

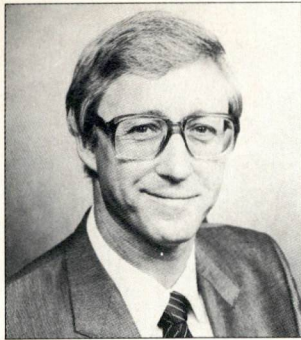
# THE *Toastmaster*

JANUARY 1988

**AIM HIGH!**







## We Are Achievers

In her book, *Footprints on the Path*, Eileen Caddy wrote: "Stride forward with a firm, steady step knowing with a deep, certain inner knowing that you will reach every goal you set for yourself, that you will achieve every aim."

I encourage you to stride forward in Toastmasters, secure in the knowledge that you achieve in everything you do. In club meetings, one less "ah" than the week before is as much an achievement as garnering the Best Speaker Award. You achieve each time you evaluate the speech of a fellow member. Leading the business session, chairing a committee meeting or serving as Grammarians—each will foster achievements. Achievements are not "big" or "small," they just are.

It is true that the majority of us will not give the world the melodic organ music of Johann Sebastian Bach, the inventive genius of Thomas Edison or the creative imagination of Walt Disney. Yet we still have the power to be great achievers in our own right, by simply being the best that we can be.

Each time you prepare for a club meeting, make a pledge to give just a little bit more than at the previous meeting. No matter what the assignment—manual speech, table topics, evaluation—plan to do it better than ever before. Not only will you be achieving, those around you will learn more because you are giving more.

If you look at the back cover of this magazine, you'll see one way in which we all can achieve in Toastmasters. The 1988 Annual Membership Program—"Over The Rainbow"—is indicative of the success we can gain through the Toastmasters program. There truly is a "Pot of Goals" at the end of the rainbow for each of us, and the skills we acquire and develop in our clubs will help us achieve those goals. By introducing others to Toastmasters, you will give them the opportunity to achieve also.

Orient those new members so they are aware of the educational, leadership and social benefits of membership in Toastmasters. Once they can visualize the possibilities, make them feel at home in the club by formally inducting them as members. This show of camaraderie will help them "stride forward with a firm, steady step," content in the knowledge that they, too, can be achievers. It's up to you to guide them along.

In order to be an achiever, you must think like an achiever. Recognize that achievers must be prepared to take a risk now and then, try different approaches and set goals higher than you previously dreamed possible. Never underestimate your power as a person and don't lose track of what you achieve by being you and by being the best at whatever you do.

*The most important single ingredient in the formula for success is the knack of getting along with people.*  
(Theodore Roosevelt)

**JOHN A. FAUVEL, DTM**  
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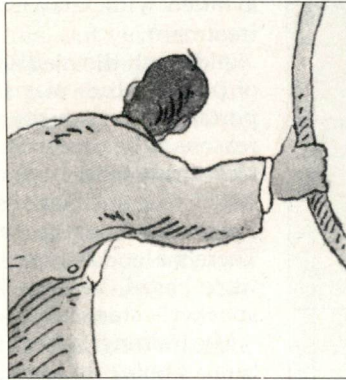


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by Jeffrey Koegel



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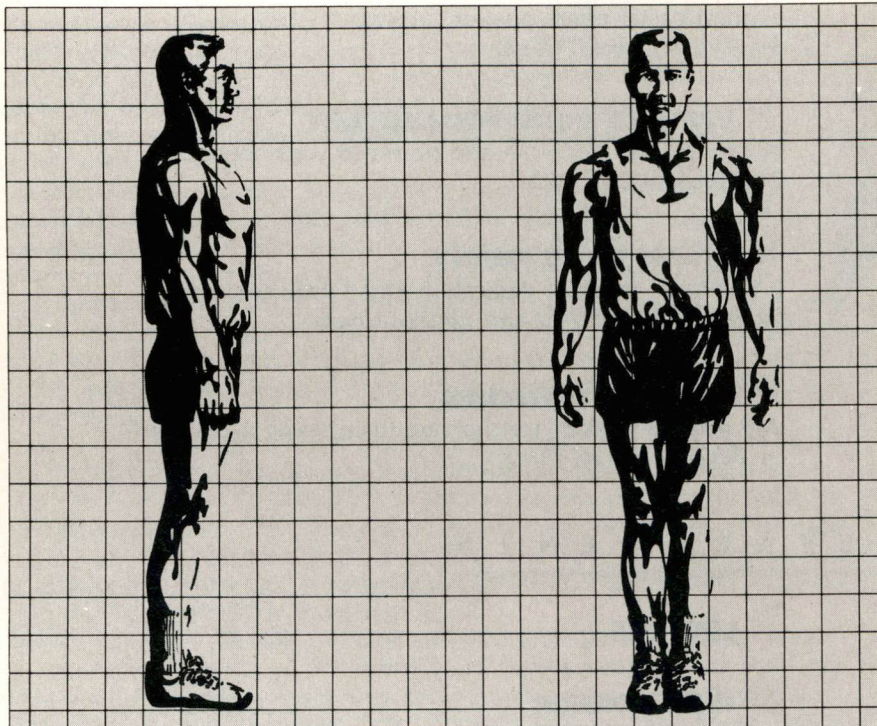
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# STAND UP, SPEAK OUT!

Project confidence through your posture.

BY TIMOTHY G. COOKE, DTM



**Correct posture is  
necessary for a  
proper look when  
speaking.**

**Y**ou look sloppy! Chin in! Shoulders back! Chest out! Suck in that gut! Stand tall! Remember hearing your mother—or drill sergeant—bark out those commands? I'm sure they echo in your mind whenever you catch a glimpse of your reflection in the mirror.

Of course I'm talking about posture, or rather the lack of it. As a practicing physical therapist, I'm continually dealing with severe physical ailments caused by poor posture. I wish these patients had paid attention to their postural problems earlier in life, when they could have been corrected. Some

of the crippling problems I attempt to treat in the elderly could have been avoided with knowledge and proper treatment.

Although the medical repercussions of poor posture may be the most important, you as a speaker have other reasons to be concerned with the topic. How many times have you said to yourself, "That speaker is sloppy looking, lacks confidence, is nervous or shy?" There's a good chance your opinions were based, at least in part, on the speaker's stance.

My training forces me to spot postural faults. I sometimes have to restrain myself from standing up and shouting, "Why don't you hold your head up, your shoulders back and project some confidence?" We as Toastmasters should realize that correct posture is necessary for a proper look when speaking.

## Evaluate

Up to 60 percent of the message you deliver is nonverbal, and posture certainly is part of that visual image. Let's look at some common problems and the negative images they project.

- The *stooped* posture is the most common problem. With head forward, shoulders forward or rounded and midback rounded, this person displays a poor self-image and lack of confidence. The message is, "I'm not happy to be here," or "My idea really isn't that great." This image undermines any attempt to command an audience's respect.

- The *swayback* posture shows an exaggerated forward curvature of the lower back, with slightly bent knees and weight constantly shifted to one



side. This is the sloppy look. The image is casual or nonchalant. An attitude of "I don't care if I'm here or not" comes through. There's an air of indifference, which is detrimental to any presentation.

• The *military* posture consists of standing with chin tucked in, arms straight at the sides and extremities tense. The image here is too formal and standoffish. There's no bond between audience and speaker. An authoritarian air can be projected if the speaker isn't careful. This may provoke hostile resistance.

