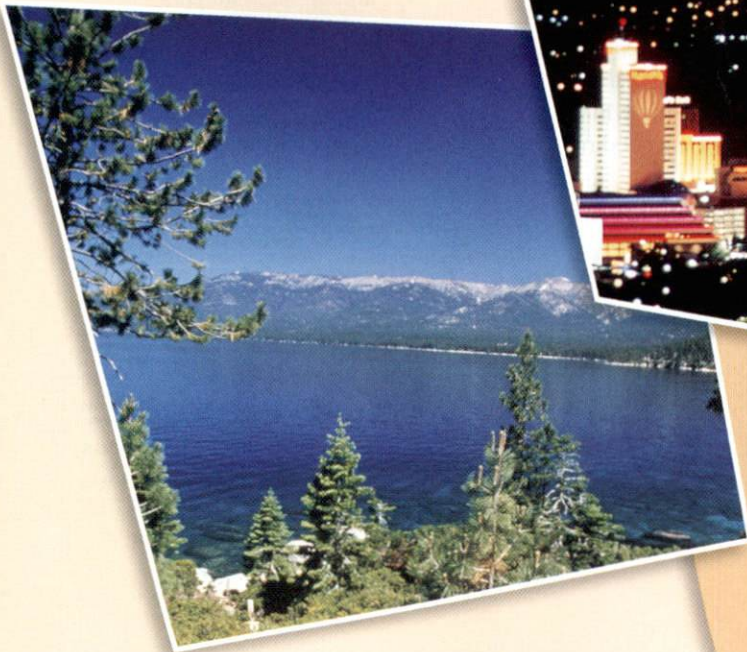
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Persistence

"Never ever ever ever give up"

— WINSTON CHURCHILL

IT'S APRIL AND JUST OVER TWO MONTHS until June 30, the end of the Toastmasters year. Are you on course for achieving the goals you set last July? These might have been personal goals, such as achieving your CTM, or a club or district goal of being Distinguished or better.

If you have already achieved your goal, congratulations and well done! But what if you stumbled a little along the road to your goals? As we all know only too well, things happen in all our lives that can prevent us from achieving our objectives. But it's not yet too late. A lot can be accomplished in two months. And that takes persistence.

I want to tell you about three people who personify persistence for me. They each have a strong desire to achieve their goals; obstacles like fear, age and initial setbacks did not deter them from persisting.

Maura Ruddy is the president of my home club, Fingal, here in Dublin and she is making a great job of it. Her goal and ours is to achieve the President's Distinguished Club award. However, when Maura first joined our club, it took two years before she could bring herself to overcome her fear of speaking before an audience. But she persisted, overcame her fear, and is now very happy to face any speaking challenge.

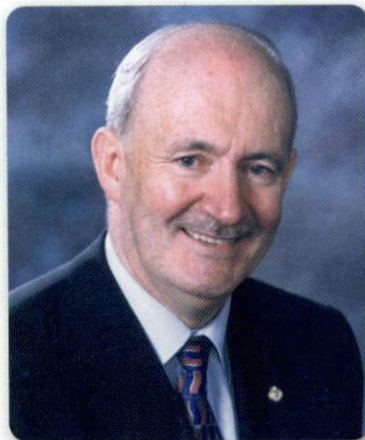
I met Charlie Keane for the first time in Atlanta last year. He truly is a remarkable man. At age 97 he became district governor, last July, of District 31 in Massachusetts. His motto is, "I'm not done yet." Age did not prevent Charlie from persisting and working to serve our organization at the highest level. He is an example to all of us.

Jim Key from Texas won last year's World Championship of Public Speaking, also in Atlanta. What's remarkable about this is that Jim placed second in the two previous finals – 2001 and 2002. When you consider the amount of time and energy required to reach this level, it must take great belief and resolve to start out on this road a third time. Yet Jim did and this time he was successful. When asked how many times he delivered his winning speech before the final, he said 240 times. That's persistence! Not succeeding the previous times did not deter him from his goal.

If these wonderful Toastmasters persisted until they were successful, so can you. Now is not the time to give up! Just think of Charlie's motto "I'm not done yet" and do it! Remember it's not from where you start; it's *when* you start that counts.



Ted Corcoran, DTM
International President



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How the average speaker can effectively engage an audience.

By Dave Zielinski

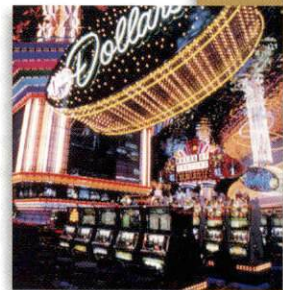
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Plan for Big Fun in Reno!

A complete schedule of events and registration forms for Toastmasters' 73rd Annual Convention, August 18-21 in Reno, Nevada.

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The Toastmasters Vision:

Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, and find the courage to change.

The Toastmasters Mission:

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

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

It is basic to this mission that Toastmasters International continually expand its worldwide network of clubs thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

Golden Memories on a 50th Anniversary

In April 1954, I attended a Toastmasters meeting with a fellow officer in the 11th Naval District in San Diego. I was so impressed with the club, I applied for membership on the spot.

This month, I will celebrate my 50-year anniversary as a Toastmaster. Fifty years is a chunk of time to be active in any organization! Many great memories are etched indelibly in my mind. I've served as club president 10 times, participated and won speech contests, devised our club's evaluation form and most of all, had a great time while becoming a much better speaker and enhancing my career.

At that time, all Toastmasters giving speeches from the Basic Training Manual were required to submit an outline of their speeches to Ralph Smedley for his written comments. Imagine the founder of this prestigious organization being actively involved with the members to this extent!

What a continuous and rewarding experience it has been, and still is! I'm as excited and dedicated today as I was 50 years ago when I joined. I urge all members to remain active as long as you can: You will enrich others as well as yourself at levels you can't even imagine.

Burt Epstein, ATM • Executive Club 412-1 • Los Angeles, California

Subjective Objectivity

I read the article "Being Disqualified is No Laughing Matter" by Steve Broe (February 2004) with great interest. Since I joined Toastmasters in 1969, I have repeatedly questioned the meaning of "substantially original" – not as a judge or participant, but as an observer.

At one division tall tales contest, two participants told the same joke. Were they both "substantially original"? At an area speech contest, two participants based their speech on the same true incident. Were they both "substantially original"? Last year, the

winner of the district humorous speech contest based his entire speech on jokes I have heard many times before. Does that count as "substantially original"?

It is my opinion that we need to cut a great deal of slack in invoking this rule. I think all of the above cases should qualify as "substantially original." In addressing Mr. Broe's question in this article, I believe the speaker did meet the standard of "substantially original" and that it was wrong to disqualify him. He apparently had taken his jokes from at least two, possibly three different sources and had developed a scenario in which the jokes were appropriate. In my opinion, to expect more from amateur speakers is asking too much. I am not trying to be critical of Steve's action. He was only trying to abide by the rules, and judges really get very little, if any, guidance on this issue.

Toastmasters is an educational organization; we need to do everything we can to encourage participation, not discourage it. If I had gone through the trouble of developing a speech, practicing it and presenting it only to be disqualified because someone thought it wasn't original enough, I wouldn't attend another Toastmasters meeting.

It is not enough to give the challenged contestant an opportunity to respond. What kind of response could he give after the speech has already been given, except to defend himself? If the judges are challenging the contestant, they've probably already made up their minds.

I would like to see Toastmasters International revisit this rule. I feel disqualification is a draconian penalty for a very subjective issue such as this one. Putting "originality" on the judges ballot where it can be graded should be adequate.

Marvin K. Grudem, DTM • Yorba Linda-Placentia Club 3425
Anaheim, California

Working Toward New "Ideals"

As soon as our club's president saw the January article, "Do You Belong to the Ideal Club?" he scheduled two special meetings to go over each and every one of the 47 questions. We found that although our club was doing well in most departments, we were poor in others, and some things were new to us.

Our whole club is now better and we are getting closer to "ideal," thanks to the questionnaire. Perhaps it should be sent in checklist form to all new club presidents; it's an excellent guideline for their upcoming terms. Thanks for this outstanding article.

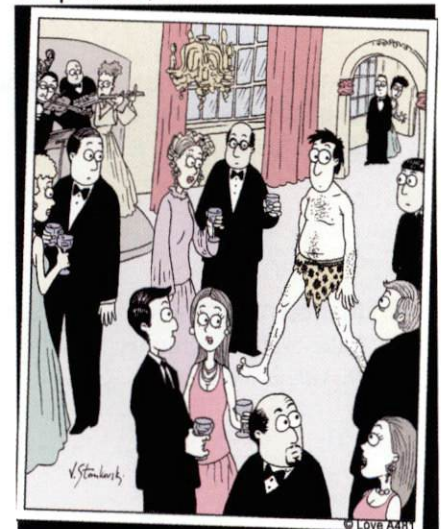
Bill Conell, CL • Pembina Club 1131 • Westlock, AB, Canada

Alphabet Soup

"Avoid Alphabet Soup" was an interesting article (February 2004). It was a pity that the person writing the bio for the author didn't read it, or perhaps she/he wouldn't have used an acronym that perhaps not many people throughout the world would understand – "FTSE 100".

David W. Porter, CTM • Gold City Club 6134
Charter Towers, QLD, Australia

Snapshots at jasonlove.com



Worn down by jet lag, Bob mistakes the President's Dinner Dance for Costume Fun Night.

Speechwriting is a growing online business.

The Cash Value of Toastmasters Skills

👉 GIVE A PERSON A FISH, YOU FEED that person for a day; teach a person how to fish, and you'll feed that person for a lifetime.

As members of Toastmasters, we are biased in our opinion of what this organization can do for us. We invest our time and a nominal fee in dues each year, and in return we learn and develop as speakers and leaders. Membership is cheaper than a college class, meetings are friendly, and we learn how to develop and deliver quality speeches. What could be a better deal? Well, even we might not realize quite what a deal it is.

A story on **CNN.com** reported recently that speechwriting is a growing online business. For a price, sites such as **InstantWeddingToasts.com**, will gather information from you and churn out a speech for the occasion

“A speech prepared with our Toastmasters skills

is considerably more personal than any we can buy online.”

of your choice. One online business reports explosive growth in this field. Sixty percent of its clients ask for Best Man toasts for weddings. They deal in “speeches to go” for folks on the run.

The price for this service varies, but “canned” speeches for birthdays, graduations, family occasions and bar mitzvahs range from \$25-\$35. Think about that. For about the price of six months' Toastmasters dues, you can buy one pre-written speech – a speech that has already been delivered by an unknown number of people before you!

It gets better. Want a customized speech? That's really going to cost

you. A personalized funeral verse or a poem can be had for \$100. A customized Best Man toast will run you a cool \$275. Birthday or graduation speeches? \$95 per minute, with a three-minute minimum.

These numbers sent me scrambling for my calculator. I've been a member of Toastmasters since the spring of 2000. Some quick math reveals that in that time I've spent about \$195 in dues. That works out to enough money to buy two minutes of a customized speech – not even enough to meet the three-minute minimum! Over the span of my membership I have presented more than 25 full speeches at the club level and at contests. If we estimate seven minutes per speech, that works out to a value of \$665 for each speech, or about \$16,000 for my 25 speeches. And that doesn't even include the countless Table

Topics speeches – \$190 each for every two minutes!

Of course, I never would have had cause to give 25 public speeches without Toastmasters. But considering market prices, even one seven-minute speech – a sales presentation or a job interview, a toast – costs more to buy than it does to learn to give through Toastmasters.

More importantly, though, through Toastmasters we learn how to write a speech that builds on our own delivery strengths, that takes into account our known audience, that comes



straight from our own heart and mind. In short, a speech prepared with our Toastmasters skills is considerably more personal than any we can buy online. Because of this, the success we experience, the applause we hear, and the fulfillment we feel for a job well done are all ours to savor.

