

The TOASTMASTER®

MAY 1999

ALSO INSIDE:

How to Write
Ceremonial Speeches

The Hot Flush of
Embarrassment

Stuck in a

Mental Rut?

A dozen ways to shrug off sluggishness and revitalize yourself.



1924-1999: Let's Celebrate Toastmasters
International's Diamond Jubilee



VIEWPOINT

Are You On Track?

As a young boy, I learned a valuable lesson on a beautiful clear blue lake not far from home. It was my first opportunity to take the steering wheel of a small motor boat and guide it from the lake cabin to the local fishing store, 10 minutes away. After 30 minutes of zigzagging across the lake and considerable anxiety – for myself and certainly for the others in the boat – we arrived at our destination.

As we returned, a wise man sat beside me and suggested that I “pick out a point at the opposite shoreline, and then drive toward it. Look far ahead, not just at the front of the boat.” We arrived back at the lake cabin 10 minutes later. This time with a little less anxiety!

What a concept! Whether you are driving a boat, developing Toastmasters skills or participating in everyday activities, look far ahead to a distant point and set goals. Did you set a Toastmasters goal for yourself at the start of the year? Are you on track to completing that goal? Toastmasters clubs throughout the world have a June 30 deadline for achieving in the Distinguished Club Program. There is not much time left!

Recently our board of directors looked at “Minimum Club Standards,” a policy that defines the basic elements of successful clubs. (See the TI Board Report on page 20.) The most important standard in my mind is that members work in the communication and leadership tracks. Successful clubs have members achieving CTM, ATM, CL, AL and DTM awards. When members earn these awards, it shows they are achieving their goals of becoming better speakers and leaders. It is that simple. Are you and your club members moving through the tracks?

Why is it important for you to move through the tracks? Because the tracks are the most efficient way for you to reach your goals, whether it is to become a better speaker, gain self-confidence or develop leadership skills. Toastmasters allows us the opportunity to develop our communication and leadership skills in a non-threatening environment. Why not take advantage of these opportunities? Why not take time for yourself to achieve those goals this year?

Every time I ride on a boat I think of the wise passenger who many years ago taught me one of life’s most valuable lessons: Set a goal for yourself – the dream – and then focus on that dream. When you “Focus on Your Dream,” you will be successful.

Terry R. Daily

Terry R. Daily, DTM
International President

The TOASTMASTER

Publisher TERRENCE MCCANN
Editor SUZANNE FREY
Associate Editor NATALIE TRAN
Editorial Assistant MADGE HAMMOND
Graphic Design SUSAN CAMPBELL

TI OFFICERS AND DIRECTORS

Founder DR. RALPH C. SMEDLEY

OFFICERS

International President TERRY R. DAILY, DTM
2715 Garland Lane N.
Plymouth, MN 55447

Senior Vice President TIM KECK, DTM
2333 Kapiolani Blvd., #2108
Honolulu, HI 96826

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17610 Midway #134-349
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Third Vice President ALFRED R. HERZING, DTM
20365 Via la Vieja
Yorba Linda, CA 92887

Immediate Past President LEN JURY, DTM
Box 4400
Auckland, New Zealand

Executive Director TERRENCE J. MC CANN
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

Secretary-Treasurer MARCIE POWERS
Toastmasters International
P.O. Box 9052
Mission Viejo, CA 92690

DIRECTORS

ELIZABETH M. BOAZ, DTM
5025 E. 127th Way
Thornton, CO 80241

J. ANDRÉE BROOKS, DTM
7080 Hollyberry Road, SW
Roanoke, VA 24018

DWIGHT C. EDSTROM, DTM
139 Cleveland
Rapid City, SD 57701

FRANCES P. GEDRA, DTM
5215 Southampton Drive
Springfield, VA 22151

FEKRY H. ISMAIL, DTM
418 Woodland Drive
Birmingham, AL 35209

KATHERINE M. MASON, DTM
1096 Prevost Court
San Jose, CA 95125

KATHY A. MC BRIDE, DTM
4024 E. 16 Avenue
Spokane, WA 99223-5253

GLEN E. MURPHY, DTM
134 Tarawera Road
Rotorua, New Zealand

SUSAN NIVEN, DTM
21080 - 20th Avenue
Langley, B.C., Canada
V2Z 2G3

FRANK PAGANO JR., DTM
6757 W. 100 N
Greenfield, IN 46140

JOY M. PIRKL, DTM
12348 Lily Street, NW
Coon Rapids, MN 55433-1796

TERRY G. SCHUTT, DTM
714 White Horse Pike, Apt. 7
Oaklyn, NJ 08107

GREGORY D. SCOTT, DTM
17130 Van Buren Blvd., #95
Riverside, CA 92504

PAULA D. TUNISON, DTM
P.O. Box 26338
Austin, TX 78755

JAMES A. VOGLE, DTM
4756 Hamilton Avenue
Cincinnati, OH 45223

BEVERLY F. WALL, DTM
3207 ShadySide NE
Grand Rapids, MI 49505

FLOY C. WESTERMEIER, DTM
1224 Gold Coast Road, #131
Papillion, NE 68046

For information on joining or building a club, call:
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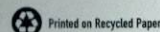
TOASTMASTERS INTERNATIONAL
PUBLICATIONS DEPARTMENT
P.O. BOX 9052 • MISSION VIEJO, CA 92690 USA
(949) 858-8255 • FAX: (949) 858-1207
email: sfrey@toastmasters.org

To order frequently requested documents, call:
FaxBack (949) 858-4185

THE TOASTMASTER Magazine (ISSN 00408263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688, U.S.A. Periodicals postage paid at Mission Viejo, CA and additional mailing office. POSTMASTER: Send address change to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690, U.S.A. Published to promote the ideas and goals of Toastmasters International, a non profit educational organization of clubs throughout the world dedicated to teaching skills in public speaking and leadership. Members' subscriptions are included in the \$18 semi annual dues. The official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of the authors of other articles.

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The Toastmasters Vision:

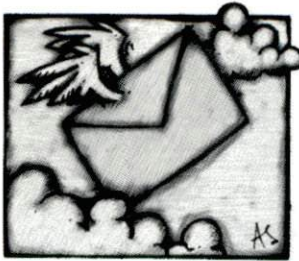
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

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.



LETTERS

SOLD ON VISUALIZING

As a new Toastmaster, I found Brenda Caine's article "Don't read. Don't memorize. Visualize!" very useful. I was due to deliver my second speech from the basic manual, and one of my objectives was to give the speech without notes. With this article's help, I practiced my speech using a visual map. At first, I had to repeatedly refer to the map, but after a few practice runs I could visualize the map in my mind.

When it was time to deliver the speech, I brought the image map to the lectern and had to refer to it only twice. Following my speech, a fellow Toastmaster said, "Great job – and without notes!"

I will use this technique in future speeches both at Toastmasters and at work. Thank you, Brenda, for that very helpful article.

Joanne O'Leary
Memorial Club 3237-U
St. John's, Newfoundland, Canada

WORST MEETING TURNS INTO BEST

I recently experienced the best and worst Toastmasters meeting I have ever attended. My thanks goes to Peter Vrouvas, who epitomizes the Toastmasters mission statement. He is a role model to all Toastmasters.

My problem was that when I gave my seventh speech, Applying Your Skills, I could not complete it within the time limit. Frustrated, I sat down and waited for Peter's evaluation. It was both honest and supportive, and it clearly indicated my need for additional preparation. At that point, I was not sure I would ever attempt another speech. And I felt this was the worst Toastmasters meeting I had ever attended!

But after all the evaluations were completed, Peter asked for a two-minute break in the meeting. He used that time to discuss my speech with me, coaching me on how to improve it. He then requested that I give the speech again – immediately. All members agreed, and I was again given the opportunity to succeed, although all I wanted to do was go home. Using Peter's advice, I completed the speech within the required time.

After I got home, I realized what Peter had done. He had turned a very difficult situation for me into a positive learning experience that fostered my self-confidence and personal growth. Members like Peter are the reason I joined Toastmasters and the reason I look forward to achieving my CTM with this club. Now I can say this was the best Toastmasters meeting I have ever attended!

E. Maria Boonie
East Fishkill IBM Club 5883-53
Hope Junction, New York

SEIZE THE OPPORTUNITY

We all know that Toastmasters is about public speaking. But because not everyone can present a speech at each club meeting, it's important that each member has a chance to participate in Table Topics. Not only does Table Topics offer great practice in impromptu speaking, it gives all members an opportunity to speak at each meeting, so that no member needs to feel left out.

Why, then, do some club members persist in calling Table Topics speakers "victims" and some Topic Masters act as though choosing a speaker is an exercise in power? The only Table Topics "victims" are

members who don't accept the opportunity to speak.

Judith Lacy, CTM
Club 6336-72
Hataitai, Wellington, New Zealand

TRIUMPH OVER TRIBULATION

I was too nervous to speak in front of a group during the first 60 years of my life, so I recently joined Toastmasters to learn to do that. I had a special reason for wanting to learn public speaking, a reason that grew out of the fact that I prayed for more of a purpose in life about 30 years ago. I now have that purpose – to inspire others. Toastmasters has made it possible for me to tell my story.

I'm a little old man – a 70-year-old disabled American veteran of the Korean Conflict, 5-foot-5 inches in height, barely alive. I underwent a colostomy in 1976 and an ileostomy in 1998 and have endured a few other infirmities.

I could have given up, but I took a different route. In spite of my health problems, I've bowled 63 games in one day, set a record of the most parachute jumps in one day, finished triathlons and set a world record of the most bungee jumps in one day (63 in 3 hours and 45 minutes). In addition, as a pilot, I've made 227 airplane flights in one day (30 more than the world record cited in the *Guinness Book of Records*, and I participate in parades whenever I can.

Thanks to Toastmasters, I can now tell others about my purpose in life

Rosko Kidwell
Arrowhead Club 788-12
San Bernardino, California

By Douglas Reese, CTM



A Toast to Toastmasters' 75th Year

THIS YEAR, TOASTMASTERS AROUND THE WORLD WILL CELEBRATE a monumental event: the 75th anniversary of Toastmasters International! In October 1924 Toastmasters held its first meeting at a YMCA in Santa Ana, California, and started a

revolution in verbal communication. Today more than 175,000 members are active in 8,600 clubs in 68 countries. Every day 250 people join Toastmasters. I'm proud to say I'm one of them.

After learning the 75th anniversary was near, I reflected on my own experience. How have I benefited from Toastmasters? Many benefits come to mind, but the ones that stand out for me are self-confidence, listening skills and a shared commitment.

Do you remember your Ice Breaker? Perhaps you're anticipating giving it. I gave my Ice Breaker after joining the Evergreen Toastmasters in Evergreen, Colorado. Our meeting room was over the Daylight Donut Shop. The sweet smell of glazed donuts wafted through the room as I rose to speak. But that compelling aroma didn't relieve my nervousness or uncertainty of people's reactions. Would they like me? Would I do it right? Would the evaluation embarrass me? Thoughts fluttered through my mind and butterflies through my stomach as I gave my Ice Breaker.

Did the evaluation embarrass me? No. At that meeting I learned the purpose of oral and written evaluations. They help us learn, challenge us to grow, motivate us and build our self-confidence. The evaluation focused on my strengths, not my weakness; on my potential, not my present skill; on my courage to speak, not my anxiety. I felt great after that meeting – confident and encouraged. I was eager to give the second manual speech.

Self-confidence is essential to success in my career. Most of my job involves training people. My audiences vary from one to 100. When I start presentations, I still have butterflies, as I had years ago above the donut shop during my Ice Breaker. But because of the self-assurance I have developed in Toastmasters, I now direct the butterflies to fly in formation.

Toastmasters also has helped me realize the value of listening skills. When I joined a club dedicated to public speaking, I thought I knew how to listen. Or did I? A Zen proverb says, "I discovered how beneficial good listening skills are when I evaluated my first speech."

I have also benefited on a personal basis from improving my listening skills. Before Toastmasters, I listened

mainly to gain information in order to formulate my reply. Now I listen to understand, which is essential to effective leadership and successful relationships. Even in today's world of instant digital voice mail and e-mail,

most of my business and personal interactions are verbal – person to person. By listening well, I better understand what others need and the actions I need to take. This promotes cooperation and understanding.

Finally, a shared commitment is an important Toastmasters benefit. Speaking in front of others can be intimidating. We want to avoid appearing foolish. Becoming a good speaker requires consciously subjecting oneself to this possibility. Joe Sabah, founder of the Colorado Speakers Association, says, "You don't have to be good to start, but you have to start to be good." Starting requires commitment.

A little more than a year ago, a new club member gave his Ice Breaker. He was shaking. Most of his sentences started and ended with "ahs" and "ums." His eye contact was fleeting and tentative, and his voice quavered. I was inspired. Why? Because of his commitment to start and grow even if it was momentarily painful. Recently he gave his fifth manual speech. He was confident, had excellent eye contact, great gestures and only one "um"! That's commitment. He has been an excellent role model. This same commitment to public speaking is evident in every Toastmaster during Table Topics, manual speeches and speech contests and strengthens my own resolve to improve.

As Toastmasters we have much to celebrate this year. I'll celebrate the valuable benefits my membership has created. I'm more confident. My listening skills are finer. Our shared commitment motivates me to strive for excellence.

When Pablo Casals reached age 95, a young reporter asked, "Mr. Casals, you are 95 and the greatest cellist who ever lived. Why do you still practice six hours a day?" Casals replied, "Because I think I'm making progress." Why am I still in Toastmasters? Because I think I'm making progress. I toast you, as Toastmasters, and our fine organization's 75th anniversary. 1

Douglas Reese, CTM, is a member of Wry Toast Toastmasters Club 8358-26 of Englewood, Colorado.