### Measure

If you're not certain if you suffer from these or other postural problems, try measuring your posture. This can be done in two ways.

The first is simple, but very subjective. Assume a comfortable stance with your feet about four to six inches apart and arms hanging loosely at the sides. Stand like this for three minutes to allow yourself to assume your normal posture. Have someone you trust view you from the side and comment on the alignment of your head, shoulders and lower back. Choose someone who'll give an objective opinion.

The second method is more accurate and requires more preparation. Take a long string with a small weight on one end and hang it from the ceiling about three feet from a light colored wall. Stand with the wall on one side of your body and the string on the other. The string should hang down by your outside ankle bone. Stand for three minutes to assume normal posture. The line should pass just in front of the center of the knee joint, just behind the center of the hip joint, approximately midway through the center of the trunk, and on center with the ear lobe.

As you evaluate yourself, keep in mind that few people have "ideal" posture. But if any of these body reference points deviates more than three inches from the plumb line, you may have a problem. Check with your physician if you're concerned.

### Improve

If you're still not convinced of the importance of posture when speaking, compare the visual image of the sloppy speaker to the speaker with correct posture at the next club meeting. Assuming the content and delivery of

their speeches are similar, who would you vote for?

We should never underestimate our platform appearance. Appropriate dress and a commanding look are some of the easiest means to improve audience reception. Unfortunately, good posture is not easily obtained, especially if you already deviate from the ideal. Posture often is a direct reflection of our attitudes and self-image, so changing these may require

as much work as changing body alignment. But the task isn't impossible. Whereas changing your attitudes and self-image may take a long time, improving your posture can begin right now. □

**Tim Cooke, DTM**, a member of *Sarasota Club (1958-47)* in Sarasota, Florida, is a former Area 31 Governor. He is the Director of Rehabilitation Services at All Medicare Home Health.

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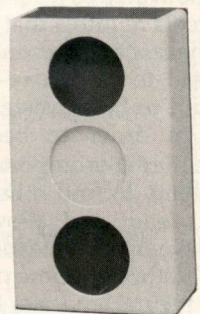
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# Commitment Counts

BY DAVID K. LINDO, PH.D.

Are your fellow club members committed to achieving goals in Toastmasters? Do they often volunteer for leadership roles, or routinely accomplish the objectives of your club management plan? Are they constantly on the alert for opportunities to implement membership boosting techniques? Does each member strive to achieve CTM, ATM or DTM status?

If you've answered "Yes" to each of these questions, you undoubtedly have very committed members. Read no further. Instead, use the time you'll save by not reading this article to compliment them for their commitment and support. They deserve it.

On the other hand, if your club has trouble with membership building and reaching goals, it may have a commitment problem.

What is commitment? Webster defines commitment as "The state of being obligated or emotionally impelled," and as "an agreement or pledge to do something in the future." Are the members of your club obligated or emotionally impelled to do their best for the club? Do they readily agree to do what's best for the organization's future?

Member commitment is the most important component in your club's formula for success. A zero value for commitment means certain failure.

To get commitment you need to make commitments. To get members motivated to achieve and support club goals requires that everyone involved makes four personal commitments: to lead, to learn, to re-examine everything and to be consistent.

In order to become an effective leader it is important to develop the ability to find others who are willing to lead, and allow these people to develop their leadership skills.

Although some people seem to have a natural tendency for leadership, most people can develop their leadership

Everyone is born to lead at some place, some time, somewhere.

skills through training. Everyone is born to lead at some place, some time, somewhere. Whether an individual's leadership abilities are ever used is a personal choice. Each of us has an opportunity to lead every time we face a new challenge, have a chance to speak up, or think we have an answer to an old problem. If you're not committed to lead, either by example (hard work) or delegation (respecting the talent of others), you rob your organization of one of its greatest assets—the power of individual leadership.

Jennie Monroe, personnel clerk in a midtown bank, is described by her supervisor as an excellent employee. He says, "Jennie is the person the other clerks look to for answers whenever a new situation or work problem occurs. She is very dedicated, visible, concerned, involved and supportive. I wish all employees were like Jennie—it sure would make life easier."

Jennie is a leader. "I believe that leaders are present at every level in

every organization," she says. "Anyone can do what I do. All it takes is some gumption and a willingness to take risks.

"If not me," she continues, "then who's going to identify faults in my performance, design better ways to do my job or figure out how to use my equipment? It's got to be me. Why, I just couldn't stand having someone else telling me how to do my job."

Jennie applies the same principles for her Toastmasters group. She has held every office and voluntarily offers her experiences to new members. She also regularly tells co-workers about the personal benefits she has received from Toastmasters.

The commitment to lead is a willingness to take risks, to be the first to try something new, to trust other members' skills at critical times, and to take the responsibility for decisions. A Toastmasters club led by such a person has taken the first step on the path to success.

## Commit To Learn

What actions are you taking to improve yourself besides learning how to give speeches? Are you sharpening your human relations skills? Are you becoming a better listener, leader, evaluator, communicator? Are you up-to-date on the accomplishments, needs and goals of fellow members?

Learning doesn't get easier with time, according to Bill Browne, supervisor for a paper products firm. "I never thought learning could be so hard," he says. "I was surprised at age 45 to realize that I don't seem to catch on as fast as I used to. Maybe there's too much on my mind, but I find it hard to concentrate in the classroom. I guess my learning style is hands on; I'd rather learn by experience than read and write about abstract theories. Toastmasters is important to me because it allows me to really apply the



principles of public speaking and leadership."

It's tough to find the time and energy to develop new skills and unlearn methods and habits. Nonetheless, to survive today's hectic lifestyle and competitive job market, you need to continually improve the way you operate. Success and lifelong learning go hand in hand. The many middle-aged students on college campuses, the rapid growth of non-traditional schools, and the costly expansion of corporate training programs indicate society's competitive requirement for learning.

Breaking away from traditional ways isn't easy, but the committed Toastmaster should work hard to learn from personal experiences and those of others.

### Re-examine Everything

Leslie Avirdes, programmer for a management services firm, says, "At my job, I'm encouraged to find cost effective ways to improve things. My boss wants me to change programs that don't make sense. She regularly reviews my progress and offers constructive criticism. It's fun to work here because I get to re-examine my performance and work tasks, and make suggestions.

"Getting feedback on my talks in Toastmasters and hearing other club members' reactions to my progress is helpful. They sometimes seem to see only the negative, but I ask them to tell me what's good, too."

Do you share Avirdes' enthusiasm for her job and Toastmasters experience? Can your club environment be challenged?

To obtain the best ideas from other members, you need to be open to re-examining everything. Be willing to non-defensively analyze how you operate. Ask yourself questions such as, "Does this procedure make sense? How could we improve this program to make it more effective? What could I change to make this speech more significant? What would it take to increase membership?"

Insist on getting fresh answers. Then follow through on those that can be acted upon. Either implement the suggestions or explain why you can't. Demonstrate that you're committed to re-examining everything about the club, even yourself. The payoff is a mentally alert membership which is ready, willing and able to suggest and implement changes. Once committed

to re-examining yourself, you've taken a third major step toward personal growth and success.

### Be Consistent

The adage "Actions speak louder than words" is never more true than when applied to the interpersonal relationships of club members. How consistent are you? Do you try to

- do exactly what you say you'll do?
- comply with every club policy?
- make sure that other members understand what you want?
- use the most appropriate human relations processes possible?
- put the club's needs ahead of your own?