So, buck the online trend! In the fast-paced modern world, skip “speeches to go” and spend a little time crafting, rehearsing and delivering a quality speech that is all your own. Bask in the warmth of the applause you'll receive! Indulge yourself with the \$665 you saved for your seven minutes of glory!

Sell a person a speech, that person speaks for a day. Teach a person how to speak, that person speaks for life. 📌

Colin William, ATM-B, is a member of Hanna Center Club 5212 and Greater Lafayette Advanced Club 4358 in West Lafayette, Indiana.

Listen Completely

By Fred Rivera, CTM

A good listener is always speaking to the speaker, and a good speaker is always listening to the listener.

Your friend rushes up to you and excitedly says, "You'll never guess what happened when Dave and Sheila finally met last night!" You, quivering with curiosity, reply, "I'm all ears!" That familiar expression, "I'm all ears," is the best definition I've ever heard for the hard-to-pin-down phenomenon called listening. When we really listen, we are all ears.

I've struggled with and have been fascinated by listening all my adult life. Although it wasn't a conscious decision, I've always chosen work in which listening was of paramount importance: acting, psychotherapy, career/life coaching and public speaking. I'd like to share with you some of my experiences with listening and some of the ways I've come to view it.

Sometimes I look at conversation as if it were breathing. Listening is the inhale and speaking the exhale. I'm sure we've all had deadening conversations where nobody was really engaged – it's like holding your breath. But a good conversation breathes like a racehorse: big gives and takes.

An interesting thing about a conversation that's alive and breathing is that even if the listener doesn't talk at all, his or her physical reactions will "speak" volumes, which a good speaker will pick up on and respond

to. So a good listener is always speaking to the speaker and a good speaker is always listening to the listener. They listen with their ears and eyes and feelings – in truth, with their whole being.

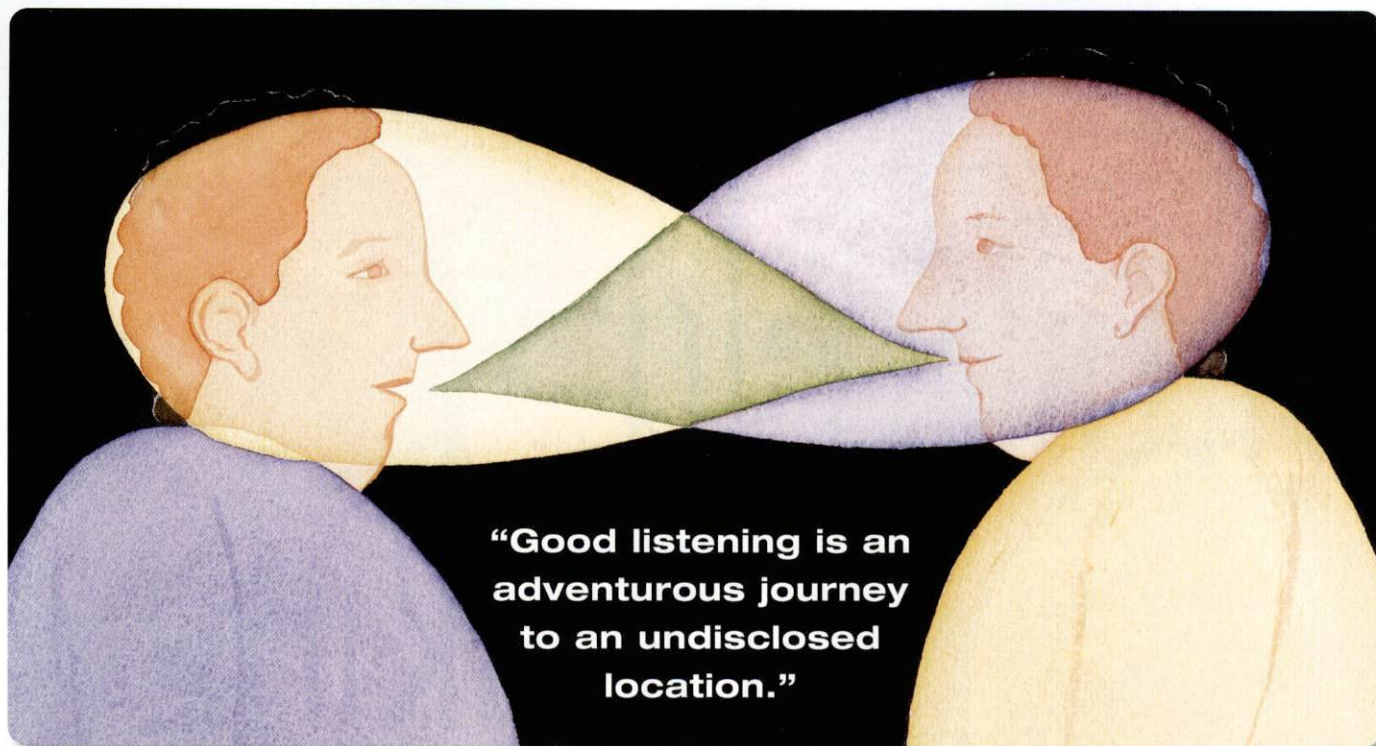
Good actors are great listeners. You might wonder, "Why would actors listen so intently? After all, they know what the other actors are going to say." They listen intently because each performance is at least subtly different from the previous ones, and the actors spontaneously respond to that difference. This spontaneity keeps the play alive each night: The actors are not *acting* like they're having a conversation, they *are* having a conversation. When they don't listen intently, they can't respond spontaneously, and just as in conversation in everyday life, the result is deadening. The audience of course is the people who are listening to the actors, who in turn are

listening to each other and to the audience. The audience as listener and responder plays a vital role in the life of a play at each performance. Actually, I've often felt the audience should be listed in the playbill!

But just what *is* listening? There is nothing casual or vague about the kind of listening I'm talking about. It is a clear-eyed, specific endeavor that involves far more than your ears. This kind of listening involves your whole being.

The dictionary, being very pragmatic, defines a listener as "a person who listens." It goes on to say, "A good listener is one who can be relied on to listen attentively or sympathetically." This definition didn't quite cut it for me. It left out any hint of the deep human connection that can occur when people really listen. So I looked up quotations about listening to see if I could find some agreement and shed more light on the kind of listening I'm referring to. I was pleasantly surprised. Oliver Wendell Holmes said: "It is the province of knowledge to speak and it is the privilege of wisdom to listen." Plutarch said: "Know how to listen, and you will profit even from those who talk badly."

So we have two pretty knowledgeable fellows here, one saying we learn if we listen and the other saying that the wise consider listening a privilege. But Ernest Hemingway provided my favorite quote: "When people talk, listen completely. Most people never listen."



“Good listening is an adventurous journey to an undisclosed location.”

“Listen completely;” I love that phrase because it goes straight to the heart of what listening is about. You give yourself over to the speaker like you would to a really good movie. In a good movie you lose yourself, and you listen completely. You wrap yourself in the cloak of another world. What a relief and release it is to leave your own familiar world for a while and safely travel into someone else’s. Whatever the differences between your world and the movie’s world matter little,

smile at what we think are appropriate places.

Although there are many ways of not really listening, I’ll mention just one more that may not be obvious: It’s when we are constantly wondering where the speaker is heading rather than just going along for the ride. While we’re wondering about where the speaker is heading, we have just stepped off the train of thought he or she is on and the speaker is minus a passenger. What can we lose by staying on the train?

Listening draws us in. At the end of the conversation we are relaxed and enriched by this simple experience. As Hemingway said: We listen completely.

Oliver Wendell Holmes was right: Listening is a privilege of the wise. Although I haven’t become wise yet, listening has given me a lot. I have listened in everyday life. I have listened as an actor. I have listened as a psychotherapist. I have listened as a coach. Sometimes I feel I haven’t listened at all. That feeling

“Sometimes I look at conversation as if it were breathing. Listening is the inhale and speaking the exhale.”

because your heart is fused to the human similarities. You don’t want the story to end. That’s the kind of listening I’m talking about.

So what *isn’t* this kind of listening? The early 20th century author Albert Guinon said bad listeners “are people who, instead of listening to what is being said to them, are already listening to what they are going to say themselves.” Another example of not really listening is a kind of half-listening, our mind being elsewhere as we nod and

As Plutarch said, we can profit even from those who speak badly.

Another way of viewing good listening is as an adventurous journey to an undisclosed location. I’ve learned from my acting experience not to assume or figure out where the speaker is heading. I just leave my usual neighborhood and take a trip with them. When the conversation is good, it’s like going on vacation. We extend ourselves toward another and we really listen and respond spontaneously.

usually comes when I discover something new about this elusive phenomenon called listening.

I’ve come to the conclusion that listening is hard to pin down because it’s God’s work. When we listen. When we really listen. When we listen completely, it’s like holding a seashell to our ears, where we hear the ocean of our shared humanity. **T**

Fred Rivera, CTM, is a member of New York Club 1949 in New York City.

**Follow your
instincts while
speaking and
you'll enjoy
greater audience
rapport.**

Intuitively Speaking

By Patricia L. Fry, ATM-B

Jerry was mortified. He was nearly halfway through the speech he'd carefully prepared for the visiting group of senior citizens when he noticed they weren't responding. He says, "They didn't seem to be interested in what I was saying. They didn't even laugh at my jokes. I might as well have been talking to a stand of trees."

And then he had an idea. He explains, "I realized that these folks had been sitting on a bus for three hours before arriving here. Then they had a big lunch. They were probably ready for a nap, not a historical talk." Jerry knew that to make a memorable impression, he had to spice up his presentation.

He says, "I thought about jumping up and down or turning a cartwheel." Instead, he asked everyone to stand up. Rather than continue his lecture as rehearsed, he decided to get the audience involved.

He divided the audience into three groups and gave each of them an assignment. One group was instructed to compose a story revealing the legend of the city flower. He asked the next group to tell the story of the haunted bridge on the outskirts of town. And the third group had to give their rendition of how the town got its name.

According to Jerry, audience members had a blast making up stories to tell. And then they sat on the edge of their seats eager to hear Jerry reveal the actual history. He says, "If I hadn't followed my instincts, I would have ended on a flat note. Instead, these people left feeling energized. This is a presentation they'll definitely remember."

You can thoroughly prepare for a successful presentation, but there's no guarantee that it will be well received. Even professional speakers sometimes find themselves facing an unresponsive audience.

Patricia Ball is a professional speaker, author and presentation skills coach who has experienced her share of speaking challenges. She says, "I spoke to an audience recently and, while they were quite good, they weren't as enthusiastic as my usual audiences are, even with some of my funniest stories. I knew the problem in advance. This group was facing cutbacks and they were uneasy. They didn't know what their future was. So we ended up stopping at one point in the program and talking in detail about the problem."

Through no fault of their own, both Patricia and Jerry faced potential speaking failures. But they both saved the day. How? By observing their audiences and by following their own instincts.

Do you call on your intuition when speaking? Many people rely upon their instincts quite naturally – without giving it much thought. Others use techniques to hone their intuition while speaking. And still others deny their



“Intuition is a natural gift, but it’s a gift that’s inhibited when you have to worry about other things.”

intuitive powers, thus ignoring the signs that could transform a dying presentation into a successful one.

I remember once listening to a woman drone on far too long while people all around me were fidgeting, squirming in their seats and even nodding off. Had she cared about her audience and paid attention to their body language, she may have instinctively changed her pace or quickly wrapped up her talk.

What is Intuition Anyway?

Intuition might take the form of a hunch. To use your intuition is to follow your instincts. Each of us have, at some time in our lives, reacted instinctively or intuitively. Ball defines intuition this way: “It’s an awareness of everything that’s going on around you. For example, as a speaker, you can actually read the body language of audience members.”

She describes an audience that is with the speaker: “They’re leaning toward you, they’re smiling, there are affirmative nods throughout or you hear the laughter and applause.” Ball talks about a recent audience that wasn’t

tuned into her speech, “I noticed that there were too many crossed arms, there was a lot of slouching in the seats as well as some yawns and coughs. If you see and hear too many of those, it’s usually indicative that the audience is bored – they’re not with you.”