Editor's Note: For more on Toastmasters' 75th Anniversary, turn to page 12.



CAN WE TALK?

By Peter F. Jeff, ATM-B

If these famous authors
could do it, so can you.

Breaking through writer's block.

No More Excuses!

No more excuses. Sit down and write your next Toastmasters speech now. Easier said than done? Maybe you need a little encouragement to counter even your most imaginative excuses.

Do any of the following excuses sound familiar to you?

EXCUSE NO. 1:

I just don't have the time.

Wayne Dyer wrote *Your Erroneous Zones* in 18 days; Voltaire wrote *Candide* in four weeks; Charles Dickens wrote *A Christmas Carol* in six weeks; Winston Churchill wrote his first book, *Savrola*, in two months, and it took Roger Bacon a mere 18 months to write his philosophical encyclopedia, *Opus Majus*, *Opus Minus* and *Opus Tertium*.

In three months, architect, inventor and poet Buckminster Fuller wrote 2,000 typewritten pages. And in four months, James Madison wrote 29 essays explaining and defending the U.S. Constitution. His essays became known as *The Federalist Papers*.

EXCUSE NO. 2:

**I can't find even one
free hour a day.**

Anthropologist Margaret Mead, author of 34 books, began her day at 5 a.m., writing 1,000 words before breakfast. Thomas Aquinas worked on many books simultaneously while writing his 50-volume *Summa Theologica*. Theodore "Teddy" Roosevelt dictated up to 25 letters per hour while serving as president of the United States, with two secretaries alternating as note-takers. Thomas Jefferson wrote 20 letters a day as president of the United States. And movie producer David Selznick was called "The Great Dictator" because he often dictated long memos, so long that Alfred Hitchcock once joked, "When I came to America 25 years ago, David sent me a memo. I've just finished reading it."

EXCUSE NO. 3:

**I'll wait until I get my
office fully equipped.**

John Bunyan wrote *Pilgrim's Progress* in prison, using untwisted papers

that had been used to cork bottles. Miguel de Cervantes wrote *Don Quixote* in prison on scraps of leather. On the first day Albert Schweitzer was imprisoned and forced to give up his medical practice in Africa, he began writing his *Philosophy of Civilization*.

The only copy of Thomas Carlyle's then just-completed manuscript was mistakenly burned in a fire-place. So were all his notes. No problem; Carlyle reconstructed and rewrote his book about the French Revolution from memory.

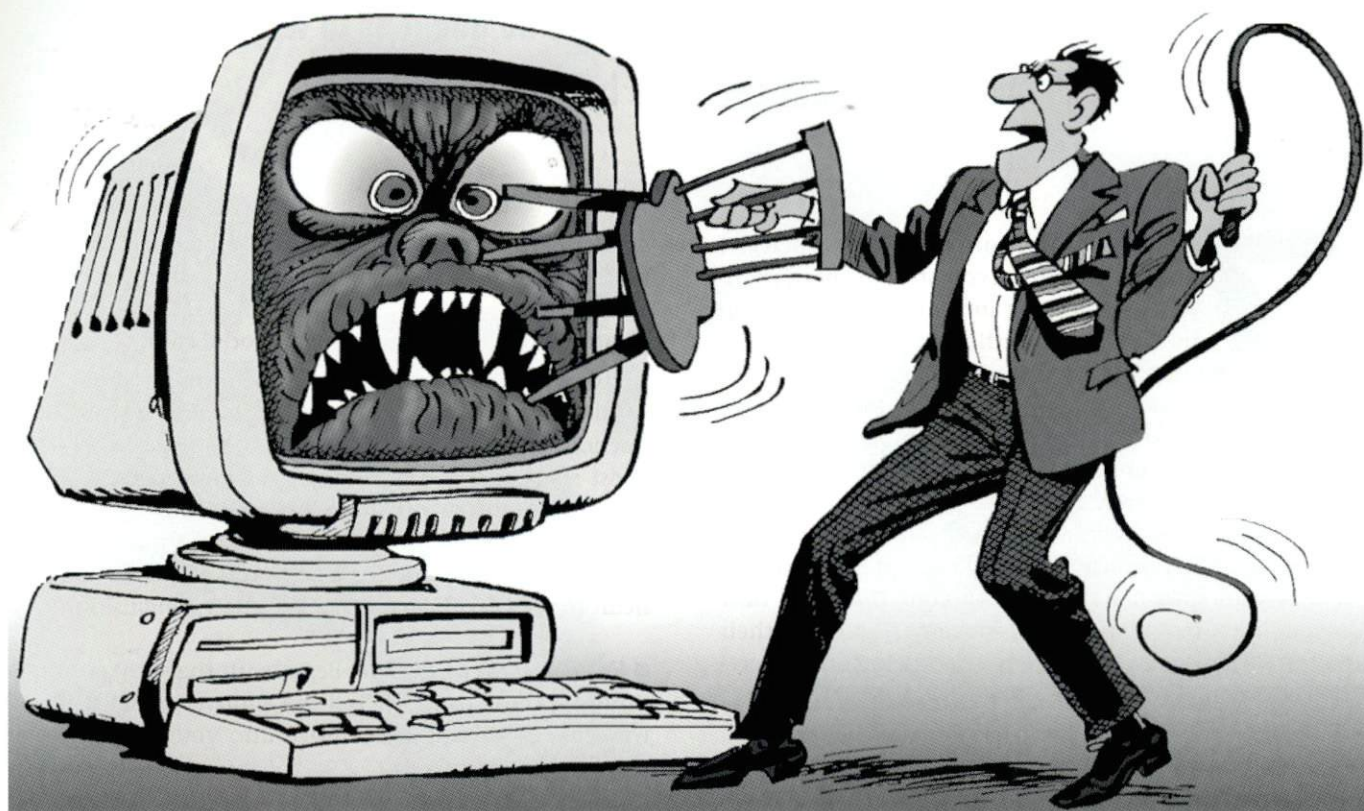
EXCUSE NO. 4:

**My eyes burn when I
focus too intently.**

The blind poet John Milton would wake up in the middle of the night and compose more than 100 lines – in his head. The next morning he dictated the lines to his nephew. Milton kept up this routine for more than 10 years in writing the 12 volumes of *Paradise Lost*.

So what's your excuse? Can you really justify procrastinating after considering the hurdles that others who were really determined to write have overcome? If you are ready to start writing, these tips from experts may help:

■ Some people have felt they wrote better while standing instead of sitting. At least two well-known writers – Winston Churchill and former U.S. Supreme Court Justice Oliver Wendell Holmes – stood upright when they wrote.



Holmes said he wrote his legal opinions while standing in his office because, "If I sit down, I write a long opinion and don't come to the point as quickly as I could. If I stand up, I write as long as my knees hold out."

■ It may help you get started if you think of writing your speech as a building process – creating a building of ideas. Churchill said that writing is much like building a house. "The technique is different, the materials are different, but the principle is the same," he said. "The foundation has to be laid, the data assembled and the premises must bear the weight of the conclusions."

John Irving, who wrote *The World According to Garp*, used a similar comparison. He said, "If you want to write a novel, you are the architect. You are the contractor. You are the plumber, the electrician, the roofer."

■ Finally, remember that the best writing is a result of careful editing and comprehensive rewriting. Get your best ideas down on paper quickly, and then go back over them to clarify, to simplify and to solidify.

Again, those who have won acclaim for their writing set the

*"It may help you get started if you think
of writing your speech as a building process –
creating a building of ideas."*

example. Jules Verne would regularly go through 10 rewrites of his own material. Ernest Hemingway revised *The Old Man and the Sea* 80 times. Plato wrote the first sentence of his *Republic* nine times. Edward Gibbons, author of *The Decline and Fall of the Roman Empire*, rewrote his autobiography nine times. The AIDS brochure that the U.S. Government produced was rewritten 38 times.

You, the author, may benefit at least as much as readers from what you write. Max DePree, author of *Leadership Jazz*, said that writing was one of the ways he found his own voice over the years. And Napoleon Hill, an advisor to U.S. President Franklin D. Roosevelt during the Great Depression, wrote – primarily for himself to keep his mind focused on a positive note – the book *Think and Grow Rich*, which became a bestseller.

Writing fast and often can help you stay focused and see "the better out of the bitter."

Have others' determination encouraged you? If so, you should now be ready to break through that writer's block – with no excuses. **T**

Peter F. Jeff, ATM-B, is a member of the Grand Rapids Club 404-62 in Kentwood, Michigan.

Whether you're there to introduce, dedicate or accept,
your ceremonial speech should leave no doubt as to why
you and your audience have gathered.

It's your big moment. The spotlight shines on you as you step to the lectern. Whether you are introducing someone to an audience, dedicating something or accepting an award, all eyes are fixed on you and all ears are ready to hear your magic words. How do you prepare for a moment like this?

Writing good ceremonial speeches is tough, partly because your goals are uncertain.

The audience expects you to say: "It's a pleasure to introduce . . .," "I dedicate . . ." or "I accept . . ." But still, what is your speech supposed to accomplish? And how do you link it to the audience's concerns? And hold their interests? Here are some ways that can help you give creative ceremonial speeches:

INTRODUCTIONS (ALSO TRIBUTES AND TESTIMONIALS)

Your introduction should:

1. Give the audience a sense of the speaker's topic.
2. Familiarize the audience with the speaker's personality and accomplishments, especially those that are relevant to the topic.
3. Create a sense of anticipation for both the speaker and the topic.

General principles:

■ **Keep it short.** Speak for one to three minutes, depending on how well your audience already knows the speaker. Resist the temptation to list all of the speaker's accomplishments.

■ **Finesse the obvious.** If important biographical details are already familiar to most of the audience, preface them with "As we all know . . ." or some similar expression.

■ **Be relentlessly positive.** Never miss a chance to sincerely compliment the speaker. Make sure your introduction contains nothing that may be derogatory,

condescending or uncomplimentary. Humorous anecdotes are fine as long as they reflect positively on the speaker.

Strategies for beginning your introduction:

■ **Use a quote.** Look for a gem of a quote about your speaker; use it as a springboard for the rest of your introduction. "One year and 11 days ago, the man who is our guest speaker this afternoon, Bob Jones, became Chief Executive Officer of XYZ Corp. The *Chicago Tribune* called him 'one of the most versatile and multi-talented executives to reach the company's top office.' It's not difficult to see why the paper came to that conclusion."

■ **From general to specific.** Begin with the speaker's organization, cause or topic. Tell the audience what it is and why it's important. Then move into your discussion of the speaker.

■ **Birthdays and birth-mates.** Check *Chase's Calendar of Events* (published annually by Contemporary Books) to see who has the same birthday as your speaker. You may find that the speaker has something else in common with his or her "birth-mate."

"It Gives Me Pleasure to Introduce a Great Person"

How to Write
Ceremonial Speeches



Assure... ”

■ **Conference theme.** If your speaker is part of a program or conference, begin with some comments on the theme of the conference, then tie the speaker's remarks to it.

■ **Ultimate impact.** Begin with the ultimate impact of the speaker's organization, cause or key concern. What would society be like if the organization realized its mission? Why (if it's not obvious) would that be a good thing? Then talk about the speaker who's going to help make it all happen.

■ **Business connection.** Is the speaker's business tied in some way to that of your organization or company? Is it a longtime client? Supplier? Partner in success? What has the relationship meant to you?

■ **"And he was so right!"** Did any of your speaker's philosophies, positions or policies turn out to be correct – or even prophetic? Which one? And how?

■ **Speaker/introducer connection.** Perhaps you and the speaker have something in common (hobbies, career progress/events, travel, birthplace, business/political philosophy). What does that say about both of you? Why is it of interest to the audience?

After your opening, you can organize the rest in one of two ways:

BY ALAN M. PERLMAN, Ph.D. ■ ILLUSTRATION BY KATHERINE MAHONEY

1 Enumerate the positives. Make each of the speaker's virtues the topic sentence of a paragraph. Then fill the rest of the paragraph with biographical or anecdotal material that demonstrates the validity of the topic sentence. For example:

[Characteristic] "Ross Perot is a triumphant entrepreneur in the best of the American tradition . . . [Illustrations] from his humble beginnings in Texas, delivering newspapers on horseback . . . to the presidency of his class at the U.S. Naval Academy . . . to an exceptional sales career at IBM . . . to the founding of his own company, EDS."

The more important the characteristic, the more time you should spend on it.

"The award citation may be downright lavish in its praise, so show modesty, emotion and appreciation for the organization."

2 Biography, then personality. First give the highlights of your speaker's life and career, then talk about him or her as a person. Make a clear transition between the two. "Well, so much for *what* our speaker is. Now what can I tell you about *who* he is?" Put the personal part last, as if to say, "This is what's really important."

Summarize and build to a climax.

The ending is key. It must build to a climax. It should summarize the speaker's strengths, virtues and accomplishments and ideally, raise the listeners' sense of anticipation to the point where they just can't wait for the speech to begin.

"What it all comes down to is that John Sawhill represents that all-too-rare combination of thinker, doer and leader, and this – plus all of his expertise and experience in energy and the environment – makes him practically a natural resource unto himself! Ladies and gentlemen . . . the President and CEO of The Nature Conservancy . . . Dr. John C. Sawhill."

Perhaps there's a quote that reveals how important those strengths and accomplishments are.

"There's an old proverb that says, 'If you wish to know what a man is, place him in authority.' Well, as Bob Jones has risen from one level to the next, we've seen exactly what he is. He is a superb business manager. And he is an enthusiastic, confident

leader who understands the dynamics of a tightly competitive, global industry – and knows how to be successful in it."

Stretch out that final sentence with the speaker's full name and full title, and if appropriate, a personal side: "Please join me in welcoming . . . the President and Chief Operating Officer of XYZ Corp . . . and a man I'm proud to call my colleague and friend . . . Robert L. Jones."