• truly value the work of other club members?

John Olsen, owner of a spare automotive parts business, says, "My customers relate positively to consistency; it implies that everyone will get the same deal. That's important today. No one wants to feel set up or cheated."

John has learned that whenever his actions are different than his words, he creates a serious question in the minds of others. The question is, "Does he really mean it?"

"I found that I created nothing but trouble when I said one thing and did another," John says. No one seemed

*Continued on page 22*

## Commitment Begins With Y-O-U

**T**he Toastmasters program is based on commitment. Your club leaders commit to creating the best possible atmosphere for your club, in which a combination of effective programming and a sense of friendship allow each member to achieve and succeed. Likewise, you make a commitment to the club you join. You will attend meetings regularly, be prepared for your assignments and be supportive of your fellow members. Most importantly, you make a commitment to yourself—to achieve, to help others through evaluations, and to enjoy the experience.

If you are not fulfilling these commitments, it may be time to evaluate yourself. Why did you join your club? To overcome the fear associated with speaking before a group? To learn to research, organize and deliver a presentation? To meet other people who share your interests? Are these objectives being accomplished? As a club member, the opportunities for educational, leadership and social benefits are limitless. Therefore, once you achieve your desired goal, there are still any number of accomplishments to strive for.

As a club leader, you must commit to keeping your club strong by bringing in new members and encouraging all members to achieve educational and leadership goals. You will benefit, as will each member and the club itself.

Regardless of your status in the club, your commitment is the most important quality you can possibly offer. If you are not committed to attending meetings, bringing guests, fulfilling responsibilities and achieving goals, you will not fully benefit from the Toastmasters program. A lack of commitment can prove detrimental to the general attitude of all club members.

A Toastmasters club is only as good as the members want it to be. So make the commitment now. You will all benefit from it in the end.

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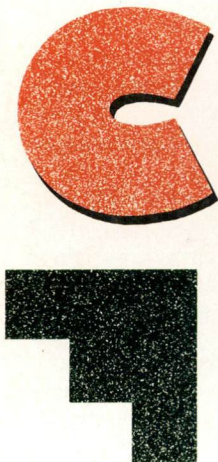


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# 1988: The Sky's the Limit!

Set goals and soar to success.

BY VICKI VAUGHN



Countless success stories confirm that goals can generate the power to change our lives. Crystal clear goals, vividly imagined, make getting up every morning all the more promising. Reachable goals generate a spark of enthusiasm that brings a strong sense of purpose to everything we do.

Although most of us join Toastmasters with several goals in mind, we seldom translate our lofty desires into concrete plans. If you've wanted to do even better, why not start right now?

Whether you consider yourself a beginner at the lectern or an old-timer, take a few minutes right now to ask yourself two important questions.

Why did you join Toastmasters? Perhaps you wanted to prepare for a promotion at work—a new job that involved speaking in front of groups. Or maybe a friend stimulated your desire for gaining new skills. Maybe you joined to meet other people who share your interest in seeking personal improvement.

No matter how good they may be, you might be surprised to find that your reasons—like these—actually are rather vague. Don't feel bad. You're far from alone. But it takes a specific focus to ignite your energies. Now ask yourself the next question.

"What do I really want to get out of being a Toastmaster?"

Do you recognize the key word here? It's "I." Think for a moment, before you try to answer. If you can't say *exactly* what you hope to gain in one concise paragraph, success will prove far more elusive. Get a piece of paper and *write down* an answer which thoroughly satisfies you.

Congratulations! You have now zeroed in on some of your main reasons for being a Toastmaster. Now you're ready to set some goals that will ignite your inner reserves.

However, you need to be aware of the pitfalls which can thwart the best efforts of even the

most dedicated goal setter. Many people have sown the seeds of disappointment by being unaware of these common pitfalls.

Take a few minutes to read these, just to make sure you don't set yourself up to fail. Remember that:

- **Any goal that depends on others for successful completion takes the power out of your own hands.**

*Example:* "Joe told me he'd try to find that great article about productivity he read. As soon as he gives it to me, I'll prepare my speech." What happens to your goal when Joe explains that he can't find the article and doesn't even remember what magazine it was in?

- **Any unrealistic goal will raise your level of frustration.**

*Example:* "I'll volunteer to accept a Toastmasters function every week." You know when you set this goal that your boss often unexpectedly sends you out of town. The sense of personal disappointment can be overcome by adjusting the goal, simply prefacing it with: "Any week I am not sent out of town." Set time and achievement parameters which have a good likelihood of success.

- **Any goal which falls short of your true potential will make you lazy.**

*Example:* "I'll plan to give a speech every three months." At that rate you'll take two and a half years to complete ten speeches. Expecting too little of yourself is just as bad as expecting too much—maybe even more so.

- **Any goal that is no longer valid will waste your precious time and energy.**

*Example:* "If I delegate my old job of staying late to tabulate daily reports, I might dilute some of





ILLUSTRATION BY JEFFREY KOEGEL

my new job authority." You've won your promotion. Why not help somebody else grow? When you help another become more important, they help you do the same. And the time you gain can be applied to your newer goals.

• **Any inflexible goal will limit your options for growth and unexpected opportunities.**

*Example:* "I met my goal of earning my CTM in 15 months. I wanted to get through my first advanced manual in eight months. Then pressure at work plus four new club members ruined my plan. Since I'll never be able to meet my goal, I'll have to wait until things change. Then I'll begin again." Goals should never be cast in stone. Because circumstances, values and situations can unexpectedly change, focus on your desired outcome so you can readjust rather than abandon your timetable.

• **Any goal that's built around a perfect outcome has a higher likelihood of failure.**

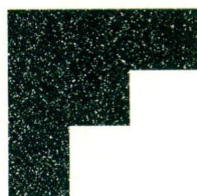
*Example:* "I wanted to do a complete research project before finalizing my topic—but the books I needed were checked out of the library;" "I wanted to write every word and phrase of my speech. Then my word processor broke down."

Some worriers fail to recognize that perfect outcomes are rare. By accepting the element of risk as a predictable part of life, you can strive toward your goal, and when there's a less than perfect outcome, you can use it for better planning in the future.

**Set a Time Frame**

Now that you know the pitfalls to avoid, where should you begin? By looking at your long term goals—your plans for the next three to five years. It's important to face these first because by seeing the picture, you can break down the supporting actions which will get you there.

**R**evise your goals whenever you must.



Intermediate goals fall into a six to twelve month time frame. You can set specific targets using a full year calendar. If you wanted to earn your ATM within three years, how would you map each year?

Short term goals cover monthly, weekly and daily time frames. Consider short term goals, such as preparing a speech this week so you can act as a back-up for any member's cancellation, making one presentation outside the club this month, or reading a magazine article today that relates to your next speech topic.

The next step is to write down your goals. This makes them real. One Toastmaster used her calligraphy talents to record her goals, framed them and hung them near her computer so she'd be reminded every day. Another wrote his goals with brightly colored crayons on a roll of newsprint and posted it on his closet door. Every day before he went to work, he saw the sheet and was reminded of his goals.

**Be Specific**

It's easy to lose sight of a long term goal. Goals are elusive. We need to write them down and look at them daily to stay focused. When writing a check, have you ever been surprised to discover that another month has gone by? When time slips away from us, it's gone for good.

So remember the importance of clearly picturing your long term goal and then breaking it down into smaller steps.