Being aware of your audience is definitely one way to hone in on your intuitive powers. Another is to be well-prepared.

Jim Cathcart, Toastmasters’ 2001 Golden Gavel recipient, is a full-time professional speaker and an author who believes in the power of intuition. In fact, he says, “Intuition and playfulness and the ability to be flexible all seem to be interlinked.” But he also recognizes the value of being well-prepared.

According to Cathcart, “Intuition is a natural gift, but it’s a gift that’s inhibited when you have to worry about other things. If you don’t do your homework – if you don’t organize your purpose and process – you’re not free to follow your intuition because you don’t even hear your intuition.”

Trust Your Instincts

It is one thing to understand and be aware of your intuition and another to trust it. Jerry trusted his hunches and made a positive change in the direction of his presentation. A large part of trusting is a willingness to be flexible and spontaneous.

I once spoke as part of a panel during a fundraiser for our local museum. I was the third of four speakers. But, when it was my turn, two thirds of the allotted time had been used up and the audience seemed weary. Rather than give my prepared talk, I offered a brief overview of my topic – private schools in our community – and I opened the floor to questions. I led a lively 15-minute Q & A session that seemed to rejuvenate the audience, and as a result, they were more attentive for the last panel member.

The fact is that preparation is probably more important for those times when things don't go according to plan than when they do. If I hadn't been well-prepared that night, I wouldn't have been able to deviate from my planned talk, and I certainly wouldn't have felt at ease answering the audience's questions.

Ball points out that a speaker is not acting, but reacting. She explains, "If you react to what the audience is telling you, you'll have a much more exciting presentation." And she says, "Sometimes you have to say, 'We are scheduled to talk about this, but I'm sensing that you really want to talk about other things, so let's do that for a minute.'"

Acting on Your Hunches

Lack of information is murder on your intuitive powers says Cathcart. "When I go into a speech, I want to know who's the client organization, why am I here and why would this group of people want to know what I've got to say on this subject. What are the variables? Do I know where the controls for the lighting and sound are? Where are the exits in case of emergency? If I'm forced to cut, do I know what I can cut and still get the message across and still have an impact on the audience? All of those things are required for a person to be fully able to just follow his intuition."

Cathcart describes one of his intuitive experiences: "I was at a Florida resort speaking to about 300 people. I was using a PowerPoint presentation and, in the middle of my speech, all power went out. So the PowerPoint went down, the computer shut off, the lights went out. We were standing there in the dark. Happily it was not at night. It was in the afternoon, but it was during a storm. I said, 'Would someone please find the cord for the curtains and open them up.' With the curtains open, we couldn't see each other totally clearly, but it was okay."

Cathcart continues, "I had a wireless mike so I left the stage and walked into the middle of the group. I said, 'Folks, for the next several minutes we're going to finish this presentation as theater in the round.' I said, 'Let's forget about audiovisuals and focus on the idea.' And I launched into a story that I was going to tell anyway

"I wandered slowly through the audience as I told the story and made eye contact with everyone. I didn't lose

them at all. They were totally engaged. Even after the power came back on and the technician was rushing to get the computer booted up again, I stayed in the audience and kept drawing their attention to me, my material and my dialogue."

Cathcart certainly followed his instincts that day in Florida. And he did it so effortlessly that, as he says, "It was as if we planned for the whole thing to happen." This is key to using your intuition. You should be able to initiate any changes so naturally that no one in the room is aware that it isn't a part of the program.

Are Women More Intuitive?

It's a long-held belief that women are more intuitive than men. Toastmaster Judith C. Tingley, Ph.D., a psychologist, author and expert on gender issues, says there may be valid reasons for this. She explains that while there is no scientific proof of a woman's advantage in the realm of intuition, there are significant differences between a male and a female brain. According to Tingley, "The *corpus callosum* – the bridge between the two hemispheres of the brain – is larger in women than in men. Theoretically, more information moves back and forth between the two hemispheres, allowing women the advantage of quicker, broader and more automatic integration of information from the more logical left and the more emotional right hemispheres. The result," says Tingley, "is intuition."

Techniques to Help Hone Intuition

Honing your observation skills is one way to sharpen your instincts. Another is a technique called split-focus concentration. Ball describes this as the challenge of doing two unrelated activities simultaneously.

"When you're on the platform you're not only responsible for delivering information in an exciting, powerful way to your audience, but you're also responsible for being aware of so many other things at the same time," she says. "You need to be thinking 'Am I going too fast or slow? Is the audience with me or against me? Is the room too hot or cold? What can I do to move this [presentation] along better? Do I need an exercise at this point?'"

To practice split-focus concentration, Ball suggests rehearsing your speech while tossing a ball from one hand to the other or while polishing your shoes. Practicing this way helps you learn to handle any distractions that might vie for your attention or focus while you're speaking.

Intuition is a rather elusive concept for some. But if you hope to become a skilled speaker, it is an important one to embrace. Hone your intuitive perception and rely on your instincts while speaking and you will enjoy greater success. **T**

Patricia L. Fry, ATM-B, of Ojai, California, is a frequent contributor to this magazine. She will be a session speaker at the International Convention in Reno in August.

The capacious cornucopia of synonyms can be cruelly confounding.

Our Abounding English Language

THE OTHER DAY I WENT TO THE bookstore to buy a dictionary. The clerk showed me a really inexpensive one. I couldn't find the words to thank her. Then she directed me to a thesaurus. I thought that was an accommodating, altruistic, benevolent, caring, compassionate, considerate, courteous, decent, empathic, gracious, kind, magnanimous, nice, obliging, solicitous, sweet, sympathetic and thoughtful thing to do.

The multitudinous choice of words in English offers both a delightful and daunting challenge to native and non-native speakers. In William Styron's *Sophie's Choice*, the heroine, Polish-born Sophie, expresses mock horror at the infinite variety of English words:

"Such a language!... Too many words. I mean just the word for *velocite*. I mean *fast*. *Rapid*. *Quick*. All the same thing! A scandal!"

"*Swift*?" I added.

"How about *speedy*?" Nathan asked.

"*Hasty*?" I went on.

"And *fleet*?" Nathan said. "Though that's a bit fancy."

"Stop it!" Sophie said, laughing.

"Too much! Too many words, this English. In French it is so simple. You just say *vite*."

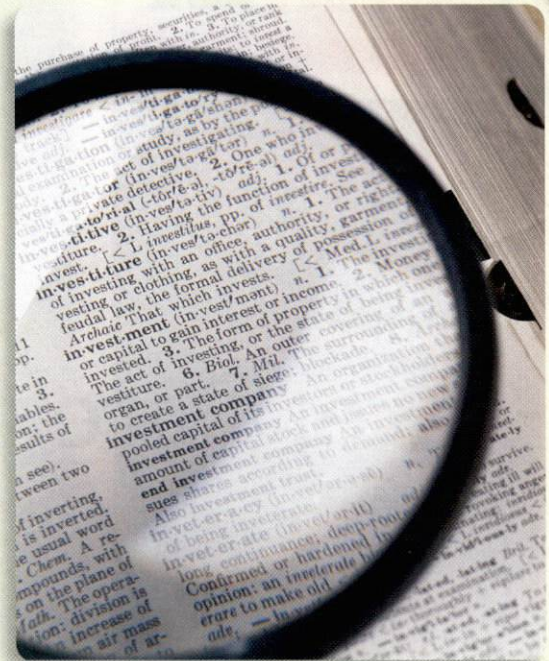
You should not be aghast, alarmed, amazed, appalled, astonished, bewildered, blown away, bowled over, confounded, dumbfounded, electrified, flabbergasted, flummoxed, overwhelmed, shocked, startled, stunned, stupefied, surprised, taken aback or thunderstruck at this capacious cornucopia of synonyms in our marvelous language.

English boasts by far the largest number of words of all languages, 616,500 officially enshrined in the *Oxford English Dictionary*. That's almost four times the vocabulary size of its nearest competitor, German; five times the size of Russian, in third place; and six times the size of Spanish and French, tied for fourth. As a result, English possesses a plethora of synonyms that allow greater nuances of meaning than are available in other tongues.

A recent *New Yorker* cartoon puckishly celebrated our linguistic treasure trove. The cartoon's caption read: "Roget's Brontosaurus," and pictured was a big dinosaur in whose thought bubble appeared: "Large, great, huge, considerable, bulky, voluminous, ample, massive, capacious, spacious, mighty, towering, monstrous..." If not for the finite capacity of thought bubbles, the artist could have added: "big, Brobdingnagian, colossal, enormous, gargantuan, gigantic, grand, hefty, hulking, humongous, husky, immense, jumbo, leviathan, looming, lumbering, mammoth, mountainous, ponderous, prodigious, sizable, substantial, tremendous, vast, weighty, whopping."

Such a cartoon would be far less likely to appear in a magazine printed in a language other than English. Books like *Roget's Thesaurus* are foreign to speakers of most other languages. Given the scope of their vocabularies, they have little need of them.

I hesitate to conclude this song of praise to the glories of English with



dark news. But I regret to inform you that yesterday, a senior editor of *Roget's Thesaurus* assumed room temperature, bit the dust, bought the farm, breathed his last, came to the end of the road, cashed in his chips, cooled off, croaked, deep-sixed, expired, gave up the ghost, headed for the hearse, headed for the last roundup, kicked off, kicked the bucket, lay down one last time, lay with the lilies, left this mortal plain, met his maker, met Mr. Jordan, passed away, passed on, perished, permanently changed his address, pulled the plug, pushed up daisies, returned to dust, slipped his cable, slipped his mortal coil, sprouted wings, took the dirt nap, took the last, long count, traveled to kingdom come, turned up his toes, went across the creek, went belly up, went to glory, went the way of all flesh, went to his final reward, went west – and, of course, he died. ■

Richard Lederer, Ph.D., of San Diego, California, is the author of the best-selling *Anguished English* and many other books on language. Visit his Web site www.verbivore.com.

Care, Dare and Prepare

By Valerie Merahn

**Take a chance
and try something
unexpected.**

I was reluctant to speak at my company's annual sales conference.

Each year associates from all over the country gathered for a full week filled with lengthy sessions, and each year there was substantial grumbling about what a waste of time the sessions had been.

Though I had no desire to be "another boring speaker," I did have some new information to share. And I knew that this was a rare opportunity to get this group of nearly 100 people in the same room. I also knew that if I could only get them to listen, they would certainly share my passion and enthusiasm for our company's new database upgrade.

I decided to go for it. Writing the speech was the easy part; as general manager I was intimately familiar with the details of the recent enhancements and upgrades to our company's services. We had accomplished a great deal in the past year. But I knew that the content of the speech would not matter if I did not engage the audience. The speech was scheduled for Day 4, following lunch, and I had some serious concerns as to how I might keep this group awake.

By the time I was due to give my speech, I was well-prepared, with a few tricks up my sleeve. I asked for permission to set up while everyone was at lunch, tested the projector, ran through the slides and made sure

that the lighting was just right. At 1:55 p.m. the doors opened and people began to file into the room. I took a deep breath and smiled. It was show time.

As I finished the introduction to my speech, I noticed a man in the middle of the audience who was waving his hand wildly. It was Tony, arguably the most respected member of the national sales team. Tony always had an opinion to offer.

I paused, slightly annoyed at the interruption. "Yes?"

"This sounds great, but I would prefer that you begin by reviewing the impact of last year's merger. I'd really like to understand how the merger has changed the landscape of the marketplace and how the customers are reacting."