The last sentence of your introduction should contain a clear applause sign for example, "Please join me in welcoming . . ." or "It's a pleasure to welcome . . ." For variations, listen to the way entertainers introduce people. These are the formulas that your audience expects to hear.

DEDICATIONS AND COMMEMORATIONS

This category includes welcoming remarks; dedications of buildings, monuments and other facilities; and ground-breakings, ribbon-cuttings, unveilings, anniversaries, commemorations and other milestones (such as the millionth product to come off an assembly line).

■ **Be specific about what you're celebrating.** "So today, we dedicate this marker to Walter Chrysler . . . to his vision of building 'one carriage in as nearly perfect a manner as possible' . . . and the millions of outstanding Chryslers and, more important, to the people of Chrysler who have made that vision a reality."

■ **Global view.** Explain how what you're dedicating or commemorating fits in with or fulfills some larger plan – or accomplishes some ultimate goal.

■ **Talk symbolically.** What does the thing you're celebrating stand for? What is its larger meaning? "This facility symbolizes the synergy of traditional manufacturing and modern systems engineering . . . the spirit of innovation that runs deep in both of our organizations . . . and the progress that we've made and will continue to make together."

■ **New facility, same people.** If you're dedicating a new facility staffed by current employees, focus on them. Credit them for achievements in the old facility – or for what they've accomplished so far in the new one. Talk about what has (or has not) changed. This very effective approach enables you to show familiarity – and thus to bond – with your audience, but it must be executed with care.

AWARD ACCEPTANCES

You're being honored. The award citation may be downright lavish in its praise, so show modesty, emotion and appreciation for the organization.

■ **Show modesty.** You can quote someone on modesty or humility: "At moments like this, remember a piece of

advice from Golda Meir: 'Don't be so humble,' she said. 'You're not that great.'" Or find someone else to share the glory with, whoever did the real nuts-and-bolts work or whoever helped make you worthy of the award. "I accept, with pleasure and gratitude . . . not just for myself, but also on behalf of all the true leaders in my company and throughout American business and industry - in recognition of all that they have done to maintain the conscience of our corporations and to promote human dignity and social justice."

■ **Talk about the cause.** If the award represents excellence or achievement in or advancement of a cause, offer perspective on that cause. How is it faring? Where should it go from here?

■ **Interpret the event; praise the values.** What are we really doing here? Why is the award important and what values does it reflect? If possible, link those values to current events, to demonstrate their undying relevance. "What we're doing here today is more than an awards ceremony, as enjoyable as that is . . . and more than a fund-raising event. By singling out Good Scouts, we send a message that 'this is the kind of society we want to have' - a society that respects individual achievement and takes pride in the values associated with Scouting itself."

■ **Historical precedent.** Look at the history of the organization or its cause. Have others, perhaps in the early days, had the feelings, thoughts and ideas that you and the audience are now sharing? Try to create a connection between past and present.

End by thanking the organization again. Show positive emotion such as hope for the continuing success of the organization and its causes. "Let me close by thanking you once again for this award. I accept it with the hope that someday brotherhood and sisterhood will need no publicity . . . that someday a 'humanitarian award' will be just as superfluous as an award for getting up each morning."

THE GOLDEN RULE OF CEREMONIAL SPEECH WRITING

All effective ceremonial speeches have one thing in common: They interpret the event.

The traditional marriage ceremony begins with "we are gathered together to unite this man and this woman in holy matrimony." It comes right to the point. Similarly, whether you're there to introduce, dedicate or accept, your ceremonial speech should leave no doubt as to why you and your audience have gathered. It should tell the listeners what thoughts and feelings are appropriate to such a meeting. It should leave them with an understanding of the larger meaning of the ceremony. If you can do that, your ceremonial speech will transcend platitudes and have real meaning. Your listeners' lives will be different because they've heard *your* magic words. **1**

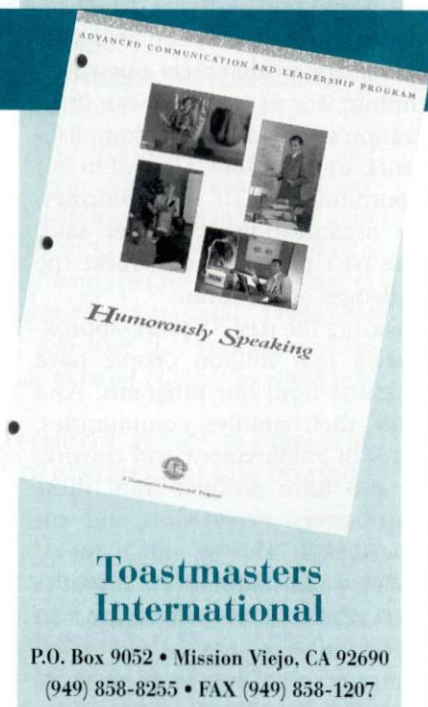
Alan M. Perlman, Ph.D., is Director of Executive Communications at Kraft Foods, Northfield, Illinois. He will lead a seminar at the International Convention in Chicago this August. This article is adapted from his book *Writing Great Speeches: Professional Techniques You Can Use*, published by Allyn and Bacon and available from WHQ Orders Department. Material used with permission of the publisher.

Humorously Speaking!

Audiences love to laugh. **Humorously Speaking**, the newest addition to the Toastmasters International series of advanced manuals, shows you how to use humorous stories and jokes throughout your speech to grab and keep listeners' attention and illustrate your points. You also learn how to give an entirely humorous speech. Order yours today! **Catalog No. 226-0.**

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1924-1999:

Let's Celebrate Our Diamond Jubilee!

This October, our organization will be 75 years old! In preparing for this special anniversary celebration, clubs are asked to use the theme *Toastmasters International Diamond Jubilee—Celebrating 75 years of Success* in their publicity campaigns and club-building efforts. While the 75th year technically is October 1999 through October 2000, now is the time to start building momentum for our celebration.

It is appropriate that our year-long celebration will take place as the world enters a new millennium. For, as we review our organization's considerable accomplishments, we must look forward to our opportunities. As Dr. Ralph Smedley, our organization's Founder said, "The past prepares us to meet the challenges of the future."

During the past 75 years, approximately four million people have benefited from our programs. As a result, their families, communities, places of employment and coworkers also have profited from these Toastmasters' experiences and enhanced skills. During our Diamond Jubilee year, and indeed into the next century, we will enjoy an opportunity to make an even greater contribution to these communities, families and corpora-

tions. As we meet our members' needs and greet thousands of club visitors, we will increase our contribution to that noble cause called human understanding. And that's

HOW HAS TOASTMASTERS CHANGED YOUR LIFE? We Want To Know About It!

The *Toastmaster* magazine is seeking real-life success stories for the October special 75th Anniversary issue. Please e-mail a brief description of what Toastmasters has done for you to: sfrey@toastmasters.org or mail to the Publications Dept. at World Headquarters, P.O. Box 9052, Mission Viejo, CA 92690. In your correspondence, please include a daytime phone number, (including area code) as well as your club's name, number and location.

what life – and the Toastmasters mission – is all about.

But to succeed, we all need to get involved. What can you and your club do to prepare for Toastmasters' anniversary celebration, to help your friends and neighbors become confident communicators? Whatever your level of responsibility – as a member or leader in a club, district, region or area – you have a rare chance to promote Toastmasters in your community and to reap satisfaction through participation.

During this Diamond Jubilee Year, you and your Toastmasters club will be encouraged to become an integral part of the community in which you are located. You will be urged to expend time and effort in meeting your own and your club's goals.

In the next few months, *The Toastmaster* will publish ideas that you and your club can use to celebrate our organization's 75 years of success. (If you have any ideas, please let the editors know!) The International Convention in Chicago this August will kick off the 75th anniversary, but the main focus of the Diamond Jubilee is really in the club and its community or host organization. Here are some ideas and resources for you to use in preparing for the anniversary and corresponding membership campaigns:

- Conducting club theme meetings on the topic of Toastmasters history.
- Giving manual speeches and Table Topics about Toastmasters and its founder, Dr. Smedley.
- Writing creative press releases about how members' lives are changed as a result of their Toastmasters training.
- Approaching city, county and state/provincial governments to issue proclamations honoring the anniversary, declaring October 1999 Toastmasters Month.


The April issue of *The Toastmaster* magazine offered many publicity ideas your club can take advantage of.

In addition, the following resource materials are available from WHQ:

- TI Publicity Pack (Catalog # 1153)
- *Let the World Know* publicity and promotion handbook (Catalog #1140)
- PR and Advertising Kit (Catalog #1150)

- Various promotional fliers and press releases (See the April issue of *The Toastmaster* or your club's Supply Catalog for details)
- Special 75th Anniversary press release (available to download at TI's Website at www.toastmasters.org)
- *The Story of Toastmasters* Volume I and II (Catalog B1 and B2)

If you or your club has an idea for a creative anniversary event, please send it to: Publications Dept., Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690.

Be sure to watch future issues of this magazine for availability of special 75th anniversary items! 

Your Club Can Benefit From Toastmasters International's 75th Anniversary Celebration

How? By using the occasion to generate enthusiasm in your members and attract publicity and acknowledgment from your community or company.

TOASTMASTERS INTERNATIONAL'S MEMBERSHIP PROGRAMS

The 1999-2000 membership programs all focus on celebrating our organization's history. The membership programs recognize both individuals and the entire club, and run throughout the year. Awards range from pins for individuals to banner ribbons for clubs. See your clubs copy of the 1999-2000 Membership Programs Flier (Catalog No. 1620), or you can view and print it from the Toastmasters International Website at <http://www.toastmasters.org/pdfs/1620.pdf>

CONDUCT A CONTEST IN YOUR CLUB

A little friendly competition is a great way to encourage your members to participate in the membership building process. Divide the club into teams, determine objectives, a tracking process, and a catchy theme (how about Diamond Jubilee?), then get started. Perhaps the winners could provide a meal for the runners up at the completion of the contest. If you need more ideas, two membership contest formats are available for your use. *A Simple Membership Building Contest* (Catalog No. 1620) and *Membership Building 101* (Catalog No. 1622) are available free of charge from Toastmasters International when placing a supply order. They're also available on the Toastmasters International website at <http://www.toastmasters.org/pdfs/1621.pdf> and <http://www.toastmasters.org/pdfs/1622.pdf> respectively.

HELP ORGANIZE A NEW CLUB

In 75 years Toastmasters has grown from one club to more than 8,600! In the beginning clubs were community based, drawing members from a variety of profes-

sions. In the last two decades fully half of all new clubs have been chartered with the support of a corporation, government agency, or other organization. Why? Because the Toastmasters program works! Here's what a couple of employers say about employees who have participated in Toastmasters:

"Our entire staff is very proud of both Alfredo and Kevin for completing the (Toastmasters) program. They have both learned new skills for use in their positions and we appreciate their progress and achievements in the public speaking arena. Your program teaches new and valuable tools and self-improvement techniques, and we have noticed their confidence and professional demeanor has increased in their work environment."

LEONAL VASQUEZ, HILTON HOTELS MANAGER

"I highly support the Toastmasters program and would like to see more employees involved in programs such as this which develop many of the skills needed in the workplace today. During my years as a Federal employee, I have seen the value it brings to both the individual and the organization. I commend your achievement and hope that your accomplishments will continue to be an example by which others may follow."

ROGER K. PATTERSON, REGIONAL DIRECTOR,
U.S. DEPARTMENT OF THE INTERIOR

Do you know where a new Toastmasters club can be organized? In your company? Near your home? If you'd like more club-building information, check out the new clubs section on the Toastmasters International web site at <http://www.toastmasters.org/start.htm>.



MANNER OF SPEAKING

By Jim Carmickle, ATM

Whether you are at a Toastmasters event, at work or with friends and family, you want people to remember your best efforts, not your worst.

YOU NEVER KNOW WHEN YOU WILL

Make a Memory

You never know when you will make a memory. People don't wake up in the morning and say, "Today I am going to make a memory." Words or actions that precipitate memories usually happen unexpectedly. Memories, whether you are the one remembering or creating them, come in all sizes, types and degrees.

One of my shortest, yet most vivid memories consists of a single, two-letter word. Soon after joining Toastmasters, I was elected Sergeant at Arms in our club. The newly elected officers attended a training session during which we divided into small groups to brainstorm about our duties and responsibilities. One representative was to report to the whole group on the results. I was chosen to read the duties of my newly appointed position.

I stood to read them. I said, "The Sergeant of Arms (does this), the Sergeant of Arms (does that)." A club officer who previously had held that position glowered at me and finally practically screamed at me that two-letter word, "AT! A.T. AT! The proper title is *Sergeant at Arms!*" She created a memory for me. Even

today, when I hear the term used incorrectly, I feel a strong urge to yell the same thing: "Sergeant at Arms!" You never know when you will make a memory.