As Dr. Robert Schuller says, "Yard by yard, life is hard; but inch by inch, it's a cinch." Each small step carries you closer and closer to your goal, so never underestimate even the slightest progress. As you grow, so will the size of your goals.

To make your goals more specific and measurable, you might decide to always plan speeches that serve a dual purpose; your manual's purpose and your own as well. Go through your manual looking at speech objectives and jot down some ideas. Can you make this presentation to your co-workers or a community organization?

Another specific goal may be to read more career-related books. Start by making a list and then set a goal of reading one or two books per month. That's measurable. Consider ways that your Toastmasters training can help increase your value to your employer. Might you ask for additional responsibilities at work? Discuss your developing talents with your boss who just may help you make a plan.

Is the possibility of changing careers an appealing idea? Talk to some professionals in your targeted field. Find out what's involved. What might you do to get closer to your goal?

How about learning a new skill complementing your Toastmasters training—voice lessons,



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for example. Dine out with a few fellow Toastmasters once a month. That's measurable. Decide who, when and where; that's specific. Or improve your vocabulary. Set a goal of three new words each week and use them. Attend a skill seminar each quarter. Start a journal for speech ideas. Check it once a week to stay motivated and active.

### Be Realistic

Time frames are extremely important in goal setting. Without them it's tougher to measure your progress. Again, get started now! Write down a few things you've been meaning to do and do them within 24 hours. You'll feel your confidence grow, knowing you're on your way.

Use a calendar to record short-term goals and time frames. Only you can decide what's realistic. You may have to give up something. Some people discover that giving up an evening or two of television watching opens up a surprising amount of time. If you commute, educational tapes may help you with new skills or personal insights.

Everyone has exactly 168 hours per week. No more, no less. The difference is in how we spend our time. When you see someone who seems prepared, unhurried and calm, you're probably looking at a person who has mastered time management.

Remember, time is the one resource in the universe which is absolutely irreplaceable. In every activity that you control, ask yourself: "Will this

help me reach my goal?" If it doesn't help, don't do it!

Each time you review your goals, check your progress. Are you exceeding or falling short? Did you allow too much or too little time? Did some external force (a problem at work, an illness, etc.) prevent you from accomplishing your goals? If so, don't be too hard on yourself. That's what a review is all about—keeping on target whether things go right or wrong. Revise your goals whenever you must and don't get trapped by inflexible objectives. Goals can and should change. Reaching the top of one goal just places you at the bottom of the next.

### Reward Yourself

Because immediate rewards reinforce desirable behavior, establish a few practical and affordable personal rewards for reaching specific benchmarks. You can reward yourself with something small for little steps. The sky's the limit for the big ones. You know best how much reaching your goals is worth.

Typical small rewards may be an hour of sunbathing, a nap on a Sunday afternoon, a manicure, wine tasting, reading a magazine, or window shopping. Maybe you've reached a significant goal and want to reward yourself even more. This might take a night on the town with a lavish dinner and theater tickets for two, a weekend at a cozy bed and breakfast, snow skiing, a new suit, or a trip to the health spa.

Anticipated sensibly set rewards help you

## Do You Have a Mission?

BY FRANK GRAZIAN

If you're like most readers of this publication, you're striving for success. But have you ever taken the time to determine what success means to you or what will happen when you achieve it?

Consider the personal experience of Henry Rogers, chairman of the executive committee of Rogers & Cowan, one of the nation's largest public relations firms.

Rogers, at a high point in his career, got out of bed one morning and shuddered at the prospect of going to work. He said he felt little gratification for his accomplishments and then asked himself, "Is that all there is?"

He discovered that the reality of success doesn't always match the dream of success. *His problem:* He didn't have the vaguest idea of where he was heading.

In short, he lacked a mission at that stage of his life.

Charles Garfield, author of *Peak Performers* (William Morrow & Co.),

studied more than 550 top performers and found that, like successful companies, most of them had a mission that motivated them to succeed.

How do peak performers create their own missions? "They do it," Garfield says, "by first determining what they truly care about, then devoting themselves to that pursuit."

He cites two steps that must be taken:

- **Exercise vision.** "You see something you want so passionately that it calls forth your whole-hearted commitment."

- **Phrase a mission statement.** Put that vision into language that inspires you.

The key: Don't wait for an external mission to come along to motivate you. Create one for yourself. Best of all, try to align your mission with that of your organization.

Gerhard Gschwandtner, author of *Superachievers* (Prentice-Hall Inc.), also found that the top achievers he

interviewed were self-motivated people with missions derived from self-knowledge.

"If you have a clear understanding of what you really want," he says, "you will be successful."

He suggests writing the answers to these questions on a single page:

- What do I want?
- How will I get there?
- What help do I need?
- How will I measure what I've accomplished?

Once you've achieved your goal and reached the top of that mountain you were struggling to climb, take this tip from Henry Rogers: Find another mountain to climb.

*Frank Grazian is executive editor of Communication Briefings, a monthly newsletter.*

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move steadily toward your goals. They make the process more enjoyable and don't have to be expensive.

Establish your rewards when you set your goals. The reward should be compatible with the goal. Be sure not to give yourself a fantastic reward for a small achievement. Only take your rewards when you deserve them!

### Visualize Your Success

A final powerful tool to achieve goals is visualization. The human mind has incredible power. In the famous book *Think and Grow Rich*, Napoleon Hill says, "The imagination is literally the workshop wherein are fashioned all plans created by man... and man can create anything which he can imagine."

In *Psycho-Cybernetics*, Dr. Maxwell Maltz says that our nervous system cannot tell the difference between an actual experience and one that is vividly imagined. Most of us have daydreamed a pleasant experience only to discover the same warm feelings coming back again. Often, just thinking about a frightening experience makes our hearts beat faster and our palms sweat.

All children play "let's pretend." Some famous and successful people have pretended as children to be what they grew up to become. For instance, Napoleon played commander, Conrad Hilton played hotel owner and Ed MacMahon played radio announcer.

### Create Your Own Opportunities

Be sure to share your goals and plans with people who want to see you reach them. If you beat a deadline, take a new step or meet a goal; tell a friend about it. Although you shouldn't depend on others to reach your goals, sharing your progress will give you added motivation. We all have roadblocks, make wrong turns and bad choices, but a personal cheering section can help us get through the hard times.

Without dedication, commitment and willpower, the odds are against us. Waiting for a lucky break squanders energy on wishful thinking that could be better spent creating our own opportunities.

An excerpt from *The Great American Success Story* in the June issue of 1987 *Readers Digest* reports that two-thirds of the successful people mentioned had set clear goals for their lives and careers.

The successful Toastmaster should plan a life that's a wonderful journey. If you've read this far, you're ready to begin that journey. Get started right now! Find that notebook and a quiet space to start daydreaming. That's where it all begins. □

**Vicki Vaughn**, of Monterey Peninsula Toastmasters #934-4 in Monterey, California, is president of Vicki Vaughn & Associates, a training and consulting firm that provides programs in goal setting, effective business presentations and personal marketing skills.

# Visualize Your Achievements

BY VICKI VAUGHN

**T** rue champions in every field have mastered the skill of visualization—the ability to imagine a desired outcome as if it has actually happened. Visualization can be an important tool in reaching your goals, and the following steps can help you put this tool to use.