"Funny you should ask," I said, clicking to the next slide. The slide read:

The Impact of Last Year's Merger:

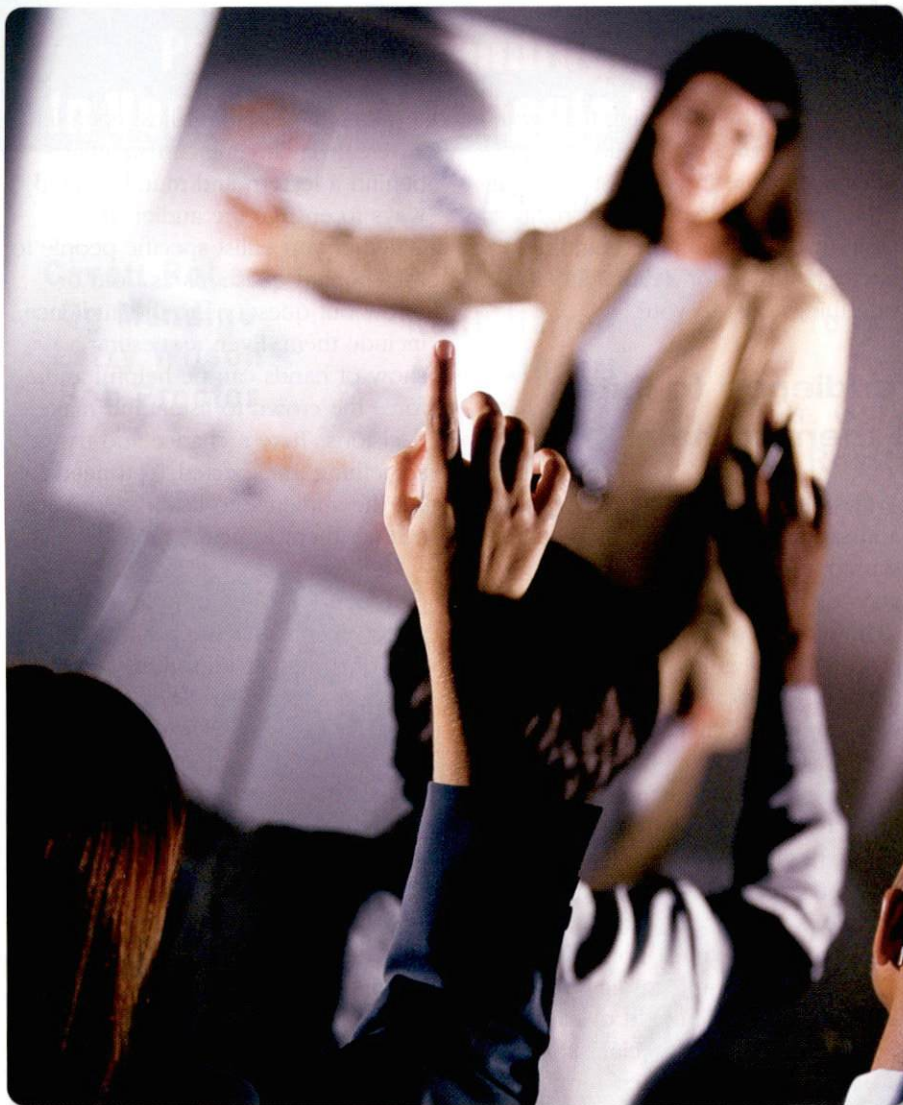
- *A New Marketplace*
- *Increased Customer Satisfaction*

I could hear a faint chuckle, and a few folks asking, "Hey, was that a set-up?" I ignored them, continuing to discuss the two issues. As I finished, I paused, looking at Tony.

"Does that make sense?"

"Very much ... thank you."

"Great," I said. "Now I will get back to what I promised I would talk about, the new technology. I know



that you all have been looking forward to hearing about the enhancements to the e-commerce application we have been working on, and I am proud to announce that Phase One is completed!"

Another hand was in the air. It was Charlie. Charlie was another top account manager. He was an easy-going guy, whom everyone adored. It really wasn't like him at all to interrupt.

"Yes, Charlie?"

"What exactly does 'Phase One' mean?" he asked.

"I'm so glad you happened to ask." I responded. The next slide read:

Phase One: An Overview

This time the laughter was a bit louder. Charlie smiled and shrugged,

feigning innocence. "Hey, it's what we all were wondering, right?"

As I continued to review the technical enhancements, I was pleased to see that I had their attention. I received some very "real" questions.

"Will this speed up our delivery to the client?" asked Patti.

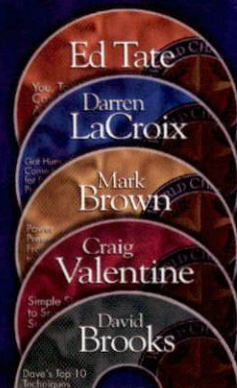
"I assure you this was not a planted question," I told the group, "But Patti, I could not have come up with a better question if I tried. These upgrades will speed up our delivery times an average of two hours."

There was an audible gasp. Our clients were often on deadline, and the timeliness of our service was essential. Improving our delivery by two hours was no small feat. I could sense the excitement of the sales

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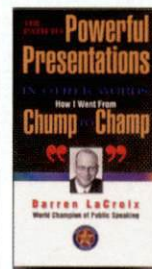
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reps as they thought of the new advantages this would provide them. Smiling, I went on to describe additional features and how they would benefit our clients.

After rolling through the new features and benefits, Murat raised his

“You need to get the audience to listen before you can get them to hear.”

hand. Murat was one of the newest account managers, recently promoted from the client service department. He was an exceptionally hard worker, and everyone had been thrilled to hear of his promotion. I looked over at him and nodded.

“You know,” he said. “This is really exciting, but in this economy pricing still matters. Maybe you should address pricing issues.”

“Why Murat,” I said. “That’s a great idea. But I can think of no one better

qualified to discuss pricing than you. Remember how you positioned our pricing structure in your last proposal? I happen to have your graph right here. In fact, if you don’t mind, I’d like to sit down for a moment. Can I turn things over to you?”

I walked over to an empty chair and sat down. Everyone laughed and started to clap as Murat made his way to the podium blushing ever so slightly. He proudly explained his proposal, and as I looked around, I noticed that everyone was listening very carefully. In fact, many were taking notes!

After the speech ended, I made my way to the hallway where people were taking a coffee break. I stopped every few feet to answer questions and discuss suggestions from the sales team. I noticed Murat discussing a pricing strategy with a small group, and I could overhear some client service specialists talking about how thrilled customers would be with the new options our technology would allow. Not only had I managed to keep this group awake, they seemed eager to continue the discussion!

Why did this work? Quite simply, I followed the three simple suggestions I recommend to everyone in our sales team when making a business presentation – Care, Dare and Prepare.

1 Care – The audience can tell if you care. People enjoy the feeling of excitement and enthusiasm and will want to share in your fun. Likewise, if you appear bored or apathetic, why should they care? In fact, why should they listen long enough to decide whether to care? If you’re not passionate about your subject, you shouldn’t be wasting their time.

2 Dare – Break the rules, get a little creative. Anyone can stand behind a lectern and mumble. Find ways to engage the audience. Whether you enlist specific people to ask scripted questions as I did or throw out questions to the audience, include them. Even requesting a show of hands can be helpful and force the crowd to listen and make decisions. Take a chance and try something unexpected. You need to get the audience to listen before you can get them to hear.

3 Prepare – Most people are all too aware that preparation is one of the most important factors in giving a successful speech, yet how many of us are guilty of throwing together presentations at the last moment? Take the time. Know your information and then spend time dressing it up. Respect your audience. If your speech is something they could simply read, why do they need to sit through an hour of listening to you?

A speech is an art form and, used correctly, can not only communicate a message, but teach, engage and even dazzle an audience. In order to make the most of your speaking opportunity, you will need to put on a show. Behind every great performance, there is not only a great actor, but a writer, a costume designer, a choreographer and more. Be sure that you have put forth the effort to assure that each of these roles is carefully considered.

The next time you have the opportunity to speak, make the most of your opportunity. Care, Dare and Prepare – and when in doubt plant a few questions to assure that your audience appears as interested as you had hoped they would be! **T**

Valerie Merahn is a freelance writer living in New York City.

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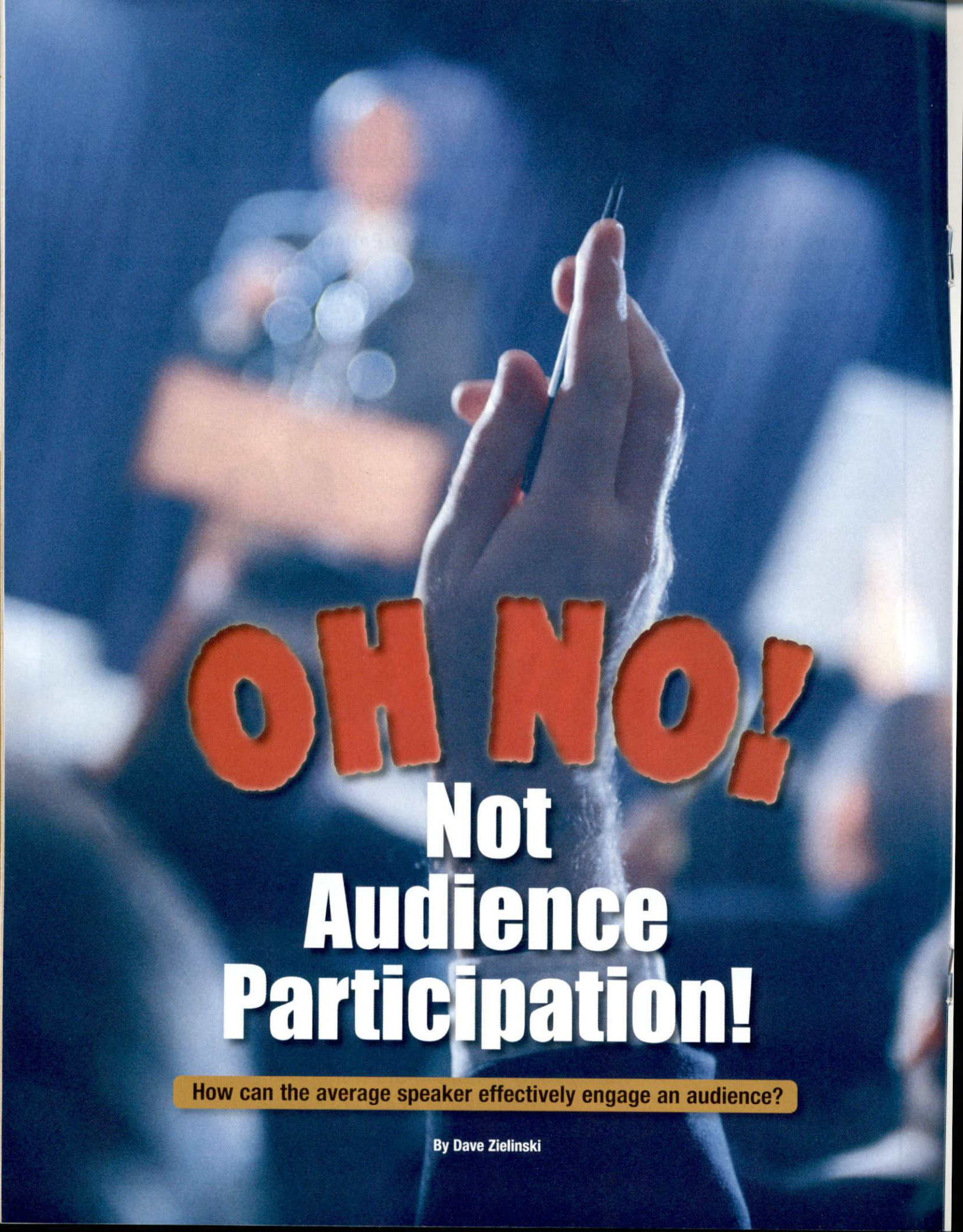
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A hand holding a pen in a dimly lit room with bokeh lights in the background.

OH NO!

**Not
Audience
Participation!**

How can the average speaker effectively engage an audience?