Most Toastmasters can recall their first visit to a club meeting. The assembled club members made a memory for you. The memory must have been favorable, for you

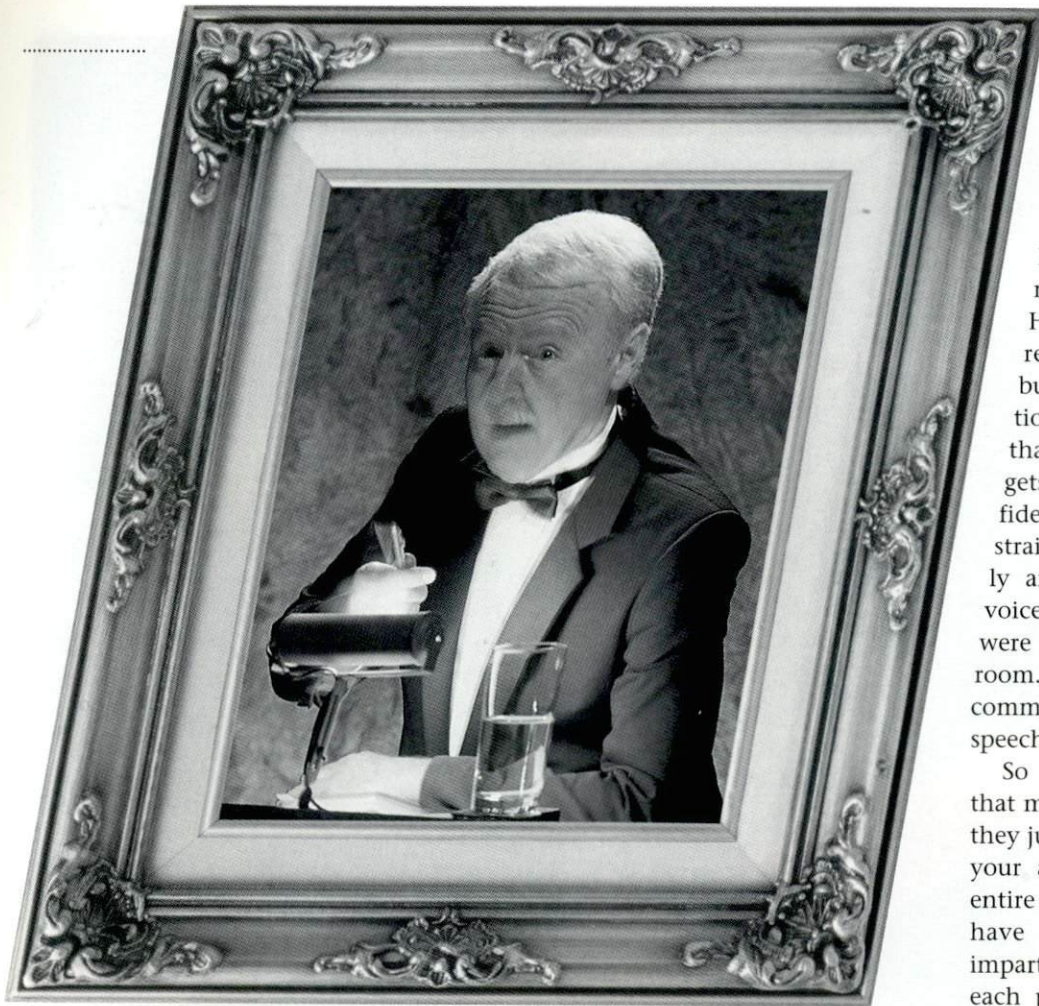
"We should endeavor to make our meetings memorable for guests, so that they will be favorably impressed by the routine, members' attitudes and their presentations."

returned and eventually joined. Wouldn't each member like to think that his or her words or actions were partially responsible for a guest's return? Guests should be greeted immediately, made to

feel comfortable and treated like guests in your home. We should endeavor to make our meetings memorable for guests, so that they will be favorably impressed by the routine, members' attitudes and their presentations.

During Table Topics memories can happen to anyone at any time. This is because the questions are unexpected and the answers even more so. A fellow member once told me that one of her most memorable Table Topics was the time I asked questions about medical ethics. She couldn't recall my question or even her response, but she remembers the way I presented the questions.

That day I came prepared. While describing the purposes and benefits of Table Topics, I dressed myself in surgical scrubs, hair net, surgical masks and rubber gloves. I used a real scalpel to cut the question out of an enclosed case and handed her the question with real forceps. Apparently it was impressive enough to create a lasting memory. My recommendation: Be creative and stretch your comfort zone; try to do things your own unique way.



Speeches are another memory creator, whether you give the speech or hear it. I particularly recall a speech titled, "Once We Were We," by one of our more accomplished members. Her speech introduced her poetic abilities to me. It touched my soul. I thought this speech was written just for me, but of course, it wasn't (she had written it years before we met). This speech took her, in competition, to the district level. No one really knows how many memories this speech has made for various people.

I also have memories of another member who told a story about one of her favorite, extremely beautiful places in the nearby mountains that recently had been destroyed by a forest fire. That was an exceptionally emotional speech, and it made a vivid impression in my mind.

These are just two examples of many memorable speeches I have

heard over the years. Sometimes it is not what you say, but what you do not say. A few years ago, a former member got up to give her Ice Breaker speech. After one minute of what was to be a five-minute speech, her mind went blank and she froze. She politely just sat down. Anyone who was there will remember that "almost" speech, and her evaluator's kind remarks.

Evaluations are an area where memories are permanently cast. The speaker has just given a speech that he or she wrote, rehearsed and presented, using all the speaking and presentation skills acquired to that point. That speaker's attention is now focused intently on what the evaluator has to say.

When I evaluate someone's speech, I have a tendency to be more critical than most. I don't try to be; I just want to help the speaker improve for future presentations. A member

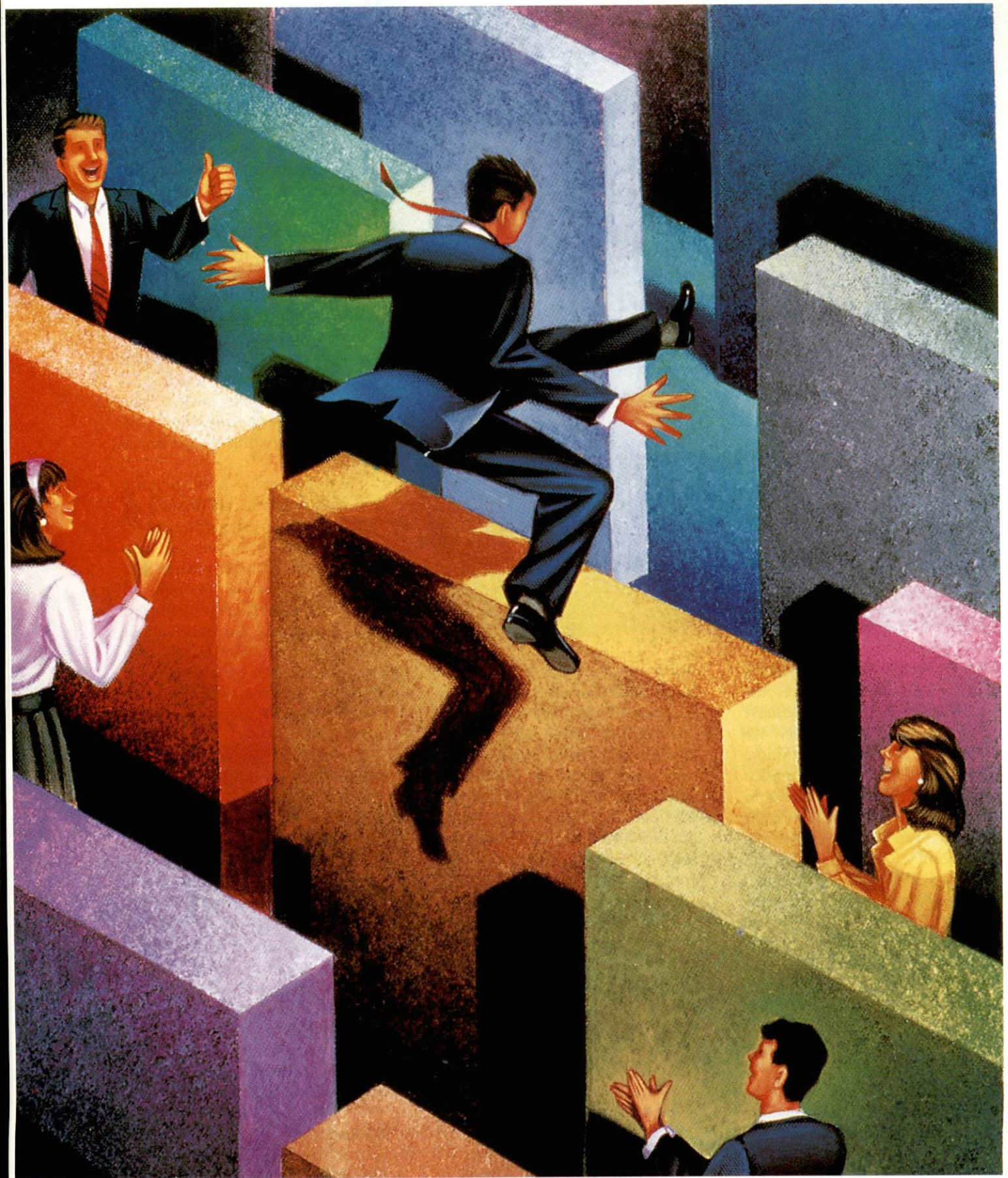
who left our club to go to college told me at her last meeting that she thought I had been more critical than necessary in my evaluations. However, she said she had remembered my evaluations but not all the other evaluations she had received. She said that now, as a result, when she gets up to speak, she strides confidently to the lectern, stands straight and tall, enunciates clearly and slowly, and projects her voice so that I could hear her if I were sitting in the back of the room. She said she remembers my comments every time she presents a speech.

So Toastmasters, keep in mind that most memories are unplanned, they just happen. Though you want your audience to remember your entire speech, especially when you have an important message to impart, no one will. If you're lucky, each person will remember about two percent of your words. Two people, sitting side by side hearing a speech, will not remember the same things about the speech. Each person is unique.

Whether you are at a Toastmasters event, at work or with friends and family, you want people to remember your best efforts, not your worst. You want everyone to recall your carefully chosen, practiced and well-presented words, not your blunders. Actions speak louder than words, so always be aware of and concerned about your actions.

I urge you to adopt a commitment to excellence in everything you say and do. Go to your Toastmasters meetings well prepared. Do the very best you can and always keep in mind that you never know when you will make a memory. **1**

Jim Carmickle, ATM, is a member of Sunrise Speakers Club 1449-39 in Red Bluff, California.



Stuck in a Mental Rut?

BY VICTOR M. PARACHIN ■ ILLUSTRATION BY RAFAEL LOPEZ

Early in his career, actor Kirk Douglas needed work desperately. Although he managed to land a role, it was one he found extremely difficult to play. No matter how hard he tried, Douglas felt that he delivered the lines poorly and that he failed to bring life and energy to the role. Finally, he found a simple but effective way to motivate himself. Douglas focused on how the role would provide him with a salary as an actor, and keep him from waiting tables.

Like Kirk Douglas, most people go through times when their zest for life is low. At such times, strength is diminished, energy is reduced, creativity is hindered and every undertaking is laborious. During emotional and mental lows, it is easy to magnify our faults and minimize our talents. However, there is good news. By taking some small, simple steps, anyone can break free from sluggishness and revitalize. Here are a dozen ways to get out of a mental rut:

1 Shed an old skin. "We must be willing to get rid of the life we've planned, so as to have the life that is waiting for us. The old skin has to be shed before the new one can come," observed Joseph Campbell, 20th century author and lecturer on mythology and spiritual and cultural development. A time of dullness and darkness may be the signal that you have reached the end of one stage in your life. Be flexible enough to turn over a new page and start the next chapter.

2 See the good, expect the best. Your mind is a powerful tool. Don't waste it brooding over what you don't have, aren't experiencing or didn't receive. Negative

**A dozen ways
to shrug off
sluggishness and
revitalize yourself.**

thinking will leave you feeling more discouraged, depressed and dissatisfied. A healthier approach is to see the good and expect the best. Motivational writer and speaker Denis Waitley says: "The winner glories in the good; the whiner majors in the mediocre. . . . As part of their normal, moment-to-moment stream of consciousness, winners think constantly in terms of *I can* and *I will*. Losers concentrate their waking thoughts on . . . what they should have done . . . would have done . . . what they can't do. When the mind's self-talk is positive, performance is more likely to be successful."

3 Challenge yourself. A sure way to fire up enthusiasm and zest for life is to take on a major challenge. Defy your current level of living by challenging yourself to do more than you have done and go further than you have gone. Consider the example of 72-year-old Lynn Edwards, who is training to compete in an Ironman World Championship. This ultimate fitness challenge consists of a 2.4-mile swim, a 112-mile bike ride and a 26.2-mile run. Edwards prepares by running 60 miles, riding her bike 300 miles and swimming four miles a week. Even though the grueling work can take six or seven hours daily, Edwards says the rewards outweigh the sacrifices: "It's hard to describe the feeling, but it's almost spiritual. If you can do Ironman, there's nothing in life you can't do."

4 Name it and claim it. In spite of how you feel, always think positive thoughts and speak positive words. Never put yourself down by saying "I'm lazy," "I'm not creative," or "I'm not capable." Speak tenderly, gently and lovingly to yourself. Visualize yourself as happy, energetic, creative and fulfilled. Then claim those

"During emotional and mental lows, it is easy to magnify our faults and minimize our talents."

images as an integral part of your personality. In his book, *Success Is Never Ending, Failure Is Never Final*, Crystal Cathedral minister and author Robert Schuller recommends writing and repeating these affirmations daily: "I will! I am! I can! I will actualize my dream. I will press ahead. I will settle down and see it through. I will solve the problems. I will pay the price. I will never walk away from my dream until I see my dream walk away: Alert! Alive! Achieved!"

5 Initiate positive action. Getting out of a mental rut and gaining more from life means becoming an initiator – someone who is a mover, motivator and morale builder. Here is wise advice from author William Arthur Ward: "Do more than belong: participate. Do more than care: help. Do more than believe: practice. Do more than be fair: be kind. Do more than forgive: forget. Do more than dream: work."

6 Get back to nature. Deepak Chopra, a physician and best-selling author of 15 books, believes you can tap your greatest potential by experiencing nature. "Take time to commune with nature," he advises. "Sit silently and just

watch a sunset . . . listen to the wind in the trees . . . or enjoy the scent of a flower in order to come into contact with the pulse of creativity."