- Set aside fifteen to thirty minutes every day. Make certain you're not interrupted or distracted. Loosen any tight clothing. Sit or recline in a comfortable position. Close your eyes. Relax your facial muscles. Let your shoulders droop and feel the tension drain from your body. Welcome the sense of calm and begin breathing deeply, inhaling through the nose and exhaling through the mouth.

- Imagine yourself in a place which is perfectly comfortable and secure. This may be a warm sunny beach, a cool shady forest, a field of bright wildflowers or a plush room in muted colors. Complete the setting with sounds, smells and tactile sensations. You might imagine the breeze in your hair, the crunch of sand under your feet, the sounds of gulls and crashing waves, the smell of the ocean.

- Focus on a past or future pleasant experience. Smile at the feeling of success and the self-confidence it brings. Savor the joy of achievement. Experience those feelings several times. Focusing on a specific goal will help you to build your visualization and get your mind ready to make it reality.

Many first-timers find this difficult. If you find yourself thinking of a negative experience, turn it into a positive one. You can create anything in your mind. Plot a favorable outcome and let the power of visualization give you a sense of control. By visualizing successful outcomes, your mind will go on to implement them in your life.

### Working Backwards

Tune in on specifics by starting with the big picture. Focus first on the results your goals will bring. Let your mind ponder all the steps you had to take to reach your goal. Then begin to work backwards.

Take a winning speech as an example. Begin your visualization by hearing the overwhelming applause as you return to the lectern to accept the trophy. Hear the Toastmaster announce your name. Feel the hearty handshake that says, "Very well done!" See the smiles on the faces of an appreciative audience. Hold the trophy and feel your chest swell with pride.

Now move backwards to replay your presentation. Your pacing, your perfect memorization, your meaningful gestures. The humorous anecdote you dropped in right before the dramatic closing that brought tears to your listeners' eyes. Back further, to those hours spent rehearsing. Then further still, to the time spent juggling your thoughts and words into just the right order. As the roar of the crowd fades in your fully visualized goal, bask for a few extra moments in the sense of triumph that comes with doing your best.

Now, feeling confident and relaxed, slowly bring yourself into the real world with the determination to make the imagined goal a real one.

Remember, anything the human mind can conceive and truly believe, it can achieve.



# WHY WE FAIL

A Toastmaster offers tips for success.

BY ARNOLD "NICK" CARTER

## WHAT WE DO

- We try to think faster than we can visualize images in our minds, develop them, and see them clearly.
- We try to do more than what's humanly possible.
- We think about our past or our distant dreams rather than concentrating on immediate goals and how to reach them.
- We often fail to sit down and effectively think about our goals.
- We fail to visualize the many alternatives available. If we do see the alternatives, we often fail to select the best one.
- We worry about those who undermine and discredit us.
- We sometimes let destructive emotions take over and paralyze us.
- We concentrate too much on doing things right.
- We fear competition.
- We base our decisions on what we'd like to be true, not on what really is true.
- We depend emotionally on people.
- We hope for a state that cannot be, wasting our time in that hope and sometimes even our lives.
- We quit when the going gets tough.
- We break down from trying to do too much, too fast.
- We engage in jobs for which we have no aptitude or liking.
- We fake comprehension.
- We act as if achieving success and attaining objectives is an exact science.
- We often don't communicate well with other people.
- We don't realize the importance of visualizing our objectives.

## WHAT WE SHOULD DO

- Think at our own pace, without stumbling. When we think too fast and the views in our minds get blurred or confused, its time to slow down and start over.
- We may be classified as heroes for working harder than others and doing the work of many. But we should realize that big jobs require many talented, trained and experienced people, as well as extensive facilities.
- Reflect on the past and plan for the future, striving to meet our next objective and visualizing how to carry out each step.
- Determine where we want to go and write it down. Putting our goals on paper may improve our thinking and make our goals seem more realistic.
- Realize that there are hundreds of ways to move toward a worthwhile objective. Try to find the best.
- Accept this behavior as human. Don't be surprised and don't lose sight of your goals.
- Try to replace these negative emotions with the joy of working toward worthwhile goals.
- Concentrate more on doing the right things.
- Face it and fight. Sooner or later we'll have to, anyway.
- See things as they actually are.
- Have compassion and try to help others, but try to set limits and be independent.
- Set realistic goals.
- Realize that hard work often is the only road to success.
- Work at our own pace.
- Do whatever it takes to obtain the job of our dreams. Only then can we make a valid contribution and feel fulfilled.
- Be honest. When we don't understand where we're going, we should admit it and not give up until we see clearly.
- Realize that we have to attack again and again until we succeed, always improving poise, timing and ability.
- Improve our listening skills, listening to the intended message and not the words.
- Visualize ourselves meeting our goals, and determine which methods, techniques and attitudes are likely to help us attain them. We also should predict obstacles and plan to overcome them.

**Arnold "Nick" Carter**, an 11-year member of Orlando Conquerors Club 1066-47 in Orlando, Florida, was a featured speaker at last year's International Convention in Chicago. He is Vice President of Communications Research for Nightingale-Conant Corporation, a leading producer of motivational and training programs and author of the self-help book, *Communicate Effectively*.



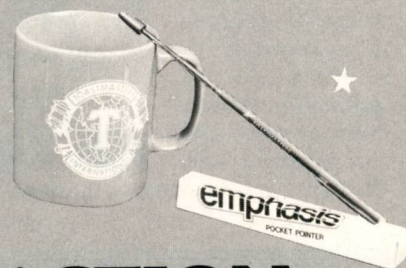
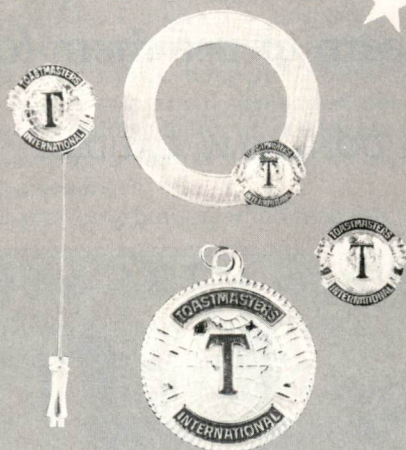
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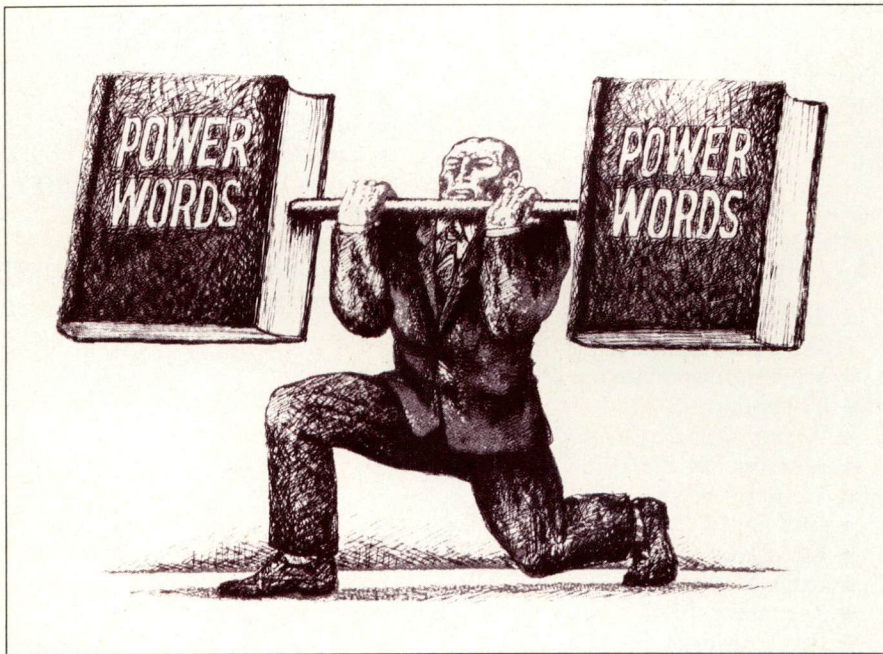
See the Toastmasters Supply Catalog for complete descriptions of these items and information on other educational and promotional material.