By Dave Zielinski

In the world of public speaking, there are two words that make almost everyone cringe: audience participation. And yet, many speakers – often the best ones – insist on selecting audience volunteers, breaking up the audience into small groups, forcing strangers to talk to

each other, encouraging role-play or otherwise forcing individuals to engage rather than simply receive. Why do some speakers continue to insist on audience participation, even though most people prefer to sit back and listen?

Because it works.

Proponents of so-called *participatory presenting* say that nothing surpasses interaction as a way to engage, teach or persuade listeners – not just in training settings, but in many workaday business presentations. Yet many also believe engaging an audience in some fashion – and viewing them more as co-presenters than information receptacles – has become the forgotten element in current speaking practice. In their view, the average Microsoft PowerPoint presentation is like a sensory deprivation chamber that has some visual and audio stimuli but no way of engaging both the body and mind.

The Kinesthetic Connection

What many of today's stand-and-deliver PowerPoint parades are missing, says Nick Morgan, is the "kinesthetic connection" between and audience and speaker. Morgan is founder of the communications coaching-company Public Words in Arlington, Massachusetts, and author of the book, *Working the Room: How to Move People to Action Through Audience-Centered Speaking* (Harvard Business School Press, 2003). The chemistry that happens in the moment of contact between speaker and participant, or between audience members, is becoming a lost art, Morgan believes.

"When you genuinely involve your audience in a meaningful way, the release of pent-up energy can be amazing, and there's no feeling quite like it in presenting," he says.

Scott Simmerman, a frequent speaker and head of Performance Management Co. in Taylors, South Carolina, puts it more bluntly: "Sometimes there is just a need to turn the darn projector off and let people think and talk among themselves – which is hard to do when you are wrapped up in a presentation stage show."

Why Involve Them?

Proponents of audience interaction claim that the rewards for speakers willing to take the risk of involving their audiences – even if audience members are initially reluctant – are enormous. One such proponent is Sivasailam Thiagarajan (known as Thiagi), head of Workshops by

Thiagi Inc. in Bloomington, Indiana. Thiagi has been promoting and modeling the power of active learning and "interactive lectures" for more than 30 years. He cites a litany of research to support the notion that when audiences are involved – when they help you paint your presentation's canvas – they learn, retain and embrace new information more effectively. They're also more easily persuaded to consider new viewpoints – particularly potent if the message is about change.

Consider the "two minds" findings of Seymour Epstein, professor emeritus at the University of Massachusetts. Epstein's research in psychology suggests people have both an experiential mind and a rational mind. The experiential mind learns directly, thinks quickly, pays attentions to outcomes and forgets slowly. The rational mind learns indirectly, thinks deliberately, pays attention to processes and forgets rapidly. Epstein's contention is that the best learning happens when both of these minds are engaged – and audience involvement is the best method for appealing directly to the experiential one.

Beyond Games: Audience Storytelling

Of course, trainers often use illustrative games, small-group discussions or other experiential activities to get their messages across, but how can the average speaker use such techniques to their advantage?

Speakers who think interaction only means using bingo games, extensive Q & A or bursting balloons are missing the point, Nick Morgan says. There are plenty of other ways to involve audiences, and many are easy to use in standard presentations.

Morgan believes one of the most effective tactics is getting audiences to weave their own stories into the larger one a presenter is telling. A simple way to do this is to divide people into small groups, have them tell each other stories, and ask that they collect them in a format for reporting back to the entire audience.

One speaker Morgan knows used a variation on this technique in a presentation on handling employee layoffs effectively. To help bring her message to life, she asked audience members to share their own stories (or those of friends) of being laid off. A small incentive helped coax the first volunteer – anyone who would stand up and "testify" would receive a free deluxe shaving razor (a tie-in to the Gillette Company, one of the presenter's case studies.) That opened the floodgates and the pink-slip tales came pouring forth, adding credibility to the speaker's points about how the handling of layoffs greatly affects attitudes of "survivors" as well as the departed.

Knowing Your Limits

Make no mistake – audience participation involves risks. After all, if these techniques are so effective, why don't more speakers use them? Fear of losing control and limited

Telling Ain't Persuading: To Get Them On Board, Get Them Involved

By Dave Zielinski

Audience involvement tactics are often the last thing on a speaker's mind while crafting "change" messages, in which the goal might be to persuade listeners to embrace new corporate policies, a coming merger or a new product launch. But according to trainer-consultant Sivasailam Thiagarajan, a.k.a Thiagi, the best way to sway audience members is to get them involved in creating their own data to support your arguments.

Here's one involvement exercise Thiagi uses in such scenarios:

An executive is trying to convince a management team of the merits of entering a promising foreign market with a proven product. Rather than giving an extended PowerPoint-based pitch, he delivers a detailed but succinct overview of the idea or concept, then breaks the audience into three small groups, each asked to represent one perspective on the concept. One group, called the Ones, is asked to take a strong position against entering the market; the Fives group is asked to represent a neutral position and the Nines are asked to be big fans. Ones and Nines move to opposite sides of the room, while the Fives remain in the middle, and a debate on the idea ensues. Team members on either side of the room make their case for or against, each operating with a five-second sound-bite restriction, with the goal of convincing the neutral Fives of their respective arguments.

At the end of the debate the neutral group members are asked to vote for one side or other, and then read aloud the list of positives and negatives they've

compiled. The presenter then debriefs the entire audience by providing the full findings on the idea – research, market demographics, competitors' positioning – that relate to each positive or negative on the neutrals' list. Although a vote in favor of the "pro" argument obviously aids the presenter's cause, it's not critical to the success of the exercise.

The advantage of the approach over more conventional persuasion tactics (in addition to the infusion of energy) is the enhanced credibility created by articulation of the "con" argument. Because participants are, in effect, creating their own data, they are more likely to side with their own arguments for entering the new market. If, on the other hand, the persuasion tactic relies solely on the recitation of benefits by a single presenter, leaving the "con" side largely unvoiced, there's naturally greater skepticism among most audience members.

Communications consultant Nick Morgan explains such tactics this way: "To bring an audience along with you, you need to respect its decision-making process.

You can order people to act, but the harder you push the more push-back you'll get. The smart speaker leads his or her audience down the decision-making path, letting them do all the hard work of commitment themselves."

There's an additional benefit to engaging audiences this way in times of corporate change, says Thiagi. "If presenters just do a one-way data dump, all the anxieties and resistance audiences might have about the change won't come out during the meeting. They're more likely to show up as sabotage or morale problems later on the job, when those who haven't had a chance to be heard are working under the new strategy."

mastery of content are the two biggest reasons, Thiagi believes. "It's usually those presenters who don't know their stuff who require absolute control of a presentation. Those who do know it could have an easier time transferring control to an audience."

Encouraging an audience to participate, and being able to go with – and manage – the flow of what happens when you do, also requires speakers to think about their content in an entirely different way. PowerPoint slides lend themselves to linear, structured presentations, not presentations that are spontaneous or fluid based on audience input. Indeed, in Morgan's opinion, exclusively PowerPoint-based presentations almost always fail to make that all-important kinesthetic connection with an audience.

Other common tools in the speaker's arsenal, however – the electronic whiteboard, a document camera or even the humble flip chart – engage people on a different level

by "capturing the audience's thoughts, not merely sketching out your own," says Morgan. "Audiences are drawn in by that kind of feedback, and it's flattering to them to see their words and thoughts captured by a speaker."

That's not to say PowerPoint cannot be used more creatively to spur audience participation. Thiagi, for instance, employs more abstract PowerPoint slides to encourage audience discussion. He might project a Salvador Dali-like piece of art during a session on corporate diversity, then ask participants to turn to a neighbor and discuss what they see in the picture, especially how the visual reflects the current corporate standing with respect to diversity.

According to Thiagi, the point is to get participants to use their imaginations to draw some connection to corporate practice. Thiagi eavesdrops on these conversations, summarizing key thoughts for the group while adding his own perspectives.

Getting More From Q&A

Without attending a workshop or spending a lot of time learning a new bag of tricks, how can the average speaker engage an audience more effectively?

Plenty of speakers can make strides simply by handling Q & A with more aplomb, experts say. The speaker who poses a question to the audience, waits impatiently for a few seconds and then answers the question himself is sending a crystal-clear message, Morgan says. It telegraphs "that there is nothing for the audience to do, that they can sit back and let the presenter handle everything." If true interactivity is the goal, he says, sometimes a speaker has to tough it out and wait – to make the audience answer a challenging question themselves.

Others address an audience's natural reticence to ask or answer questions by employing a variety of creative engagement techniques. Thiagi often passes out index

points. Save the *Jeopardy!*-style games, trust falls and gimmickry for another time.

"There's a fine line between the audience's comfort level with interactivity and knowing when there's value in having them become more active participants in your presentations," says Green. He speaks from experience. Early in his career, Green used a simple interactive exercise in a session on change management at a business luncheon. To illustrate how difficult it can be to sustain change, he asked pairs in the audience to turn back-to-back and change five things about their appearance, then have their partner guess what they'd changed. The point, however, was to illustrate how rapidly people changed appearances back again when the exercise was over. Later, when he read session evaluations, Green found that more than half the audience had complained about the exercise. "It was a one-hour business luncheon, and people were expecting to sit back and be enter-

"There's a fine line between the audience's comfort level with interactivity and knowing when there's value in having them become more active participants in your presentations."

cards, asking everyone in the audience to write down one question a confused person might ask about his presentation. Participants turn their cards, written-side down, and pass them to someone else, continuing to pass on the cards in random fashion until Thiagi yells "stop" (after about 15 seconds.) He then selects people at random to read aloud the question on their cards – extending the option of pretending to read the question on the card while really asking their own.

Balancing Needs and Wants

Proponents of participatory presenting believe that these audience-involvement techniques can, with some forethought, be applied to almost any speaking scenario. Still, there's the fact that most people are initially reluctant to participate in any activity that has even a small chance of causing them embarrassment, especially in a professional setting. Plus, there's the inescapable fact that failed attempts to involve an audience are embarrassing to a speaker.

We've all seen, for example, the person who returns from the workshop or conference session enthused by the great new ice-breaker or learning games she experienced, only to be met with rolled eyes or stinging post-session reviews when she unveils it in her next departmental meeting.

To avoid such calamities, many coaches advise that speakers pick their tactics wisely. Understanding context and audience expectations are key to making participatory tactics work, says David Green, a presentations curriculum director for Dale Carnegie Training in San Diego. Framing the speaker's decision to use these tactics in terms of needs versus wants can be helpful, Green says. A presenter might think an audience needs experiential activities to truly grasp a message or learning point, when in fact what they want is a simple, rapid, one-way transfer of bullet

tained, take a few notes, but not be part of the presentation themselves," Green says. "They were expecting a one-way information flow, so in their minds that fine line was violated."

Indeed, the use of involvement techniques for getting an uninterrupted "information offload" risks killing momentum and distracting the presenter as well as audiences, says Jerry Cahn, an executive with Presentation Excellence, a presentation skills training company in New York. "If you're delivering a 30-minute Webinar to portfolio managers, analysts and the financial community, they want to hear your company's whole financial story in one fell swoop, not to stop frequently for questions," Cahn says.

Thiagi knows that how audiences view his games and simulations depends in part on their occupations and cultures. The games engineers prefer are often different from those that appeal to social workers, and audiences in Japan will react differently to a particular tactic than will those in Australia. To account for those differences, Thiagi has a dozen or more modifications for any exercise he uses – to increase or decrease the level of competition, to modify the level of self-disclosure, physical movement, cognitive complexity and other factors.

You may not want to go that far, but it's worth putting some audience-participation tactics into your bag of speaking tricks. How successful you are in using those techniques to enliven and improve your presentations is limited only by your forethought and creativity. A heightened awareness of the power of involvement to elevate the humdrum to the memorable – and the skill to make it happen – will go a long way toward making your sessions more enriching and valuable for everyone. **T**

Dave Zielinski is a freelance writer living in Minneapolis, Minnesota.

The Power to Persuade

By Stephen D. Boyd, Ph.D.

“The power of sound has always been greater than the power of sense.”