7 Use the three healing words. "I forgive you" are three of the most powerful words a person can say. Ask yourself if your low emotional ebb or mental fatigue is connected to feelings of anger, resentment and hostility over someone who has hurt you. If so, consider extending forgiveness. One good way to do that is to write a letter to the person who hurt you. Spell out the truth of the experience – without blame, judgment, hostility or anger. Say "I forgive you." Mail it only if you feel there is a reasonable chance that good would come from the recipient reading your words. If the person who caused your pain is deceased or incapable of hearing you, burn the letter. As you watch flames consume it, let your anger symbolically go up with the smoke.

8 Take a brisk walk. The next time you're feeling sluggish and emotionally down, get out of your office, home or car and take a brisk walk. Alan Loy McGinnis, a California therapist, says one of the best antidotes for depression is vigorous exercise. In fact, for some depressed patients, he conducts the therapy session while he and the client walk near his office. "They often resist this unorthodox approach and tell me that they're far too depressed and tired to get out of the chair. Sometimes I

must say, 'Well, let's try walking one block. Then if it's too much, we'll come back.' Once out and moving, they're usually surprised at how much better they feel, and we walk for the entire hour."

9 Do the right thing. If possible, don't take a job "just for money." Many people – including some in highly paid positions and careers – are bored, frustrated and unfulfilled by their work. Whether or not you are employed, take time for a spiritual career assessment, asking yourself: "What do I love to do? What am I good at? What activities bring me the greatest spiritual and emotional pleasure? How can I use what I like to do to make a living and a contribution to the world?"

10 Remember the spirit. Tap into your faith to revitalize yourself. If you don't have a faith, explore one that appeals to you. "Renew yourself by connecting to the spiritual," says New York writer Corynne L. Corbett. "Begin each day with meditation or a prayer; it will put you in touch with the divine being within you. Be thankful for being alive and for being blessed. Pray for guidance. Try to spend time each day reading books that will help you get in touch with the sacred. You can read the wise words found in the Bible, the Koran, the Bhagavad Gita or in other books based on spiritual or motivational principles." After each session, reflect upon what you have read and apply those lessons to your daily life.

11 Think like a champion. According to editors of *Runner's World* magazine, championship factors apply to all aspects of life, not just in athletics. When your mental energy is low and lethargic, try thinking like a champion. Some championship factors include: (1) self-analysis – knowing your strengths and weaknesses; (2) self-competition – concentrating on doing your best, not on beating others; (3) confidence – setting tough but reasonable goals; (4) toughness – accepting risk and trying to win instead of just trying not to lose; and (5) a game plan – realizing that talent alone is seldom enough.

12 Remember Emerson's advice. "Nothing great was ever achieved without enthusiasm," declared poet Ralph Waldo Emerson. Enthusiasm is a type of mental fire which burns off lethargy while animating the spirit. Frank Bettger, a successful salesman, often advises others: "Make a high and holy resolve that you will double the amount of enthusiasm that you have been putting into your work and into your life! If you carry out that resolve . . . be prepared to see astonishing results. It will probably double your income, and double your happiness." **T**

Victor M. Parachin is a minister and writer living in Claremont, California. His most recent book: *101 Reasons to Be a Vegetarian* is available from Avery Publishing Group.



By Gary P. Pittman, ATM

A prescription for alleviating cold feet and improving public speaking.

ACTASIF

ALTHOUGH ITS NAME – ACTASIF (AK´ TA SIF´) – MAY SOUND LIKE another medication for relieving cold symptoms, it’s not. It is, however, a “prescription” – for alleviating the symptoms of cold feet and thereby improving one’s public speaking

performance. But there are no pills to take. ACTASIF can be used as needed without unwanted side effects.

The word “ACTASIF” is a combination of three words from the phrase “act as if.” Although the word is new, it is a variation of a technique that has been around for some time and prescribed by people like Dr. Joyce Brothers. In her book, *Positive Plus: The Practical Plan for Liking Yourself Better*, Dr. Brothers suggests overcoming fright by acting as if you are brave.

ACTASIF builds determination to make one’s public speaking experience positive and fulfilling. As John Milton wrote in *Paradise Lost*, “The mind is its own place, and in itself can make a heaven of hell, a hell of heaven.” This is certainly the case when it comes to public speaking.

Potential uses for ACTASIF in public-speaking situations are numerous. For example, if you begin to feel stage fright before or while giving a speech, apply the ACTASIF technique and act confidently. Chances are the effects of adrenaline-based nervous energy will not be noticeable to your audience. How often have you heard someone confess nervousness when it was not readily apparent and when the admission would have been better left unsaid? An audience can’t see a rapid heartbeat or sweaty palms. You, the speaker, may still feel fear, and that is normal. ACTASIF can give you the kind of courage defined by Mark Twain as: “. . . resistance to fear . . . not the absence of fear.”

This advice comes from Charles Osgood in his book *Osgood on Speaking*: “No matter how serious the subject matter, even if you are delivering a eulogy at a funeral, never act as if the job is a chore . . . Act as if there is no place in the world you would rather be at this moment than where you are.” Too many speakers act as if they are standing in front of a firing squad. An uncomfortable

speaker makes for an uncomfortable audience. If the speaker acts relaxed and happy to be there, the audience likely will follow suit.

Henry Ward Beecher observed, “When the congregation falls asleep

there is only one thing to do. Give the usher a sharp stick and have him go prod the preacher.” Just as it is a preacher’s responsibility to keep the audience interested in the sermon, it is all speakers’ responsibility to keep their audiences interested – or at least awake. One thing is certain: If a speaker acts as if he or she prefers to be somewhere else, the audience will find itself preferring the same thing.

The use of cold medicines is criticized by some people. So, too, using ACTASIF may be criticized by some, who might say that an act of pretense is selfish or unethical. But

Ginger Friedman in *The Perfect Monologue* says, “To act is to give. You don’t make up or pretend anything as an actor.” If a little acting helps change our behavior in a more desirable direction, is there any harm?

Critics may also suggest that boosting self-confidence with ACTASIF is delusive. If this were true, anyone who has ever found a way to overcome adversity might be called delusive for not having given

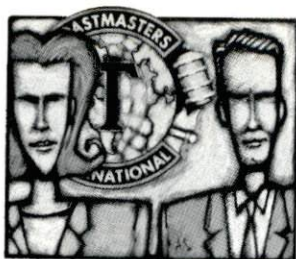
up. Or, in the grand scheme of things, all self-confidence could be classified as delusive.

Perhaps these words from the world’s greatest playwright best support using ACTASIF: Shakespeare said, “All the world’s a stage and all the men and women merely players. They have their exits and entrances and one man in his time plays many parts.”

One school of thought argues that constantly acting in a certain manner changes behavior to a point where it is no longer acting. If one accepts this viewpoint, it seems logical to believe that ACTASIF can provide permanent relief to symptoms associated with cold feet. In any case, the technique can improve your speaking performance. **T**

“If a speaker acts as if he or she prefers to be somewhere else, the audience will find itself preferring the same thing.”

Gary P. Pittman, ATM, is a member of Hi-Noon Toastmasters Club 2217-43 in Little Rock, Arkansas.



TI BOARD REPORT

"The past prepares us to meet the challenges of the future."

RALPH C. SMEDLEY

Take Pride in Toastmasters

In describing his impressions of the first half of his term as International President, Terry Daily, DTM, told the Board of Directors in February that he enjoyed his fall visits to seven districts in North America. "These visits left me with an overwhelming sense of pride and caring for our club and district leaders who hold these voluntary positions for the right reasons: to help further the mission of our organization and to serve our members," he said. "Toastmasters is an outstanding organization. We have a lot to be proud of."

During President Daily's visits to districts 13, 56, 37, 64, 46, 52 and Founder's, he successfully promoted the organization to corporate and government leaders, and to the media through interviews on television and radio, newspapers and magazines. "The value that our Toastmasters program offers during a time of great change in the corporate work environment is one of our greatest selling points," Daily said.

He said the first six months of his term, August 1998 to February 1999, were successful. "We have more clubs than ever in the history of Toastmasters. We have outstanding district officers who are very focused on their dream of being Distinguished. We have an opportunity for more Distinguished Districts this year than we've had in the past 10 years." He also mentioned that "we should be proud of our international officers and directors. These leaders are giving their time and energy to help Toastmasters move forward. They are visionary in their thinking, strong in their desire to protect our organization, and focused in their effort to help every club become Distinguished."

He concluded his report by saying, "I'm confident future generations will thank today's leaders for the mission-focused and value-driven heritage we are now creating."

The Board will meet again on August 18, during the International Convention in Chicago, Illinois.



Toastmasters' Board of Directors at work.

BOARD ACTION:

The Board of Directors made the following decisions to ensure the continued progress and growth of the organization:

- Recommended increasing the reinstatement fee for inactive clubs from \$47.50 (U.S.) to \$90 (U.S.), effective July 1, 1999.
- Reviewed proposals for new modules for *The Better Speaker Series* and *The Successful Club Series* and made suggestions to World Headquarters.
- Reviewed the 1999-2000 membership building programs and suggested minor changes.

- Reviewed Policy Bulletin No. G25, "Minimum Club Standards" and recommended paragraph three be modified to read:

The purpose of a Toastmasters club is to provide a positive environment in which members can participate in the Toastmasters educational program. Active participation is a necessity if members are to learn and if clubs are to fulfill their purpose. All clubs must meet the following minimum requirements:

- meet at least 12 times per year (although optimally clubs should meet weekly).
- have members working toward Competent Toastmaster and Advanced Toastmaster awards.

- have members give oral manual speeches.
- have members give and receive oral evaluations.
- give members the opportunity to develop and practice leadership skills and earn Competent Leader and Advanced Leader awards.

■ Reviewed and clarified the fund-raising policy of Toastmasters International. Fund-raising can be done only on an infrequent basis. Acceptable fund-raising activities include conducting Speechcraft, Success/Communication or Success/Leadership programs and charging a fee to participants; holding a raffle, auction, "white elephant sale" or bazaar of donated goods where permitted by law; accepting advertising in club and district newsletters; and selling entertainment books or diner's books. Fund-raising activities which have a higher risk of injury are not permitted. These include: holding or participating in sporting or other physical events, i.e., tennis or golf tournaments, walk-a-thons or jog-a-thons, pancake breakfasts, fireworks displays or picnics.

■ Clarified policy on mailings and phone calls in connection with the campaigns of International Officer and Director candidates.

■ Adopted a policy on acceptable and unacceptable assets held by districts and clubs. Unacceptable assets include motor vehicles, office space, real property, furniture, telephones and telephone systems – whether rented, purchased or donated. Each district and club must maintain a written list of its assets and a written procedure to ensure assets are accounted for and transferred smoothly to the next administration.

■ Reviewed and clarified the policy on the use of membership lists and labels. Reaffirmed that membership lists and labels may be used only for official Toastmasters business.

■ Revised the *Toastmasters International Speech Contest Rulebook* so that districts may conduct up to four speech contests with the only contests permitted at the Area, Division or District levels being those originating at the club level and proceeding through the Area, Division and District levels. One of these contests must be the International Speech Contest and all contests must be those contained in the Rulebook. These revisions will be effective January 1, 2000. Regional Conferences are Toastmasters International events. *The Speech Contest Rulebook* also was revised so that beginning in June 2000, only the International Speech Contest will be conducted at Regional Conferences.

■ Established strategic actions districts can take to ensure District Conferences achieve the District Mission and attract increased attendance and involvement.

■ Recommended changes to the goal calculations in the Distinguished Division Program to be effective in the 2000-2001 District year.

■ Reviewed policy on operational reports distributed to districts and made changes to report distribution to reflect revisions in the new Distinguished Club Program.

■ Reviewed the Toastmasters Leadership Institute Program used by some districts and found it continues to be an outstanding resource to club officers. A list of suggestions for improvement were provided to World Headquarters.

■ Discussed ways to increase cooperation among district leadership teams and made recommendations for inclusion in training and nominating committee materials. **T**

We've Captured the Essence of Public Speaking

Toastmasters International is proud to present the *Essence of Public Speaking* book series. To purchase your copy, contact World Headquarters at (949) 858-8255.

Writing Great Speeches

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Speaking Your Way to the Top

Marjorie Brody; B916; \$12.00

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William D. Thompson; B917; \$12.00

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Alan Perlman; B920; \$14.95

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Ralph Hillman; B 921; \$14.95

Speaking for Impact

Shirley E. Nice; B 922; \$14.95

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Powerful Words

Ronald H. Carpenter;
B 923; \$14.95

Involving Your Audience

Karen E. Lawson; B 924; \$14.95



Prices do not include shipping charges or applicable taxes.

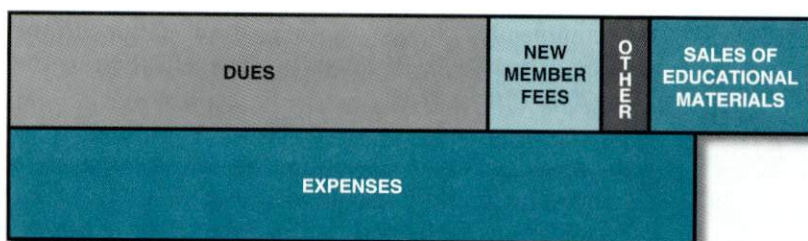
TI Financial Report: Jan. - Dec. 1998

The financial statements of Toastmasters International were audited by the independent certified public accounting firm of Moore, Stephens, Frazer & Torbet. The statements were prepared in conformity with generally accepted accounting principles.

The Board of Directors of Toastmasters International controls the organization's funds and, with the Executive Director, is responsible for assuring that management fulfills its fiduciary responsibility. The Bylaws of Toastmasters International require that the corporation's financial status be reported to its member clubs annually. To keep our entire membership informed, we are exceeding this requirement by reporting our financial results to all members.