# Vitalize Your Vocabulary

Words can be as power-packed as vitamins. Learn to use them for 'speaking energy.'

BY DONALD W. CAUDILL



**The average person  
knows and uses only  
about 5,000 words.**

**A**fter months of exhaustive research, my lecture on a 'hot' marketing topic, mail order, was finished. I looked forward to delivering it to my classes the next day.

The 8 a.m. class, although usually receptive, seemed bored only five minutes into the speech. I was baffled. Even the humorous stories failed to go over as anticipated.

Since there wasn't enough time between classes to change the lecture, I panicked. Then, minutes before the next class, I came across the 'power' words research project I'd just completed. If ever there was a perfect opportunity to test my theory, here it was! I changed the title of the lecture from "Mail Order" to "How You Can Get Rich in Mail Order," and sprinkled a few 'power' words throughout my notes.

The difference was amazing! The students jumped to attention. In fact, the lecture provoked so much discussion that we had to continue it the following day.

## Malnourishment

This event illustrates that certain words possess a power which can dramatically enhance oral presentations.

Yet, of all the words in the English language, very few people have a vocabulary of more than 20,000 words (or one twentieth of available words).



Journalists, who work with words daily, know less than 20,000. Highly educated professionals (i.e. doctors, lawyers and clergy) take second place, with knowledge of an average of 10,000 words. The average person knows and uses only about 5,000 words.

Isn't it amazing that we often have difficulty expressing ourselves effectively, despite having hundreds of thousands of words at our disposal? However, there is good news for those of us who desire to increase our leadership potential: The correct use of 'power' words is guaranteed to help.

As we all know, the first step to making an impact through communication—be it a speech, lecture or conversation—is attracting attention. In the illustration above, the addition of the 'powerful' words "How You Can" to the title of my lecture succeeded in capturing immediate interest.

Achievement (a 'power' word) marks a goal of many people, and this audience was no exception. Furthermore, the new title communicated to the students that this was not going to be a dry or impractical lecture.

Remember that you never get a second chance to make a good first impression. But you can strive not to repeat past mistakes.

### Flabby Phrases

Although 93 percent of communication is nonverbal, don't overlook the remaining seven percent (verbal). Be forewarned that 'flabby' vocabulary will undermine a presentation despite exhaustive research and an excellent delivery.

For example, reliance on cliches can destroy a speech. So can talking over an audience's head. Successful speakers learn all they can about an audience before preparing their talk. Will Rogers said it best: "When you go fishing you bait the hook, not with what you like, but with what the fish likes." The good news is that 'power' words tend to be suitable bait for most audiences.

### No Substitute for Substance

Simply adding 'power' words to your speech, however, is never a substitute for doing your homework about an audience. A speech always must be custom tailored to your listeners' frame of reference. It's crucial, therefore, that you write your

speech without any arbitrary use of 'power' words.

Once your speech is written, go ahead and strengthen it by substituting 'power' words for those that are weak. A quick check often will reveal ten or more feeble words per page of dialogue.

In closing, let me relate an experiment I (as a college professor) carried out to test the effectiveness of 'power' words in presentations. I was at first skeptical that speakers could actually improve their oral communications with these words.

So a while back, when I was asked to conduct a seminar for a group of businesspeople, I inserted a number of 'power' words into the body of the lecture. After a three-hour presentation, an enthusiastic crowd applauded me! Their subsequent letters of appreciation resulted in a second booking of the same seminar.

In preparing the second presentation,

I removed the 'power' words, suspicious that their use was not only unnecessary but perhaps beneath me. What a mistake! The first half of the seminar was a major disappointment. During the break I quickly added the 'power' words. Fortunately, the response was positive enough to secure yet another presentation of the same seminar.

You can be certain that in *that* presentation I used all the 'power' words possible! □



**Donald W. Caudill**, Assistant Professor of Marketing at the University of North Alabama, has written a number of articles for

*professional journals and trade publications.*

## The ABC's of 'Power' Words

Here's a list of 'power' words you can choose from to supplement your speech making diet.

**A**ction, accomplish, ahead, achieve, amazing

**B**enefit, best, big, bargain

**C**an, career comfort, challenge, cash

**D**iscover, delivery, destiny, definite, dynamic

**E**asy, earn, efficient, entertain, extra

**F**ree, famous, fun, future, facts

**G**uarantee, glamour, gold, great

**H**earth, heart, home, 'how to', hope, honest

**I**ntelligent, innovative, incredible, improve, instant

**J**oin, jewel, jumbo, juicy

**K**now, key

**L**ove, liberty, luxury, lasting, learn

**M**oney, magic, modern, miracle

**N**ew, now, need

**O**ppportunity, original, own

**P**roven, prompt, protect, payoff, profit

**Q**uality, quick

**R**esults, respect, rich, revolutionary, remarkable

**S**afe, satisfaction, success, service, startling

**T**oday, time, true, total, trust

**U**rgent, unique, ultimate, useful

**V**ictory, VIP, value

**W**in, wise, worth

**X**-ray, Xanadu

**Y**ou, yes, youth

**Z**est, zip, zenith, zeal







# Learn to be Funny

It just takes practice, dedication and a little courage.

BY ESTHER BLUMENFELD AND LYNNE ALPERN

A

nyone can learn to be funny if willing to become a different kind of person. You can learn to use humor if you (1) change the way you view people and events; (2) improve your style and build on what's already there; and (3) take a few risks.

## Change the way you view people and events.

Age is a great advantage in using humor with other people, because as you get older, you have more of life's experiences to draw from as material for funny stories and jokes. But experience is not enough. You must also be well-informed and aware of what's going on around you. Your humor growth can become stunted if it's not properly nourished.

Humor sprouts from the seeds of truth. The more you learn from newspapers, magazines, books, radio and television, the more raw material you will have for your humor. You can begin by picking up a newspaper and quickly scanning it for humorous possibilities.

If you want to incorporate more humor in your contact with others, you must also be aware of social change—what is acceptable and what isn't.

## Improve your style and build on what's already there.

"But I can't tell a joke or a funny story." Wrong! You can if you add details from your own life, add local references or attribute the joke

*Excerpted from the book The Smile Connection: How to Use Humor in Dealing with People, by Esther Blumenfeld and Lynne Alpern. Copyright © 1986 by Esther Blumenfeld and Lynne Alpern. Published by Prentice-Hall, Inc., a Simon & Schuster Company.*

to a member of the group. Adapt it to your personality and style and then practice, telling it first to yourself and then to a friend (Ask your friend to be gentle. After all, it's your first time.)

The first step is to *map your humor*. Begin by finding a role model. It could be a professional comedian or a friend whose humor you admire. Ask yourself, "Why do I like that kind of humor, and what kind is it?" If you can recognize what makes you laugh, then you will have a frame of reference with which to begin.