– JOSEPH CONRAD

Ministers, politicians, business people, lawyers – they all want to persuade when they present. So do we. Usually when we stand in front of an audience, we want the audience to accept our ideas or take a certain action. Here are suggestions on how to be more persuasive:

1 Touch both the emotions and the intellect. The axiom “People buy on emotion and justify with logic” applies here. The speaker should not only give good reasons for the topic but also create emotional goodwill about the topic. To do that requires the use of stories and description. When your presentation includes a lot of statistics and other factual data, it’s especially important to include a story. Stories connect with people at

the heart level. If you want to motivate the audience, tell a story about how what you are advocating has affected people.

For example, you might try to motivate people to donate blood. To be most persuasive, tell a story of someone helped by blood donations or of someone who needs blood for surgery. If you don’t have time to tell a story, describe the scene that needs change or the action you want the audience to take. If you want your company to have a new health benefits package, choose words that will help the audience visualize what will happen to make things easier for them if this plan is accepted. Description is like adding color to a picture.

2 Tell how your recommended procedure worked someplace else. If you are seeking to implement a new policy in your department, find another similar organization successfully using the same procedure and share that example with your audience. We do that on a personal level all the time. We’ll go to a movie or read a book because someone else recommended it. As you research information on your topic or issue, find examples of how it has worked elsewhere.

3 Use testimonies from people your audience respects. For example, I speak a lot on the value of public speaking skills. I am always looking for credible people to testify that those skills helped them become more successful. I use a story from Lee Iococa’s autobiography that says his early public speaking training is a major reason for his leadership ability.



Daniel Webster, one of the great speakers in American history, said, "If all my talents and powers were to be taken from me by some inscrutable providence, and I had my choice of keeping but one, I would unhesitatingly ask to be allowed to keep the power of speaking, for through it, I would quickly regain the rest."

Those kinds of comments are helpful in convincing people to join Toastmasters. If you know your audience, you will have a good idea of who they respect and thus cite those authorities to reinforce your ideas.

4 Use several sources as evidence.

Don't rely on one source to support your claims. Incorporating several sources gives depth to your ideas, and you have a better chance that at least one or two of the sources will be accepted by your audience. Using just one source makes you appear biased. Several sources strengthen your claim and make you look more objective.

5 Make it clear what you want your audience to do. Don't assume they will act unless you tell them specifically what to do. Somewhere in your presentation you need to complete this sentence: "What I want you to do as a result of this presentation is...." This move-to-action step usually works best at the end, but you might also mention it in the early part of the presentation to let the audience know the direction of your message.

6 Don't supply too much information. Avoid saying "I want to give you eight reasons why you should accept my proposal." Audiences will lose interest quickly. Instead, limit your reasons to two or three, four at the most. Don't overwhelm them with too much evidence. Give too much information and your audience won't remember, let alone be persuaded, by your talk.

7 Save your best evidence for the end. People tend to best remem-

ber what you say last. Build your speech to a climax. It is like a good mystery novel; the suspense keeps you interested. The same is true of a powerful persuasive presentation. Spend the early part setting the stage and providing good formative material. Keep building your argument so that your strongest reason and evidence comes near the end.

Choose some of the above strategies and you will have a good chance of persuading your audience toward your course of action. As author Joseph Conrad said, "He who wants to persuade should put his trust not in the right argument, but in the right word. The power of sound has always been greater than the power of sense." **T**

Stephen D. Boyd, Ph.D., is a professor of speech communication at Northern Kentucky University in Highland Heights, Kentucky. Reach him at www.sboyd.com.

Inspire Any Audience

By Mike Pierron

1. **Begin with a bang, not a whimper.** The audience *wants* you to succeed, and their empathy and anticipation is highest at the beginning of the speech. Get their attention and wow 'em right off the bat!
2. **Be fun and fast-moving.** Most audience members (even if you were to split the atom right in front of them), would rather be entertained than educated. The shortest distance between two people is humor. Try to give them both: a strong take-home message as well as an entertaining presentation style.
3. **Use a wide variety and a great number of visuals.** Most people learn from and remember visuals. Use them to support your message.
4. **Focus the attention on the audience.** Carefully watch for feedback, and involve the audience at every opportunity.
5. **Ask questions.** "With a show of hands..." is a great attention getter.
6. **Repeat important points.** Tell 'em what you're going to tell 'em. Tell 'em, and then tell 'em what you told them!
7. **Take risks,** be bold and dare to be different.
8. **Admit your failures.** This is key: It shows you can laugh at yourself, and that you don't take life too seriously. (Also, admitting a negative gets you two positives.)
9. **Think passion and purpose** each time you present.
10. **Close convincingly.** Nothing is worse than a speaker who builds an audience into a frenzy with enthusiasm, and then runs out of things to say at the end.

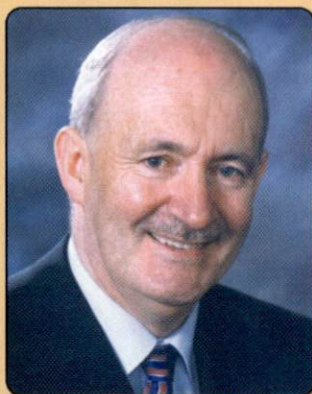
Plan a powerful, emotional ending and leave the audience with a call to action...and wanting more! **T**

Mike Pierron, a member of New Appleton Club 213 in Appleton, Wisconsin, is a motivational speaker, founder of Dream BIG! and author of *Fit Happens...At Any Age!* Visit his Web site at www.drmbig.com.

RENO

Where Fun Begins!

Come celebrate 80 Years of Excellence
at the 73rd Annual International
Convention, August 18-21, at
the Reno Hilton in Reno, Nevada.



International President
Ted Corcoran, DTM



Golden Gavel award recipient
Stephen Covey, Ph.D.

REGISTER EARLY and double your savings! Purchase a Full Convention Registration package, which includes five event tickets, and save \$50 compared to the "on-site" registration fee. Or save \$25 with the "a la carte" registration fee. Registering for the convention is easy. Simply complete the convention registration forms on pages 28-31, or register online by visiting the Toastmasters International Web site at www.toastmasters.org.

Convention Schedule

The convention begins Wednesday, August 18, and ends Saturday evening, August 21. Let great speakers inspire you and fun events entertain you. Join friends in a week filled with learning, achievement and fun! Take advantage of an educational program that lets you choose from five tracks: Speaking, Personal Growth, Motivation and Leadership, Club and District Success, and Professional Speaking.

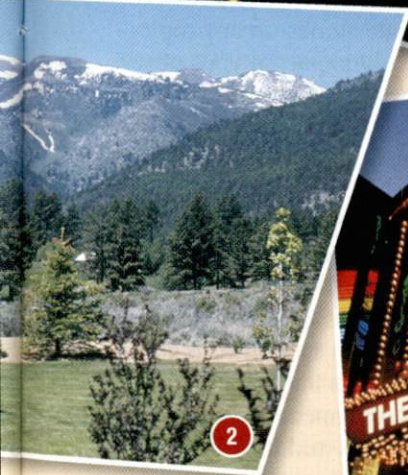
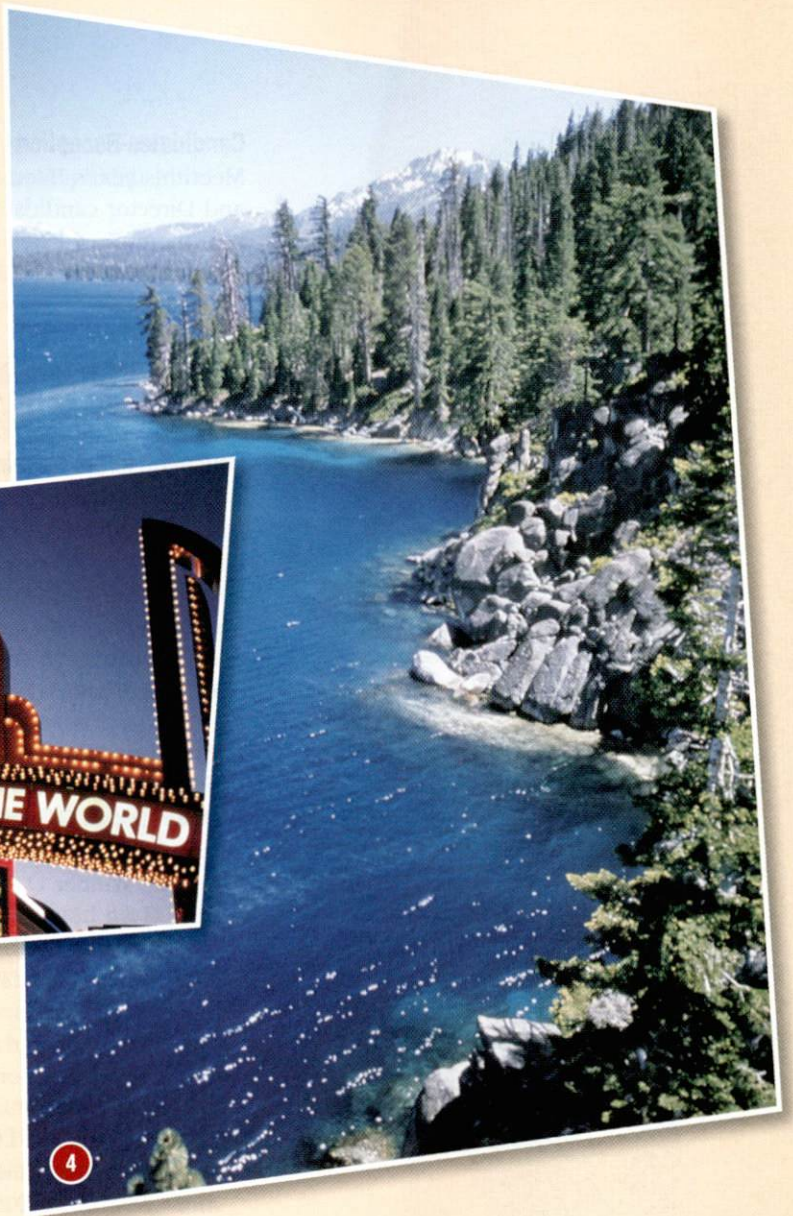
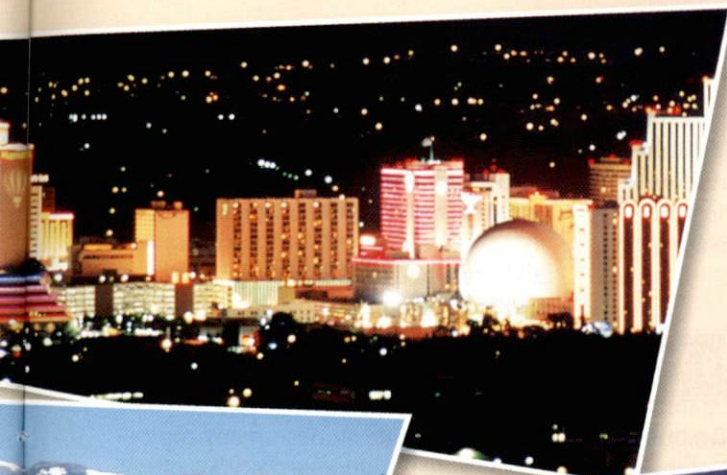
Interdistrict Speech Contest - 6:30 p.m.

On Tuesday, August 17, at 6:30 p.m., be sure to attend the Interdistrict Speech Contest and watch speakers from districts outside North America compete for a final spot in Saturday's 2004 World Championship of Public Speaking.

Wednesday, August 18

If you're preregistered, you may pick up your ticket packet beginning at 10 a.m. This year, World Headquarters staff will automatically select your seats for the Golden Gavel Luncheon, the "International Night" Costume Party, the World Championship of Public Speaking and the





President's Dinner Dance. You can purchase remaining event tickets at noon, but remember, these are subject to availability. So preregister and buy your tickets early.