Following are the year-end financial statements. The format includes a bar graph and pie chart, which we hope will provide a clearer picture of Toastmasters International's financial activities.

EXHIBIT A



REVENUES/EXPENSES

Exhibit A shows the relationship of individual revenue sources to expenses. You can see that income generated from dues, new member fees, charter fees and miscellaneous sources is insufficient to cover expenses. We would have a deficit if not for income from sales of educational materials.

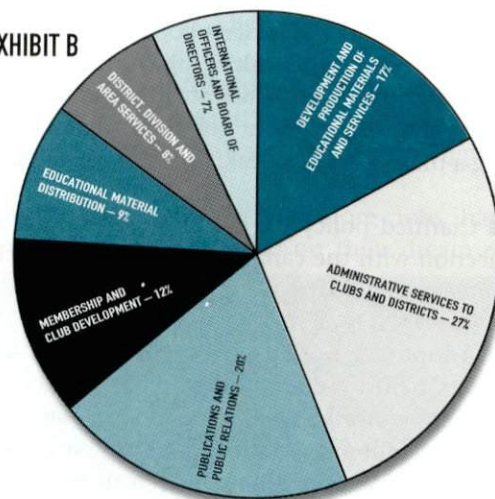
MEMBERSHIP DUES

Exhibit B shows how each of your dues dollars is spent. The glossary below and on the next page gives an explanation of expenditures.

GLOSSARY OF EXPENSES:

EXECUTIVE DIRECTOR/OFFICERS/DIRECTORS – Includes travel and expenses at Board meetings, district visits, regional conferences and outside professional services, such as legal counsel. Board policy ensures smooth operation of the organization and ideas for new and exciting programs. District visits help in building new clubs, strengthening membership and bringing new ideas to members.

EXHIBIT B



MARKETING, MEMBERSHIP AND CLUB DEVELOPMENT – Includes processing new member and new club applications and developing and distributing new member and new club materials. This also includes developing membership and new club building programs, promotions and awards and assistance to low-member clubs.

FINANCE AND POLICY ADMINISTRATION – Administrative services to clubs and districts. Includes processing and mailing of semiannual reports, officer lists, club and district billings, financial reports, Constitution and Bylaws administration and data processing services. Also included is the production of materials and updating of member and officer addresses.

DISTRICT AND CLUB ADMINISTRATION – District, Division and Area services and development, production, field testing and promotion of educational program materials and services. Includes district operations, developing club and district administrative and educational materials, serving clubs through officer training and club visits by district officers; the Distinguished District, Division and Area Programs, travel reimbursements to District Officers for International and Regional meetings, processing educational completions, i.e., CTM, ATM, CL,

AL and DTM, production and mailing of *The Toastmaster*, *TIPS* and the *District Newsletter*, and cost of planning and operating the International Convention.

EDUCATIONAL MATERIALS AND SUPPLIES – Distribution of educational, promotional and administrative

materials. The most useful, up-to-date materials are available through the Supply Catalog to help every member succeed.

DEPRECIATION – The allocation of the cost of the fixed assets attributable to the current year. **T**

TI FINANCIAL STATEMENT JANUARY-DECEMBER 1998

STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 1998

ASSETS	
Cash and temporary investments	\$ 3,000,782
Restricted cash and short term investments	\$ 1,449,253
Accounts receivable, net of allowance for doubtful accounts of \$10,000	\$ 87,505
Marketable securities	\$ 11,380,639
Inventory	\$ 640,840
Deposits, prepaid postage and other	\$ 274,529
Property, building and equipment, net of accumulated depreciation	\$ 4,642,643
TOTAL ASSETS	\$ 21,476,191
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable	\$ 574,779
Funds held for Toastmasters International Regions	\$ 92,304
Deferred revenue	\$ 48,605
Total Liabilities	\$ 715,688
Net Assets:	
Unrestricted	\$ 7,930,070
Temporarily Restricted	\$ 12,565,895
Permanently Restricted	\$ 264,538
Total Net Assets	\$ 20,760,503
TOTAL LIABILITIES AND NET ASSETS	\$ 21,476,191

STATEMENT OF ACTIVITIES FOR THE TWELVE MONTHS ENDED DECEMBER 31, 1998

INCOME:	
Membership charges:	
Membership fees	\$ 4,459,436
New member service charges	\$ 1,034,112
Total membership charges	\$ 5,493,548
Other income:	
Charges for educational materials and supplies	\$ 1,503,354
Charter fees	\$ 63,650
Interest	\$ 160,999
Royalty - Mailing List	\$ 100,000
Other	\$ 116,849
Total other income	\$ 1,944,852
Total income	\$ 7,438,400
OPERATING EXPENSES:	
Executive Director, Officers, Directors	\$ 406,783
Marketing	\$ 657,061
Finance and Policy Administration	\$ 1,981,741
District and Club Administration	\$ 2,048,188
Cost of educational materials and supplies	\$ 1,076,931
Depreciation	\$ 199,614
Total expenses	\$ 6,370,318
INCREASE IN UNRESTRICTED NET ASSETS	\$ 1,068,082

THE RALPH C. SMEDLEY MEMORIAL FUND

This fund was established to provide financial support for Toastmasters International's educational programs. These include the creation of new and innovative educational materials for club and member use, the development of promotional material designed to spread the word about Toastmasters, and development of new Communication and Leadership Programs, such as the Success/Leadership Series.

The fund is comprised of donations from individual Toastmasters and Toastmasters Clubs and the interest earned and the increase in the value of investments on those donations. Contributions from January 1 - December 31, 1998 totaled \$36,505. The fund had a balance of \$649,808 as of December 31, 1998.

You have the opportunity to continue the legacy of our organization's founder by contributing to the Ralph C. Smedley Memorial Fund. The fund is used to develop new and innovative educational and promotional materials, such as the two videos *Meeting Excellence* and *Everyone's Talking About Toastmasters*, and the Success/Leadership and Success/Communication Series. Your entire contribution goes toward developing new materials. Not one penny is used for administrative costs! Contribute \$10 and receive a special Toastmasters International paper-weight. A club donating \$50 or more will get a unique club banner ribbon. Donors of \$100 or more receive a special plaque and have their names permanently inscribed on a donor recognition plaque at World Headquarters. In addition, every contributor will be recognized in *The Toastmaster* magazine.

Keep the Legacy *Alive!*

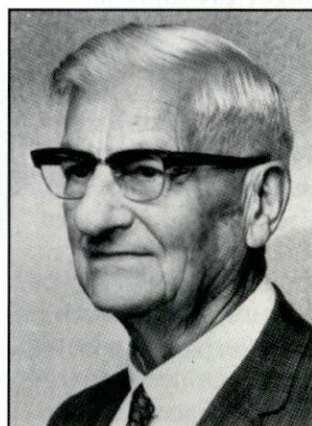
All contributions are tax deductible. Your support will result in more people learning, growing and achieving through Toastmasters. Why not discuss this during your club's next business meeting? Contributions should be sent to:

The Ralph C. Smedley Memorial Fund

TOASTMASTERS INTERNATIONAL

P.O. Box 9052 • Mission Viejo CA 92690, U.S.A.

If making an honorary or memorial contribution, please indicate the name and address of any person(s) to whom acknowledgement should be sent.



Ralph C. Smedley

THE HOT FLUSH OF

EMBARRASSMENT

How to handle red-faced bloopers, public gaffes, oafish appearances and other mortifying moments.

A career diplomat – who was every inch the proper, dignified foreign service official – was about to give a speech at a diplomatic reception. When he stood up, he glanced down and saw with shock his unzipped fly. He quickly sat down again and yanked the zipper shut but entrapped his silk tie in the unforgiving tiny steel teeth.

When he stood again, the tie tightened around his neck and he started making gasping, wheezing noises while knocking a few plates off the table. Some onlookers thought the diplomat was having a heart attack and needlessly rushed to his side. But his host eventually saved the day by snipping the cravat in half with scissors. All eyes in the room were transfixed on the saga.

Thoroughly flustered, the emissary ran from the room with a short piece of necktie flapping from his fly and a stubby bit of necktie dangling from his collar.

Within hours, everybody in the diplomatic community heard the tie-in-the-

zipper story, causing the envoy to become something of a laughingstock.

After the incident, whenever he met people on state business, almost all would drop their gaze to his fly and crack a smile while thinking about the now-famous ensnared tie. With such an impaired image, hardly anybody took him seriously. So he was recalled to his

hometown where he waited in an obscure bureaucratic job for the memory of the gaffe to fade.

An overnight guest at U.S. President Calvin Coolidge's White House was mystified when he saw the president during breakfast pour some milk from his cup into a saucer. Fearful of committing some breach of etiquette, the guest imitated him. Coolidge said nothing but smiled slightly and then bent down and put the saucer on the floor for his cat, which had been waiting quietly for the treat.

Although the diplomat and the White House guest never met, their reactions were amazingly alike: Both men's eyes became as wide as saucers. Their



mouths issued only gulping noises. Deep red flushes spread across their faces, which quickly became awash in dripping perspiration.

Both experienced the sudden onset of a powerful emotion from which no person in any culture is immune. Moreover, it's a feeling known only to humans. While there are no recorded deaths, people suffering this same condition freeze completely as vocabulary, wit, social graces and even consciousness leave them.

Because there usually is no convenient hole into which the afflicted can disappear, most deal with those terrible, red-faced moments by putting hands over faces, casting eyes downward or burying heads on any willing shoulders available nearby.

Little comfort is gained by knowing the condition is not really fatal – you just *think* you're going to die right there on the spot.

The condition is, of course, embarrassment. Writer Mark Twain once observed that "Mankind is the only animal that blushes. Or needs to."

Sources of embarrassment are anywhere and everywhere. Speakers lose their places in important speeches, actors forget their lines, bits of masticated food become attached to teeth and dentures fly from mouths while tongues constantly betray their owners, like the radio announcer who reported "...and now, the 21 sun galute!"

In everyday life, humans usually are mortified any time they look foolish, oafish or incompetent in public. Whatever the source, embarrassment can stop you dead in your tracks, according to Edward Gross, Ph.D., a University of Washington professor emeritus in Seattle who has studied embarrassment for 27 years and found many examples of highly visible gaffes, miscues, twisted names, goofs, boners, accidents and other red-faced bloopers. Moreover, embarrassment can undermine your confidence, ruin



prospective careers and destroy a relationship, a business or a life.

Even fear of embarrassment is a powerful motivator. Dr. Gross became interested in the topic more than two decades ago when he taught at a small college headed by an incompetent president. Layers of staff surrounded and insulated the top person, performing functions for him. When Dr. Gross asked why they didn't try to find a capable president, the staff and board of directors replied it would be too embarrassing for all concerned.

"In terms of evolution, people suffer – and have always suffered – embarrassment because it is a gigantic clue to stop and repair some damage," explains

Dr. Gross, who wrote a book about his findings called *Embarrassment in Everyday Life*.

Dr. Gross and other experts who have taken a close look at mortifying moments say four conditions must exist at once before we can really suffer the hot flush of embarrassment.

- ▶ First, there must be a failure for which you feel responsible.
- ▶ Second, the failure occurs suddenly, with no time to prepare or adjust.
- ▶ Third, "it must take place in public," says Domeena Renshaw, M.D., professor of psychiatry at Loyola University in Chicago. "Reddened faces result because shock instantly increases your blood pressure so more blood can travel to the brain to help you figure a way out of the predicament in which you just put yourself."
- ▶ The final condition: The witnesses must be people whose opinions you value.



Beware, however, the person who cannot be embarrassed. That rare individual feels above the fray and may consider his position, intelligence and status so lofty he doesn't care what others think.

One way to deal with an embarrassing moment is with a snappy riposte. When, for instance, the British conductor Sir Thomas Beecham was rehearsing his orchestra, he called out that the third flute was too loud. Somebody replied that the third flute had not arrived yet. Sir Thomas shot back without a pause: "Well, tell him when he gets here!"

In one of the Stephen Douglas/ Abraham Lincoln debates, Douglas charged that Lincoln was two-faced. Lincoln reacted to the potentially belittling accusation by citing something that had long been a source of embarrassment: his homely face.

"I leave it to my audience," Lincoln said. "If I had another face, do you think I would wear this one?"

If you should take the wrong raincoat, briefcase or purse, try: "Hey! I almost got away with it!" while returning it to the rightful owner. Or, if you lose your place in a speech, say: "I seem to have lost my place — something for which many of you will be grateful." If you slip and fall, say: "I see there seems to be nothing interesting on the floor, so I'll take a chair."

New York University faculty member and speech coach Diane DiResta equips her students with the following one-liners in case they trip on the way to the stage or lectern: "I want you to know I've been practicing that entrance for weeks." Or, "Never let it be said I don't know how to make a grand entrance."

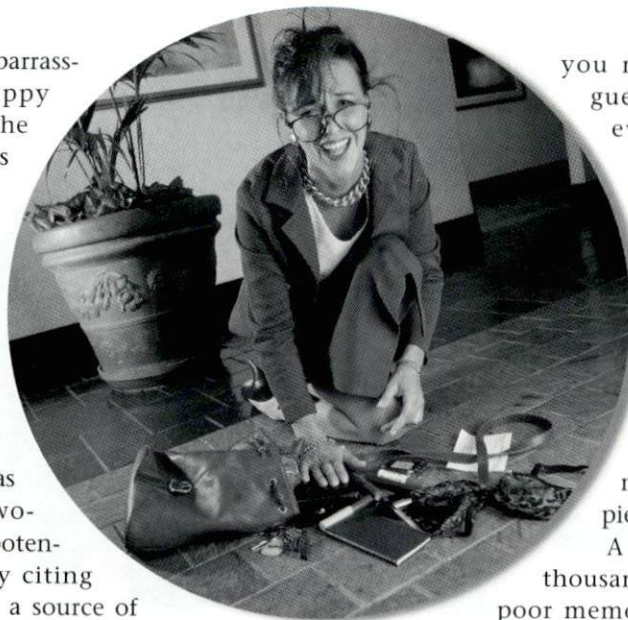
One quick-on-his-feet junior high-school student was eating alone on his first day at a new school. He took a bite of his hot dog but the wiener slipped out and skittered across the floor. All eyes in the room turned to the new kid, who was mortified but quipped: "I guess that dog wanted to go for a walk!" Other kids joined in the punning and the newcomer soon made some friends.