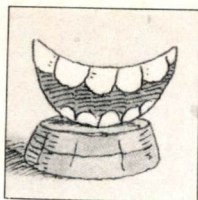
The next step is to read joke books. Select jokes or stories that you can apply to your own life. Whether you are a dental technician, a homemaker or a service station attendant, the same story can be adapted by adding your own details to make your version plausible.

## Get Personal

You can also localize your story. For instance, people like to hear recognizable places mentioned in jokes. "I went to Philadelphia to forget my troubles. Then I came here to \_\_\_\_\_ to forget Philadelphia." Or, "I won't say that the \_\_\_\_\_ Hotel is dull, but I called room service to bring me another Bible."

You can do the same thing. "I went to a party at Kathy's house last week. She really knows how to spoil her guests. She served prime cuts of beef, home grown vegetables, Belgian chocolates. And when I wanted a glass of water, she asked 'What year?'" This joke could just as easily apply to a fancy restaurant, a gourmet market or a restaurant you visited on a recent vacation. Attribute the story to a member of the group. "As your president was telling me right before the meeting..."





**A**dd  
details  
to a  
funny  
story  
from  
your  
own life.

### Take a few risks: Laugh in the face of danger.

Once you think of a joke or funny remark, you need to courageously go ahead and try it. The worst that can happen is that no one will laugh. Even professional comedians don't know if their humor will work until they try it, and sometimes it doesn't.

Professional comedians have good material that is usually written by professional writers. It relates to their personality and meets the expectations of their audience. However, with outstanding professional material, almost anyone can be funny.

### Open your circle of awareness.

*Start doing things differently.* Try varying your daily routine, doing something a little different each day. Whether its merely altering your pre-breakfast ritual or driving a different route to work, the very act of altering your set patterns will make you more conscious of details in your surroundings and will help you begin to change customary thought patterns.

*Lighten up with new assumptions.* Stop old assumptions about what's going on around you. Your old way of looking at things need not be the only way. As soon as you break old patterns, almost anything can be viewed from a humorous angle.

New assumptions can be both fun and illuminating. As an exercise in our humor awareness class we ask our students to find new uses for ordinary objects.

- A bowling ball, for instance, became a balloon for pessimists or a new method of birth control (place it between the two people).

- A tennis ball sliced in half became a shell to hold to your ear and listen to the roar of John McEnroe.

Try it yourself to expand your view of everyday objects around you.

*Start paying attention to what's going on around you.* All of us get caught up in our own concerns and our circle of awareness tightens around us. Look up from your own navel (it isn't going anywhere) and take note of the people and happenings around you.

### Increase your listening skills.

The real trick is listening for the counterpoint and the dissonance that hold the key to humor.

*Listen to your inner voice.* Constant hesitation kills the spontaneity so vital to humor. So even if you aren't ready to voice your reaction aloud, take note of your first, uncensored response. For example, a college student attended a lecture in a large, crowded auditorium. Afterwards he thought to himself, "That speaker really underwhelmed me with his logic." He was too shy to say it out loud, and the stranger next to him never heard it. However, his mental response turned an unpleasant situation into a humorous one for him, and that's a beginning.

If your first reaction seems funny to you, but you're reluctant to say it aloud, test it with friends. Later you'll get the courage to be more

spontaneous.

*Listen to what makes your friends and co-workers laugh and decide if their brand of humor is acceptable to you.* Is everyone included? Is the result constructive? If your humor is appropriate, it should make you comfortable and happy, and you should be able to build on it. You can increase your sensitivity to what kind of humor is acceptable by becoming aware of what offends people. If only one person in the group is uncomfortable with the type of humor being used, then it is a pretty good bet that the humor is not appropriate and will serve no positive purpose. In this way you can match the humor to suit a particular individual and group. However, remember that what's funny in one situation may not be appropriate in another.

*Listen to other people.* Eavesdropping in public places is fun. Anyone talking in public places is asking to be heard. There's a gaggle of incredible conversations going on out there, so pay attention in restaurants, department stores or shopping malls. It can make waiting in line worthwhile.

You might overhear a snatch of conversation, as one comedy writer did, in a Chinese restaurant, "It's not the egg roll, Harold, it's our whole life." Or this comment overheard on a Caribbean cruise ship, "My allergy is so much better since we sailed. What is the altitude here?"

*Listen for incongruities.* People engrossed in conversation often don't listen to what they are saying. Sometimes, what we try to say and what we really say are entirely different.

"In Florida we drove across a bridge that is seven miles long, with water on both sides of it."

*Listen for malapropisms, the misuse of words.* Here is a sampling:

"In small European towns, markets were the hublub of activity."

"The Bible forbids fortification."

"The only activity our grandchildren are interested in at the circus is going on the cannibal rides."

*Listen for funny stories and jokes.* This anecdote was overheard on an airplane:

A grandmother was sitting on the beach with her young grandson. He had on his little hat, his little sunsuit, and was playing with his little bucket and shovel. Suddenly a big wave came and swept the child out to sea. The grandmother fell to her knees and prayed, "Oh, God, please return my grandchild. He is such a sweet boy, such a good boy, such a wonderful child." Miraculously another big wave returned the child exactly to the spot where he had been before, unhurt, wearing his little sunsuit, carrying his little bucket and shovel. The grandmother looked to the heavens, threw up her arms, and cried out, "He had a hat!"

*Listen for the intentionally funny remark.* Listen for the play on words that turns an ordinary phrase into a thing of beauty worth remembering and recording (and reusing):

"He's very vitriolic." "You mean he's still



using that greasy kid stuff in his hair?"

"If God had intended man to see the sun rise, he would have created it later in the day."

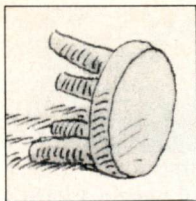
### Keeping a humor journal.

As you increase your humor awareness, it is time to begin keeping a humor journal. Most humorous observations and snatches of conversations briefly flash through your consciousness and then vanish. So unless you have a photographic memory, it is essential to write them down. Get in the habit of carrying a pen and paper, or 3" X 5" cards with you and keep a small notebook or tape recorder in your car.

Record humorous anecdotes, unusual situations, as well as funny remarks and jokes. These can later form a base of relevant humor to use in particular situations.

Printed humor is the easiest way to begin, such as

- bumper stickers that tickle your fancy. Here's one seen on the Santa Monica Freeway—"Do schizophrenics pay double indemnity?"



## Humor is a survival tool.

- odd newspaper headlines.
- billboards. A true and enticing example—"Myrtle Beach has 700 restaurants. There goes your diet."
- signs. Outside a church in Tampa, Florida—"We fitly pray."
- cartoons, particularly those relating to your family, interests and line of work, whether you are an accountant, student or homemaker.

Next, write down observations, funny comments and anecdotes that appeal to you. Later you can adapt them to fit a particular situation or personalize them to suit your personality and lifestyle. These anecdotes are great sources for presentations, speeches or correspondence.

Humor shared is doubled, so look for a kindred spirit, someone with whom you can share humor. You will also find, as you bring more humor into your life, that you will naturally attract other humorous people.

### Developing a humorous perspective.

Goodman Ace, the talented comedy writer,

## Use Humor to Reduce Stress

As with stress-producing humor, we first need to recognize the qualities of stress-reducing humor.