Visit the District 39 Information Desk. Our hosts will introduce you to Reno's popular attractions. The Candidates Corner and Credentials Desk open Wednesday afternoon.

TI Bookstore

Visit the TI Bookstore beginning at 1 p.m. It's stocked with great items that you can take back to your club. Browsers are welcome!

Board of Directors Briefing - 1 p.m.

Your Board of Directors briefs you on recent actions taken to help achieve the mission of Toastmasters International.

First-Timers Reception - 4 p.m.

International President **Ted Corcoran, DTM**, personally welcomes you to your first International Convention. Meet other first-timers and make new friends at this informal reception.

Opening Ceremonies - 7 p.m.

Featuring **Richard Greene**

The traditional Parade of Flags kicks off this popular event at 7 p.m. Hear the report of International President **Ted Corcoran, DTM**. Author and speech coach **Richard Greene** will inspire you with his keynote address, *Words That Shook The World*. Find out how he has helped world leaders and celebrities develop and deliver memorable speeches.

1. The skyline of downtown Reno.
2. The snow-capped beauty of the Sierra Mountains.
3. The neon of Reno welcomes you.
4. Lake Tahoe: The second-deepest lake in the United States.



Keynote Speaker
Richard Greene



General Session presenter
Susan RoAne



Dana LaMon, DTM



Anita Jefferson, DTM



Paul Puckett, DTM



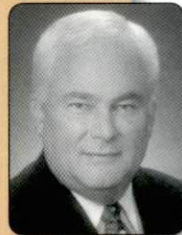
Craig Harrison, DTM



Caren S. Neile,
Ph.D., ATM-S



Conway Stone, DTM



Steve Siemens, CSP



Rudy Moralez, ATM-S

Candidates Reception

Meet this year's International Officer and Director candidates at an informal reception immediately following the Opening Ceremonies.

Thursday, August 19

Education in the Morning - 8:30 a.m.

Begin your day with a lineup of outstanding speakers. Choose from five tracks: Speaking (TRACK #1), Personal Growth (TRACK #2), Motivation and Leadership (TRACK #3), Club and District Success (TRACK #4), and Professional Speaking (TRACK #5).

■ **"Mastering the Ceremonies: How to Excel as the Emcee"** (TRACK #1)

Dana LaMon, DTM, Accredited Speaker

Join 1992 International Speech Contest winner Dana LaMon in a session on how the Master of Ceremonies can create a professional atmosphere, control the audience, introduce speakers and performers, present awards and handle unexpected situations.

■ **"Boss it or Toss it: Lifestyle Changes to Manage Your Time"** (Track #2)

Anita Jefferson, DTM

Learn lifestyle changes that allow you to manage your time wisely. Anita shows you how to make the most of your day through simple time-management concepts.

■ **"Corporate Visits: Selling the Value of Toastmasters"** (TRACK #4)

Paul Puckett, DTM

Find out how to introduce the benefits of the Toastmasters International program when making corporate visits. Get tips on how to sell the value of an in-house Toastmasters club to business and government leaders.

■ **"From Free to Fee: Your Guide to Paid Speaking Beyond Toastmasters"**

Craig Harrison, DTM (TRACK #5)

Transition from speaking at club and district events to paid speaking for associations and corporations. Find

out about the rules, roadblocks and realities of professional speaking from a Toastmaster who has successfully turned speeches into income.

Education continues in the morning - 10 a.m.

■ **"A Story for Every Occasion"** (TRACK #1)
Caren S. Neile, Ph.D, ATM-S

Learn to create stories on any topic – stories that add impact in your next speech. Learn three important rules in storytelling and make your next presentation memorable.

■ **"Follow Your Dreams! The Psychology of Great Achievement"** (TRACK #2)

Conway Stone, DTM

Conway shows you how to take action on your dreams to achieve your goals. Turn your dreams into reality and experience excitement and success at home, at work and in your club.

■ **"Don't Die Until You're Dead!"** (TRACK #3)
Steve Siemens, CSP

Discover how to develop a life strategy that will keep you from a mere survival mindset. Add enthusiasm to your personal and professional life.

■ **"Is Your Club Distinguished by Valentine's Day?"** (Track #4)

Rudy Moralez, ATM-S

Learn how to lay the foundation for Distinguished Club achievement. This program is for current and future district and club leaders.

Golden Gavel Luncheon - Noon

Toastmasters International proudly presents Dr. Stephen Covey with The Golden Gavel, Toastmasters' highest honor for communication excellence. Stephen Covey is one of the world's leading authorities on empowerment and the co-founder/co-chairman of the FranklinCovey Company, the largest management and leadership development organization in the world. Thousands of organizations worldwide – including two thirds of the Fortune 500 – have adopted Covey's innovative techniques on quality, leadership,

innovation, trust, teamwork, customer-focused service and organizational alignment. An accomplished author and sought-after speaker, Stephen Covey is best known for his book, *The 7 Habits of Highly Effective People*, ranked as the No. 1 best seller by the *New York Times*, with more than 12 million copies sold in 32 languages and 75 countries.

Members interested in attending only the Golden Gavel Luncheon to hear Stephen Covey may purchase an individual ticket at a special price. See section "D" on the convention registration form for more information.

Afternoon Sessions - 2:45 p.m.

■ "Magic Moments 2" (TRACK #1)

David Brooks, DTM

See the very best in speaking talent from 30 Toastmasters who dazzled audiences as they competed in the World Championship of Public Speaking. David will show and discuss video clips of these outstanding individual performances from previous International Speech Contests.

■ "Become a Better Conversationalist"

Patricia Fry, ATM-B (TRACK #2)

This frequent contributor to *The Toastmaster* magazine shares her insights in the art of conversation. Learn how to improve the way you relate to others and strengthen your personal and business relationships by becoming a great conversationalist.

■ "The Secrets of Influence: Successful Leadership for the 21st Century"

Chris Widener (TRACK #3)

Discover the new rules of influence in this interactive session. Find out the characteristics of great leaders. Learn how integrity and a balanced attitude can positively impact your next leadership role.

■ "Savvy Networking: Your Way to Speaking Success" (Track #5)

Susan RoAne

Join Susan, *The Mingling Maven*™, as she shares surefire techniques for nurturing, maintaining and expanding business contacts. Learn the

three tenets of savvy networking and build relationships that build business.

Accredited Speaker Program - 2:45 p.m.

You are invited to see Toastmasters give their second-level presentations for the 2004 Accredited Speaker Program.

Candidate Showcases - 5 p.m.

Meet your international officer and director candidates as they address convention delegates.

Open Evening

Experience the nightlife with an evening on the town. Stop by the Host District Information Desk for great dining and entertainment ideas.

Friday, August 20

Annual Business Meeting - 8 a.m.

Ted Corcoran, DTM, Chairman
Herb Nowlin, DTM, Parliamentarian

Delegates gather to elect international officers and directors.

Club Leadership Luncheon - 11:30 a.m.

Don't miss **Dawn Frail's** keynote address, "The Ten Commandments of Ethical Leadership," at this special luncheon for DTMs and immediate past and current club officers. Join fellow Toastmasters leaders and celebrate the success of Toastmasters International's 2003-2004 Distinguished clubs.

Toastmasters and Guests Luncheon - 11:30 a.m.

This popular event is open to everyone, so be sure to buy your tickets in advance. Join seminar leader and comedienne **Fran Capo** as she delivers "**Dare to Do it!**" Overcome self-imposed limitations. See how Fran, aka "The World's Fastest-Talking Female," turned her fears into fearlessness, and how you can do the same.

Hall of Fame - 1:30 p.m.

Toastmasters International's top performers are recognized for outstanding accomplishments in 2003-2004.



David Brooks, DTM



Patricia Fry, ATM-B



Chris Widener



Susan RoAne



Dawn Frail



Fran Capo



Arthur Samuel Joseph



Jim Key, ATM-G



Comedian Dick Hardwick



Hypnotist –
Alexander Van Buren

“International Night” Theme Party - 7 p.m.

It's a small, small world. Come dressed in internationally-themed attire. Enjoy dinner and a show featuring the comedic wit of Dick Hardwick and the spell-binding skill of The Hypnotist Alexander. Join other Toastmasters for an evening of uproarious hilarity. Of course, there will be lots of music, dancing and food!

Saturday, August 21

Witness the best in public speaking as nine finalists compete for the coveted title of World Champion of Public Speaking. Experience the thrill and suspense when you hear the words, “and the winner is...” This is a popular event, so order tickets now!

Members interested in attending only the World Championship may purchase an individual ticket at a special price. See section “E” on the convention registration form for more information.

General Education Session - 1:30 p.m.

■ “What Do I Say Next? – How To Work Any Room”

Susan RoAne

The Mingling Maven™ is back!

Create visibility, connect with audiences, clients and co-workers and build a better career or business.

Susan teaches you what to say first; how to engage in small talk that leads to big talk; how to meet, mix and mingle; and three ways to exit graciously – all while leaving a lasting favorable impression.

Education continues in the afternoon - 3 p.m.

■ “Vocal Power: Harnessing the Power Within” (TRACK #1)

Arthur Samuel Joseph

Liberate your speaking voice.

Enhance your body language, correct poor posture and find your true vocal power – both inner and outer. Movie stars, politicians, broadcasters,

schoolteachers, lawyers and corporate leaders all consider Arthur Joseph to be their secret weapon! Now it's your turn!

■ “Hitting the Mark: The Quest for Excellence” (TRACK #2)

Jim Key, ATM-G

Join 2003 World Champion of Public Speaking Jim Key as he shares how focused, goal-oriented “stick-tuitive-ness” can help in your pursuit of excellence. Learn to set goals that are measurable. Discover how persistence and resilience can help you overcome difficulties and setbacks.

■ “High Performance Leadership Program” (TRACK #3)

Sue Haynes, DTM • Rick Haynes, ATM-G

Toastmasters' High Performance Leadership Program requires you to select a project in which you assume a leadership role, assemble a team and work with the team to complete the project. Sue and Rick describe their experiences of working through this project and the doors that unexpectedly opened for them.

■ “Changing People's Lives: Achieving Distinguished District, Division and Area Goals” (TRACK #4)

Alfred Herzing, DTM, Moderator

Adele Edwards, DTM

Earl Bateman, DTM

Steve Kennedy, DTM

Sam Bristol, DTM

Join Past International President Alfred Herzing, DTM, as he moderates a “distinguished” panel of experts who have served as governors of President's, Select and Distinguished Districts. Learn from these Toastmasters as they share what it takes to achieve area, division and district success.

President's Dinner Dance – 7 p.m.

Dine and dance in elegance at this extravagant closing event. Past International President **Gavin Blakey, DTM**, is the Toastmaster for the evening, presiding over the installation of newly elected officers and directors.



Sue Haynes, DTM



Rick Haynes, ATM-G



Alfred Herzing, DTM



Adele Edwards, DTM



Earl Bateman, DTM



Steve Kennedy, DTM



Sam Bristol, DTM

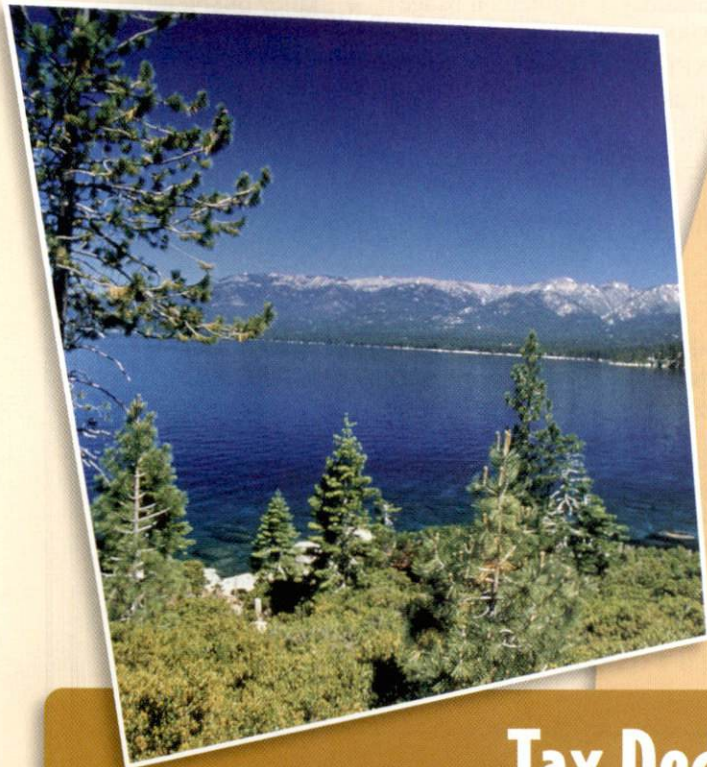
Go Direct! Fly American Airlines to Reno

American Airlines is offering special rates and benefits to Toastmasters and guests attending the 73rd Annual International Convention in Reno, Nevada, August 18-21, 2004.