"You should use snappy come-backs to overcome embarrassment only if you are good at them," cautions Dr. Gross.

"We are very vulnerable to how people see and judge us," says Andre Modigliani, a sociology professor at the University of Michigan at Ann Arbor. "Embarrassment is the sudden acknowledgment that others have noticed what you have done and that notice is negative."

Experts say if the slip is minor, just act as if it never happened. Actors do that all the time and hardly anybody notices.

"Whenever possible, thorough preparation will safeguard you against embarrassment," Dr. Gross says. "If



you must introduce the featured guests, write down their names, even if you know them well.

Before a speech, visit the site early and see for yourself if there are any wires to trip on, that a lectern is provided and that nothing else will take you unawares."

Another tactic for minor botches is to claim the embarrassing misstep happened to a person "who was not the real me. I was tired or sick or preoccupied when it happened."

A German opera star — who met thousands of people yearly but had a poor memory for names — said when he met a familiar face to which he could not attach

a moniker: "Oh, forgive me. I've forgotten your name." Just after the person repeated his or her full name, the singer quickly replied, "Well, I meant your last name, of course."

You also can help others escape pending goofs. If you happen to spot your boss, the mayor or some dignified diplomat with, say, gravy on his tie, and you feel ill at ease breaking the news yourself, experts say you should find a person closer to the soon-to-be embarrassed person and have him or her fix the blooper before it's too late.

"The best thing to do when you discover you have an unzipped skirt, unbuttoned blouse or open fly is to excuse yourself, go to a private place and fix the clothing," says Dr.

Gross. "Most people will never notice, and it gives you a chance to recover from a flustered state."

If a guest knocks over a beverage at your dinner table, experts say the thing *not* to do is keep repeat-

ing, "It's nothing. It's OK." Says Dr. Gross: "Research reveals that when people are embarrassed, they feel like clods. Their self-esteem has been wounded and they want to do something to restore it."

If you give the guest a couple of towels and have him or her assist in the cleaning, you'll help him restore his image as an esteemed guest who is usually in command of his body and coordination.

So the next time you forget your place in a speech, forget your boss' name while making introductions, or find spinach in your teeth during a major presentation, remember to laugh it off, claim it wasn't really you or pretend it didn't happen.

Your red face? You'll just have to put up with that. After all, you're only human. **T**

"Mankind is the only animal that blushes. Or needs to."

— MARK TWAIN

Charles Downey is a freelance writer living in Big Bear, California.



By Mark Majcher, ATM

Toastmasters Share Their Lessons Learned

Stop, Look and Listen!

Listen up! That's right, stop and do nothing but listen. Today's world is one of talk radio – and too much talk about almost everything. But people we deem the best conversationalists actually spend more time listening than talking. So, take time right now to “listen” – to tune in to ideas fellow Toastmasters want to share with you.

■ Toastmasters clubs hold elections in May, but some clubs find it difficult to field a complete set of officers. Experienced Toastmasters may decline to accept an office for many reasons, such as not being able to commit the time. New Toastmasters may shy away from becoming executive officers because they lack confidence and feel they don't have the knowledge to serve.

Several clubs I have belonged to have solved this problem by electing a slate of “ghost officers” (delegated assistants) at the same time they elect new officers. The assistants work closely with elected officials and, within a short time, understand what the position entails. If needed they can take over if the elected official cannot attend a meeting or is away for several weeks. In this way, the position is always represented at meetings. Assistants frequently are willing to accept election to office the following year, and usually make excellent executive officers.

THOMAS E. SIMPSON, DTM • LONDON ONTARIO CANADA

■ With a goal of getting all club members active in membership building, I've encouraged them to use the payment of monthly bills to local businesses as opportunities to spread the word about Toastmasters. The idea is to enclose Toastmasters International's professionally written, tri-fold promotional brochures with the payments. When the backs of the brochures are completed with the club's pertinent information, community businesses learn about benefits Toastmasters offers and who to contact for additional information.

SCOTT A. RENSHA, ATM • ADAMS CENTER, NEW YORK

■ For Table Topics, I brought a basket filled with fortune cookies and asked members to pick one at random, read the fortune and talk about how it applies in their lives. It was fun and at times thought-provoking.

RUTH ANN BOGGS • MARIETTA, GEORGIA

■ Dancing and moving to the rhythm of music during speech preparation make it easier for me to use gestures. As a song plays, I lip sync to work on articulation and delivery.

EDWARD S. BROWN, CTM • ATLANTA, GEORGIA

■ My speech “Unconditional Love” made such an impact, people still mention it. It

was my “Speaking in Earnest” assignment from the Communication and Leadership manual. As a result of my speech, several people decided to join Toastmasters. I played a minute of Whitney Houston's “I Will Always Love You” at the beginning and in closing my speech. At the end, as Whitney sang “You, You, You,” I lip-synched as I pointed to as many people as I could in the audience. I was a hit.

VERA O'CONNOR, ATM-B • SPRINGFIELD, MASSACHUSETTS

■ I keep a file of 3 x 5 inch index cards, one for each day of the year, and on one side write important historical events that happened on that date. On the other side, I write names of people whose birthdays fall on that date. I update the cards with information from newspapers, television and other sources. The cards have provided me with good speech ideas, and I have discovered even the most obscure fact or event can make a good presentation. Also, when I go to a Toastmasters club meeting – whether I am Table Topics master or not – I look at that week's cards, and as a result often come up with ideas for questions.

CARLA AYCOCK, DTM • FARMERSVILLE, TEXAS

■ As a Toastmaster since 1978, I was “note dependent” – even as the 1994 Central Division Humorous Speech Contest winner in District 6. But since then, I have given all speeches without notes. I rehearse during my daily lunchtime walks – even at 25 degrees below zero – concentrating on three points: the speech's opening, body and closing. I also visualize myself sitting in the audience listening to my speech.

ROGER DU BOIS, ATM • MINNEAPOLIS, MINNESOTA

■ Even though our club meets “on the beach” in Waikiki, members' energy sometimes is low after a long day. To help boost

energy, the Toastmaster now asks everyone to stand and huddle in the front of the room before the educational portion of our meeting begins. We introduce ourselves to each other – with each introduction taking 15 seconds or less – and shake hands in the process. Not only does this prove invigorating, it's fun.

RICHARD HERNANDEZ, ATM-S • HONOLULU, HAWAII

■ Be a "tape worm." Record your practice speech and lend the recording to your evaluator. Implement suggestions your evaluator gives you when you give your live presentation. Record the live presentation and evaluation. Listen to that recording, without bias, and become your own evaluator. This should ensure rapid, measurable progress.

JACK MCCLENDON, ATM-S • CARLSBAD, CALIFORNIA

■ I used to begin a Table Topic with the first thought that came into my head, then suddenly run out of ideas and come to a dreaded halt. But now, since going on the Internet, I think of "threaded images" – the thread of one idea leading to another, as with e-mail and World Wide Web pages. Instead of trying to stay with the original topic, I "click the mouse" on a "hyperlink" in my brain and just flow on to the next thought with no hesitation. In this way, my talk has a beginning, middle and end. I recommend using "threaded images" to anyone, even speakers who are not computer literate. You'll find yourself presenting lots of fascinating facts and ideas, with no embarrassing pauses.

JULIA CLARE, ATM • QUEENSLAND, AUSTRALIA

■ Has your club realized the benefits of borrowing or buying a digital camera? The pictures are easy to take and quickly processed, and there are many ways a club can put this technology to work.

Speakers love seeing their pictures in newsletter. In our club, we have produced a leaflet with pictures of all our members. You can also put pictures of the main speakers on the back of the meeting agenda with a few biographical notes. This helps club members get to know each other and introduces the speakers to guests.

Many people like to get an idea of a club's membership before they visit. A few images on your club's Website can

illustrate the dynamic nature of the Toastmasters organization. Remember, a picture's worth a thousand words. Take a look at how this new technology can help spread the word about your Toastmasters club.

BRIAN JENNER, CTM • LONDON, ENGLAND

■ Put a little magic in your speeches. If you can grab your audience's attention at the beginning, they will listen more readily to you. As a professional magician, I dazzle listeners by opening my speeches with magic and using other entertaining strategies during the speech to maintain interest.

You don't have to be a magician to use this idea. Call your local magic shop and request names of magicians who do close-up magic. Invite one or more of these magicians to teach your club a few impromptu tricks.

LOUIS MALLOQUE • PHOENIX, ARIZONA

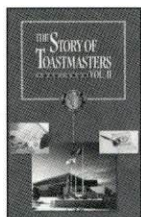
■ When I first joined Toastmasters, I was nervous about volunteering for Table Topics. So I took out insurance! I did this by preparing a two-minute talk on the impressionist painter Mary Cassatt. It was my plan, when I found my topic was impossible, to say that what I knew about the topic wouldn't cover the back of a postage stamp. I would then take an envelope out of my pocket, note that the stamp commemorated Mary Cassatt, and let that lead into my prepared talk!

Some months later, I discarded the dog-eared envelope I had never needed, but which had quelled a few butterflies along the way.

JAMES O. RAWCLIFFE • DUNKIRK-FREDONIA, NEW YORK

Share with us your favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

Send to: Mark Majcher
"Topical Tips"
1255 Walnut Court
Rockledge, FL 32955
or e-mail: majcher@spacey.net



The Story of Toastmasters, Vol. II

Volume II of *The Story of Toastmasters* recounts the history of the organization from 1960 to 1998. Complete with many photographs, this paperback book discusses TI's growth, leaders, and the evolution of the educational system. \$7.50 plus shipping.

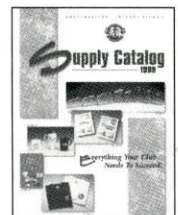
Order it today!

TOASTMASTERS INTERNATIONAL

P.O. Box 9052 Mission Viejo, CA 92690 • (949) 858-8255 • Fax (949) 858-1207

Have You Seen The TI Supply Catalog Lately?

The Supply Catalog is a simple, effective resource that can help you and your Toastmasters club be more successful. A copy of the new 1999 catalog was recently mailed to your club's President. Additional copies can be ordered for only \$1 (plus shipping).



Everything you and your club need to succeed is contained within its pages – learning tools, meeting materials, awards, special programs – you name it!

Order it today!

TOASTMASTERS INTERNATIONAL

P.O. Box 9052 Mission Viejo, CA 92690 • (949) 858-8255 • Fax (949) 858-1207

PRESELECTION OF SEAT LOCATION

In an effort to reduce delays in the seat selection line, World Headquarters will offer convention registrants the opportunity to have their seat location preselected for the *Golden Gavel Luncheon, Fun Night, International Speech Contest, and President's Dinner Dance*. Simply check the appropriate box located on the convention registration form. World Headquarters will preselect seat locations in the order in which it receives convention registration

forms – so, register early! Those individuals who wish to select their own seats may do so at the Convention beginning on Wednesday, August 18, at 10:00 a.m.

Seating Preselection Procedure

1. World Headquarters will assign seating locations in the order in which it receives convention registration forms.
2. Preselected seating will be offered on an "all or none" basis only. Registrants may purchase tickets to one or more of the events which have assigned seating. However, if preselected seating is requested, World Headquarters will select seat locations for **all** tickets for event(s) that have assigned seating.
3. Assignment of preselected seat locations will be at the discretion of Toastmasters International.
4. All preselected seat locations are **final** and **cannot** be changed prior to the convention or on site.
5. Toastmasters requesting preselection of seat locations and who wish to sit in a group must mail their registration forms together in the same envelope. World Headquarters will make every attempt to accommodate such requests.
6. 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.
7. **Deadline:** Advance registrations must reach World Headquarters by **July 7**. Cancellations and refund requests will not be accepted after **July 15**. Cancellations will not be accepted on site — no exceptions!



**Sheraton Chicago
Hotel & Towers
Welcomes**

TOASTMASTERS INTERNATIONAL® 1999 CONVENTION AUGUST 18 - 21, 1999

MAIL THIS FORM TO:
**Sheraton Chicago
Hotel & Towers**
301 East North Water Street
Chicago, Illinois 60611
(800) 233-4100 or
(312) 329-7000 • Fax (312) 329-6929

HOTEL REGISTRATION FORM

Arrival date: _____ Departure date: _____

Number of nights you will stay: _____

Number of people in room: _____

Approx. arrival time: _____
(CHECK-IN 4:00 P.M. - CHECK-OUT 12 NOON)

Method of transportation: Car Air Other

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

Please Note: Special conference rates are based on reservations received by July 21, 1999, and room block availability.

Special Conference Rates (circle rate desired)			
MAIN LEVEL	CLUB LEVEL	TOWERS LEVEL	SUITES
\$131.00 single/double/ triple/quad	\$151.00 single/double \$171.00 Triple/quad	\$151.00 single/double \$171.00 Triple/quad	Phone hotel directly if suite is desired. Cost and availability varies.

Check here _____ if rollaway is needed. (no charge)

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: _____

Special Requests: Prefer non-smoking room 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 14.9% occupancy tax per night. DO NOT SEND CASH. Make check or money order payable to the Sheraton Chicago Hotel & Towers.