Save 5% off any published airfare or 10% off Full Coach on American Airlines (some restrictions apply; advance purchase required). Discounts are for travel between August 10-24, 2004. Passengers may travel from various originating cities to a common destination in North America, Europe, the Caribbean, Latin America or the Pacific as long as tickets are issued in the United States or Canada.

Bonus Discounts

Association Fares include a 5% advance purchase discount for tickets purchased a minimum of 30 days prior to departure. This bonus is in addition to the percentage discount or zone fares already offered.



- Special negotiated airfares on American Airlines
- American Airlines mileage program applies
- Free emergency toll-free 7-day/24-hour service
- Tickets mailed promptly upon receipt of payment



AmericanAirlines®

Call American Airlines Toll Free
in the U.S. and Canada
1-800-433-1790

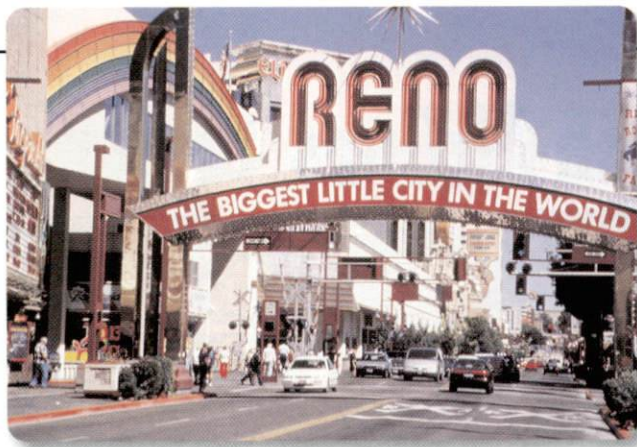
RESERVATION HOURS:

Monday - Sunday
8 a.m. to 11 p.m.,
Eastern Standard Time

**Mention STARfile
S8284AG – Toastmasters**

Tax Deductible?

Did you know that U.S. Treasury regulations permit an income tax deduction for educational expense when the education is undertaken to maintain or improve one's employment or other trade or business? Also, if you're a duly appointed, voting delegate representing your club at the convention, attend all the meetings as the delegate and report back to your club, many of the out-of-pocket expenses are deductible as charitable contributions if your club does not reimburse you and there is "no significant element of personal pleasure or recreation." Toastmasters International is recognized by the U.S. Internal Revenue Service as a tax-exempt, nonprofit educational organization. (Contributions may be deducted on U.S. Tax returns.)



Toastmasters International's 73rd Annual Convention

AUGUST 18-21, 2004 • RENO HILTON • RENO, NEVADA, U.S.A.

Mail This Part To: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors, or District Governors elected for 2004-2005.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 18. On-site registration fees will be higher.

**ALL ADVANCE
REGISTRATIONS
MUST REACH WORLD
HEADQUARTERS
BY JULY 16.**

A **"Full" Convention Registration.....only \$415.00** SAVE \$25 compared to "A La Carte" Registration
SAVE \$50 compared to "On-Site" Registration

A Full Convention Registration Package includes the following:

- One Convention Registration
- One Golden Gavel Luncheon ticket (Thursday, August 19)
- One "International Night" Theme Party ticket (Friday, August 20)
- One International Speech Contest ticket (Saturday, August 21)
- One President's Dinner Dance ticket (Saturday, August 21)

_____ One Person @ \$415.00..... \$ _____
 _____ Spouse / Guest @ \$415.00..... \$ _____

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

_____ Club Leadership Luncheon ticket (Friday, August 20)
OR
 _____ Toastmasters & Guests Luncheon (Friday, August 20)

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

_____ Interdistrict Speech Contest ticket (Tuesday, August 17) @ \$20.00 \$ _____
 _____ Overseas Dinner ticket (Tuesday, August 17) (Open only to delegates outside U.S./Canada) @ \$57.00..... \$ _____

SECTION A - TOTAL \$ _____



TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo, CA 92690 • (949) 848-8255 • www.toastmasters.org

B

"A La Carte" Convention Registration

SAVE \$25 compared to "On-Site" Registration

"A La Carte" registration allows you to attend all general educational sessions during the convention. Event tickets are not included and must be purchased separately.

_____ One Person @ \$195.00..... \$ _____
_____ Spouse / Guest @ \$195.00..... \$ _____

Event Tickets:

_____ Interdistrict Speech Contest (Tuesday, August 17) @ \$20.00..... \$ _____
_____ Overseas Dinner (Tuesday, August 17) (Open only to delegates outside U.S./Canada) @ \$57.00..... \$ _____
_____ Golden Gavel Luncheon (Thursday, August 19) @ \$48.00..... \$ _____
_____ Toastmasters & Guests Luncheon (Friday, August 20) @ \$43.00..... \$ _____
_____ Club Leadership Luncheon (Friday, August 20) @ \$43.00..... \$ _____
_____ "International Night" Theme Party (Friday, August 20) @ \$63.00..... \$ _____
_____ International Speech Contest (Saturday, August 21) @ \$26.00..... \$ _____
_____ President's Dinner Dance (Saturday, August 21) @ \$65.00..... \$ _____

SECTION B - TOTAL \$ _____

C

"One Day" Convention Registration

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

Wednesday/Thursday
(August 18 & 19)

Friday
(August 20)

Saturday
(August 21)

_____ One Person @ \$105.00..... \$ _____
_____ Spouse / Guest @ \$105.00..... \$ _____

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

Event Tickets:

_____ Interdistrict Speech Contest (Tuesday, August 17) @ \$20.00..... \$ _____
_____ Overseas Dinner (Tuesday, August 17) (Open only to delegates outside U.S./Canada) @ \$57.00..... \$ _____
_____ Golden Gavel Luncheon (Thursday, August 19) @ \$48.00..... \$ _____
_____ Toastmasters & Guests Luncheon (Friday, August 20) @ \$43.00..... \$ _____
_____ Club Leadership Luncheon (Friday, August 20) @ \$43.00..... \$ _____
_____ "International Night" Theme Party (Friday, August 20) @ \$63.00..... \$ _____
_____ International Speech Contest (Saturday, August 21) @ \$26.00..... \$ _____
_____ President's Dinner Dance (Saturday, August 21) @ \$65.00..... \$ _____

SECTION C - TOTAL \$ _____

D

"Golden Gavel Luncheon Only"

Limit two tickets

Purchase tickets and attend the Golden Gavel Luncheon only. To attend general and educational sessions or purchase other event tickets, you must select registration options A, B, or C.

_____ Golden Gavel Luncheon (Thursday, August 19) @ \$70.00..... \$ _____

SECTION D - TOTAL \$ _____

E "International Speech Contest Only"

Limit two tickets

Purchase tickets and attend the International Speech Contest only. To attend general and educational sessions or purchase other event tickets, you must select registration options A, B, or C.

International Speech Contest (Saturday, August 21) @ \$45.00

SECTION E - TOTAL \$

TOTAL FROM SECTION A

TOTAL FROM SECTION B

TOTAL FROM SECTION C

TOTAL FROM SECTION D

TOTAL FROM SECTION E

TOTAL AMOUNT DUE

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

Check enclosed for \$ (U.S. dollars) payable to Toastmasters International. Cancellation and refund requests will not be accepted after July 16. Cancellations will not be accepted on site. NO EXCEPTIONS!

(PLEASE PRINT) Club No.: _____ District: _____
 Name: _____
 Spouse/Guest Name: _____

Address: _____ City: _____

State/Province _____ Country _____ Zip Code _____

Daytime Telephone () _____ E-mail _____

WHO Use Only:

T- _____ S/R _____ SC _____
 T- _____ GC _____ S/R _____ SC _____
 T- _____ FN _____ T- _____ DD _____

I need special services due to a disability. Please contact me before the convention.
 This is my first TI convention.

TM-4

Payment Method (U.S. Funds):

MasterCard VISA AMEX DISCOVER

Card Number _____

Expiration Date _____

Signature _____

Automatic Seat Selection

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

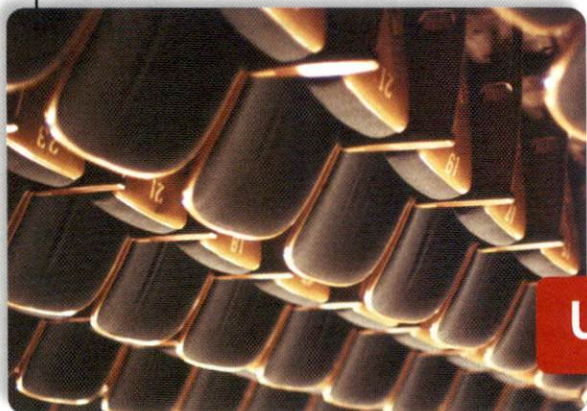
Seating Procedure:

World Headquarters will assign seat locations in the order it receives convention registration forms.

Seat assignments will be at the discretion of Toastmasters International. Seat assignments are **final** and **cannot** be changed prior to the convention or on-site.

Toastmasters who wish to sit in a group must mail their registration forms together in the same envelope. World Headquarters will make every effort to seat larger groups (registrants purchasing six or more tickets for any single event) at the same table. However, it is possible groups of six or more may be seated at separate tables.

Deadline: Advance registration must reach World Headquarters by July 16. Cancellations and refund requests will not be accepted after July 16. Cancellations will not be accepted on-site – no exceptions!



Reno Hilton

Welcomes...

Toastmasters International's 2004 Convention August 18-21, 2004



MAIL THIS FORM TO:

Reno Hilton

2500 East Second Street
Reno, Nevada 89595
(800) 648-5080
(775) 789-2000
Fax: (775) 789-2130

Hotel Registration Form

Arrival Date: _____ Departure Date: _____

Number of nights you will stay: _____

Number of people in room: _____

Approx. arrival time: _____

(CHECK-IN 3:00 P.M. - CHECK-OUT 11:00 A.M.)

Method of transportation: Car Air Other

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

SPECIAL CONFERENCE RATES

STANDARD GUEST ROOM

SUITE

\$99.00
Single/Double

Phone hotel directly if
suite is desired. Cost
and availability vary.

Please Note: Special conference rates are based on reservations received by July 21, 2004, and room block availability.

After July 21, all subsequent reservations will be subject to availability at the current hotel rack rates.

Please Reserve Accommodations For: (please print or type)

Name (Last) _____ (First) _____ (Initial) _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Sharing Room With _____ E-mail _____

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

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

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 12% hotel tax per night. DO NOT SEND CASH. Make check or money order payable to the **Reno Hilton**.

Credit Card type _____

Credit Card # _____

Check # _____ Amount _____

Don't Be a No-Show

To cancel your reservation call (800) 648-5080 or (775) 789-2000. If you fail to arrive by midnight the day of your scheduled arrival, your room will be released and may not be available. **You must cancel your reservation 48 hours prior to arrival to avoid being charged one night's room and tax.** Fax: (775) 789-2130.

A room confirmation will be mailed to you as soon as possible.

SIGNATURE

DATE

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