Credit Card type _____

Credit Card # _____ Exp. _____

Check # _____ Amount _____

SIGNATURE DATE

DON'T BE A NO-SHOW

To cancel your reservation call (800) 233-4100 or (312) 329-7000. Deposit refunded only if reservation is cancelled **10 days prior to arrival** and you have your cancellation number.

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

DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL

T O A S T M A S T E R S I N T E R N A T I O N A L [®]

68TH ANNUAL CONVENTION

AUGUST 18-21, 1999 ♦ SHERATON CHICAGO HOTEL & TOWERS, CHICAGO, ILLINOIS, 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 1999-2000.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** 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.

ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.

FULL CONVENTION REGISTRATION allows you to attend ALL general and educational sessions during the Convention. *Full Convention Registration* also allows you to purchase tickets to any events of your choice. Event tickets must be purchased separately. (See below)

- _____ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$115.00 \$ _____
- _____ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$215.00 \$ _____
- _____ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$100.00 \$ _____

ONE-DAY CONVENTION REGISTRATION allows you to attend general and educational sessions and purchase event ticket(s) for one day of your choice (Wednesday/Thursday, Friday, or Saturday). If you wish to attend general and educational sessions or purchase event ticket(s) that take place on more than one day, then you must purchase a Full Convention Registration. No exceptions can be made.

- _____ Wednesday/Thursday (August 18 & 19) Convention Registration for Member/Spouse/Guest @ \$58.00
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ _____
- _____ Friday (August 20) Convention Registration for Member/Spouse/Guest @ \$58.00
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, Club Leadership Luncheon, and Fun Night.) \$ _____
- _____ Saturday (August 21) Convention Registration for Member/Spouse/Guest @ \$58.00
(With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.) \$ _____

EVENT TICKETS. To attend any of the events below, you must purchase a Full Convention Registration or purchase a One-Day Convention Registration for the day of the ticketed event(s).

- _____ Tickets: **Interdistrict Speech Contest** (Tuesday, August 17) @ \$15.00 \$ _____
- _____ Tickets: **Overseas Dinner** (Note: Open only to delegates from outside U.S./Canada)
(Tuesday, August 17) @ \$44.00 \$ _____
- _____ Tickets: **Golden Gavel Luncheon** (Thursday, August 19) @ \$35.00 \$ _____
- _____ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 20) @ \$34.00 \$ _____
- _____ Tickets: **Club Leadership Luncheon** (Friday, August 20) (*Open only to DTMs, 1998-1999 and 1999-2000 Club Officers*) @ \$34.00 \$ _____
- _____ Tickets: **"Millennium" Fun Night** (Friday, August 20) @ \$51.00 \$ _____
- _____ Tickets: **International Speech Contest** (Saturday, August 21) @ \$20.00 \$ _____
- _____ Tickets: **President's Dinner Dance** (Saturday, August 21) @ \$55.00 \$ _____

Check here if you want World Headquarters to preselect your seats. If you do not check this box, you will select from remaining seats on site. (See page 22 for Seat Preselection Information.)

WHQ Use Only
 T- _____ GG
 T- _____ FN
 T- _____ SC
 T- _____ PDD

Check enclosed for \$ _____ (U.S. Dollars) payable to Toastmasters International. **Cancellation and refund requests will not be accepted after July 15. 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 () _____

PAYMENT METHOD (U.S. FUNDS):
 MasterCard VISA AMEX
 Card Number _____
 Expiration Date _____
 Signature _____

If you are an incoming Club or District officer, indicate office: _____
 I need special services due to a disability. Please contact me before the Convention. This is my first TI Convention.



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

DTM

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

Martin F. Golden, 770-F
 Katzi Kayser, 2436-F
 Millie Stockinger, 2436-F
 Matt Corrigan, 7097-F
 Jorie Wu, 5808-U
 Thomas W. Bridges, 9680-3
 William M. West, 2038-4
 Trish C. Brown, 54-5
 Alan Charles Kohls, 9893-6
 Adele J. Edwards, 6996-7
 Woody Turner, 7463-7
 Nilda J. Miller, 6208-11
 Patricia Lange, 300-18
 Andrew J. Yarne, 617-19
 Genny Marie Yarne, 617-19
 Gilbert H. Norris, 2790-19
 Margaret Li, 2328-21
 Margaret M. Jameson, 8784-21
 Sheila J. Hayes, 9740-21
 Tom Chenault, 5740-23
 Anita Kim Lewandowski, 8346-24
 Robyn Hammonds, 6572-25
 Billy G. Ely, 4965-29
 Daniel L. Abraham, 1500-30
 Ariela T. Marshall, 1625-31
 Dennis Kerr, 4522-32
 Nancy J. McCeney, 5676-36
 Michael A. Zier, 8897-36
 Peter A. Knudsen, 2294-37
 Doris A. Taylor, 2879-37
 Hilda Letman, 4891-38
 Lorna Zink, 215-39
 Yvonne Sebastian, 6236-39
 Joy Lardner, 7341-42
 Michael J. Blackburn, 3063-43
 Robin B. Karp, 4646-46
 Robert Sullivan, 22-47
 Jerry S. Gold, 2004-47
 Thomas Hooks, 3018-47
 Beverly Hood, 9610-48
 Ho Kin Wong, 2574-51
 Marcia Bruce Bush, 5522-52
 Cecilia Wilson, 3730-55
 Barbara Branton, 5500-57
 Fausta Siu, 3234-60
 Norma M. Tripp, 4778-60

Bob Lyle, 5135-61
 Jean-Luc Leterme, 9361-61
 Sally Dunn, 3429-63
 Harry Tilford, 3753-63
 Sherry L. Bournes, 4466-68
 Barrie Richardson, 1444-69
 Beverley Stevens, 2107-70
 Patti Bertram, 9504-70
 Alun Chisholm, 3830-72
 Colin Richard Pickthall, 5028-73
 Lesley Amm, 5769-73

Anniversaries

55 years

Progressive, 264-16

50 years

Decatur Commodore, 654-8
 Metro, 719-15
 Bismarck, 717-20
 Dearbon Dynamic, 726-28
 Port Angeles, 25-32
 Reading, 714-38
 Shreveport, 718-50
 Petaluma, 732-57

45 years

County Employees, 1166-12
 Five Seasons, 1529-19
 Mount Prospect, 1500-30
 Metro-Speakers, 1470-50
 Tri-City, 1579-57
 Spartanburg, 1453-58
 Nashville, 1565-63
 Fulton, 1515-65

40 years

St. Joseph Toastmasters, 1439-22
 Northwestern, 2946-37
 Chinook, 1448-42
 Portsmouth, 1094-45
 Daybreakers, 2899-50
 Southwestern, 2995-56
 Monday Mumbler's, 2976-63
 Vital Words, 2375-64

35 years

Whitehorse, 2219-U
 Mill Brae'ers, 2168-4
 Hillsboro, 881-7
 High Noon, 3714-7
 Top o the Morning, 3786-20
 Telespeakers, 2328-21
 DLA, 3772-27
 Peterborough, 3427-60
 Cairns, 3779-69

30 years

Fireside, 851-5
 Patent Office, 2540-27
 Kettle Moraine, 2098-35
 Jewel City, 29-52
 New Horizons, 312-60

25 years

Great Land, 3069-U
 Hardhats, 1394-5
 Viroqua, 1559-35
 Testament, 2403-64
 Sandgate, 3721-69
 Gore, 1895-72

20 years

Electric Toasters, 3964-7
 Northeast, 2000-11
 Big Bear Lake, 929-12
 Chino Valley, 3957-12
 George Sutton, 3942-26
 BMD, 3941-36
 Uptown, 3961-37
 Princeton, 3954-38
 City Talkers, 3943-39
 Capital City, 3949-42
 Flour Daniel Communicators, 3950-42
 St. Vincent, 3962-43
 Speak-Easy, 3948-45
 Valley-Shore, 3940-53
 Gateview, 3958-57
 Downtown Speakers Con., 3953-63
 Southport, 3944-69
 Balaclava, 3952-73
 Peninsula, 3966-74

Ralph C. Smedley Memorial Fund

Associate

Past International Director Irma Perry, DTM, and Bill Perry, in memory of Gwen Sawyer, DTM, District 54 Governor 1996-97
 Second Stage Toastmasters Club 3742-F, in memory of Nancy Corrigan

Contributing Club

Uncle Joe Cannon Toastmasters Club 127-54, in memory of Gwen

Sawyer, DTM, District 54 Governor 1996-97
 WCB Toastmasters Club 1830-60
 Double C Toastmasters Club 8502-70
 R Toastmasters Club 6182-8

Contributor

Past District 24 Governor Jean Dier, DTM, in memory of Nate Kraft
 Richard D. Hileman and Inez Hileman, in memory of Nate Kraft
 Louis P. Novak and Mary Ann Novak, in memory of Nate Kraft
 Past International Director Pat Kirk, DTM, and Noel Kirk, in memory of Nate Kraft
 Eve Cleary, DTM, Annette R. Rinkol, CTM, Noni Lundgren, Charlotte Kraft, Larry Kraft and Sherry Kraft, in memory of Nate Kraft
 Valencia M. Lynch Sutherland, in memory of Theodore Thomas
 Santa Maria Toastmasters Club 89-33, in memory of Charlene "Shorty" Williams, DTM, District 33 Governor 1990-91
 Past District Governor Carol Averill, DTM, and Past District Governor Ken Averill, DTM, in memory of Charlene "Shorty" Williams, DTM, District 33 Governor 1990-91
 Past District Governor Pamela Raneri, DTM, and Philip Raneri, DTM, in memory of Charlene "Shorty" Williams, DTM, District 33 Governor 1990-91
 Sand Creek Orators Toastmasters Club 8487-33, in memory of Charlene "Shorty" Williams, DTM, District 33 Governor 1990-91
 Past District Governor Bill Stull, DTM, in memory of Charlene "Shorty" Williams, DTM, District 33 Governor 1990-91
 Bill Chronos, ATM, and June Chronos, DTM, in memory of Mrs. Elmo Thompson
 Robert C. Innes, in memory of Arthur Hays, District 51 Governor 1969-70
 District 38 Toastmasters, in honor of International Director Terry G. Schutt, DTM

Looking for a Way to Add New Life to Your Club?



Present one or two of these 10-15 minute modules in your club each month and you'll be surprised how your meetings will improve, and how your club's members will incorporate the tips into their speeches.

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The Better Speaker Series Set

Now! A complete set of The Better Speaker Series modules, including overhead transparencies

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Suggestions for starting off your speech right.

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Tips for ending your speech with power.

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Techniques for overcoming nervousness when speaking.

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Don't be caught off balance when speaking off-the-cuff!

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Running out of speech ideas? Here's how to develop new ones.

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If you can relate to your audience, they will relate to you.

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Once you know what to say, consider next the when and the how.

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Great introductions should precede great speeches.

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Techniques for preparing and rehearsing your next speech.

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The Successful Club Series Set

Now! A complete set of The Successful Club Series modules, including overhead transparencies.

___ 289 SCRIPTS AND OVERHEADS \$39.95

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How to recognize and deal with situations critical to club success, from a visitor's first impressions to recognition of member achievement. Includes a club evaluation chart.

___ 290 SCRIPT AND OVERHEADS \$10.95 ___ 290-A SCRIPT ONLY \$2.95

___ 290-B ADDITIONAL CLUB EVALUATION CHART \$.35

Finding New Members for Your Club

Proven methods to help you seek out those vital new members!

___ 291 SCRIPT AND OVERHEADS \$3.50 ___ 291-A SCRIPT ONLY \$2.25

Evaluate to Motivate

Your club members will learn to give evaluations that benefit the speaker, the evaluator, and the audience!

___ 292 SCRIPT AND OVERHEADS \$3.50 ___ 292-A SCRIPT ONLY \$2.25

Closing the Sale

Exercise your powers of persuasion during those moments when a guest is deciding to join.

___ 293 SCRIPT AND OVERHEADS \$3.50 ___ 293-A SCRIPT ONLY \$2.25

Creating the Best Club Climate

Techniques for creating and maintaining a healthy club environment.

___ 294 SCRIPT AND OVERHEADS \$3.50 ___ 294-A SCRIPT ONLY \$2.25

Meeting Roles and Responsibilities

How members can successfully fill each meeting role.

___ 295 SCRIPT AND OVERHEADS \$3.50 ___ 295-A SCRIPT ONLY \$2.25

Mentoring

Now! A mentor program offers many benefits for your club and its members. This program defines mentoring, explains benefits, and discusses responsibilities of mentors. Includes a Club Mentor Program Kit (Catalog No. 1163) for starting a mentor program in your club.

___ 296 SCRIPT, 11 OVERHEADS AND ___ 296-A SCRIPT ONLY \$2.95

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Keeping the Commitment

Now! Discusses the 10 standards that comprise "A Toastmasters Promise." Includes 25 promise cards.

___ 297 SCRIPT AND OVERHEADS \$3.95 ___ 297-A SCRIPT WITH CARDS \$2.95

Going Beyond Our Club

Now! Find out about learning and leadership opportunities available to members in addition to regular club meetings and activities.

___ 298 SCRIPT AND OVERHEADS \$3.50 ___ 298-A SCRIPT ONLY \$2.95

PAYMENT MUST ACCOMPANY ORDER

- Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)
 Please charge my MasterCard / Visa / AMEX (CIRCLE ONE)

Card No. _____

Exp. Date _____ Signature _____

Club No. _____ District No. _____

Name _____ Phone _____

Address _____

City _____ State/Province _____

Country _____ Zip _____

Mail to:
Toastmasters International
 P.O. Box 9052
 Mission Viejo, CA 92690 USA
 (949) 858-8255
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