### STRESS-REDUCING HUMOR

**R** educes tension by joking about universal human frustrations and faults.

**E** ncourages people to relax and laugh.

**D** elights in poking fun at oneself.

**U** nites people by building rapport.

**C** reates a supportive atmosphere of fun and caring.

**I** ncludes everyone in the good time.

**N** otes the positive aspects of human relationships.

**G** ives everyone a chance to participate.

These stress-reducing characteristics are pretty clear-cut. The positive forces of humor can help you reduce the stress involved in both your personal and business relationships. And less stress means more energy to maximize your effectiveness, increase your level of enjoyment, and minimize the chances of burn-out.

### Laughter, the safety valve.

One of the extraordinary qualities of a humorous response is that it is instantaneous and brief, yet its effects are so positive and in some cases perma-

nent. Although you can't avoid stress, you can respond in one of three ways:

1. Respond passively, then quietly stew about the problem and let your innards boil.

2. Respond in anger (this lets off steam, but may just compound the problem).

3. Respond with wit.

Like anger, humor can release some of your frustration and give you momentary relief. But unlike anger, humor will relax you, ease the tension, and consequently help open new doors to creative solutions.

### Exercises for increasing your humor awareness.

1. Take liberties with famous words of wisdom. Leave the first half of the saying alone, such as "Early to bed and early to rise," and add a funny ending—makes a sneaky bachelor disguise."

2. Add to your humor journal at least twice a week, focusing on a different category and tailoring it to your needs.

3. Play with commercial slogans, changing the ending with a humorous twist. This activity creates humor from nothing. "Have it your way... but not today."

4. Choose a pet peeve of yours and come up with four or five ways of dealing with it.

5. Take cartoons and come up with different captions. Then see if you can refine those captions further to personalize you, your friends, or your job.

6. Put funny captions in your family photo album. This can be a fun project for the whole family.

7. Turn movie titles into funny double features: "Who's Afraid of Virginia Woolf?" and "Conan the Barbarian" or, "In Praise of Older Women" and "Playing For Time."

8. Play with names of streets and subdivisions, looking for the reason behind the choice (you won't often find it, and therein lies the humor). For instance, Driftwood Court had no wood, no stream and no judge. Look for funny names of businesses, or make up your own.

9. Read the paper for absurd headlines and premises for humor.

10. Keep paper and pen with you, and when something funny occurs in your imagination or in reality, write it down.

*Excerpted from the book The Smile Connection: How to Use Humor in Dealing with People, by Esther Blumenfeld and Lynne Alpern. Copyright © 1986 by Esther Blumenfeld and Lynne Alpern. Published by Prentice-Hall, Inc., a Simon & Schuster Company.*



once said, "You can't overestimate the unimportance of practically everything." It was his way of encouraging people to put some balance back into their lives, to take a step back and give everyday minor frustrations their appropriate value and rank in life. One of the best ways to do this is to begin developing a humorous perspective. The first step is to understand and accept human imperfections and frailties.

### Humor perspective and self.

A good sense of humor is compensation for not being the fastest runner on the track team, the prettiest girl in the class, or the president of the company. If you don't like who you are, perhaps you have been too rigid about focusing on your own real or perceived imperfections. It's time to *lighten up on yourself*. Here's how.

1. Acknowledge that you are not perfect and never will be. Try to begin by laughing gently and poking fun at yourself and your imperfections.

2. Set realistic goals for yourself. Then learn to recognize and joke about the times you step beyond those bounds.

3. In your daily routine of sleeping, eating, working and exercising, find time for a humor break (maybe you enjoy pumping iron, but you'll never get a hernia from humor). Read the funny papers. Smile at yourself in the mirror and try to look at minor frustrations with a "This isn't so bad. I'm lucky I didn't. . ." attitude. Or, take the situation and exaggerate it to its humorous extreme.

*Example:* As one young minister commented on last week's poor attendance at services, "It could have been worse. The Messiah might have chosen last Sunday to return, taken one look at the empty pews, and decided we weren't worth it."

### Growing up doesn't mean growing old.

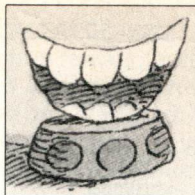
Be a fun-making person. Life is short, and you might as well have your share of merriness. Satchel Paige once said, "How old would you be if you didn't know how old you were?"

Think about a person you consider youthful and ask, "What is it about him that makes him seem ageless?" Along with alertness, intellectual interest and flexibility, you will find that a large part of your answer will include his humor and sense of playfulness.

### I'll never laugh again.

Perhaps you have recently experienced a traumatic event, and you may feel that you will never be able to laugh again. But with time and perspective, you will find that humor is a survival tool which can help you face your problems.

A woman was finally able to joke after a painful divorce, "He left me because he wanted to find himself. Now he doesn't like what he found." Another woman, whose young husband died after an unexpected illness, was eventually able to appreciate his humor and indomitable spirit when she recalled his reaction in the hospital to being told he was hooked up to a



**H**ow  
old  
would  
you be  
if you  
didn't  
know  
how old  
you  
were?"

machine. "I am not," he replied, "the machine is hooked up to me." Being able to laugh at the frustrations and painful things in life means we are on the way to overcoming them.

### Humor and stress.

Humor, unlike most techniques for relaxing, can be applied at the moment of discomfort, wherever problems arise. It can also be used as a positive means to change your perceptions and attitudes. And in a stress-producing circumstance, approaching it with humor can trigger the relaxation response needed to reduce the stress right then and there, for others as well as yourself.

For instance, a large audience had eagerly anticipated a lecture by a prominent professor. The organizers of the meeting were upset because their hotel conference room had mistakenly been given to another group. They were placed in a makeshift area with a hastily constructed podium for the lecturer and a temporary sound system placed behind a folding screen.

The professor began his lecture, but after five minutes a piercing screech came from the microphone, the lights dimmed, and a loud thud erupted behind the screen. Aware of his audience's discomfort, the speaker stopped, looked heavenward and said, "I think I'm having a religious experience." By the time the laughter had subsided, the sound system was fixed and he could proceed. His humor relaxed the audience, and he had turned a stress-producing incident into a stress-reducing one.

### Malpractice, or the humor quack.

As with any other skill, some people can misuse humor. When this happens, humor becomes misdirected (perverted), producing stress rather than reducing it.

As times change, so does the concept of what type of humor is socially acceptable. For instance, the tasteless "moron jokes" of the past have been become disguised as "ethnic jokes," which reinforce negative stereotypes. The jokes are the same, only the group maligned has changed.

Ethnic, religious or racial jokes can embody all the qualities of stress-producing humor. Because prejudice is at the core of much of this type of humor, it can be very destructive. But humor has no hard and fast rules. Even with ethnic, religious and racial jokes, there is an exception.

The exception involves ethnic pride. One person who can get away with telling an ethnic joke effectively without offending is a cherished member of that group. Thus, a prominent Irish Catholic telling an ethnic Catholic joke to a meeting of the Knights of Columbus takes on a different character than a Baptist telling that same joke at a Baptist church picnic.

By being part of a group, mutually sharing a historical, religious or cultural background, and also the burden of society's prejudices, you can poke fun at your own people because you are also poking fun at yourself. Everyone is included and no slur is intended.

*Continued on page 22*



## Vive la Femme!

Some of us "old time" Toastmasters can easily recall the days when the Toastmasters organization was a "males only" institution and the only way we could register a new female was by her first initial and last name on the Toastmasters membership application.

I noted, in the August 1987 issue of *The Toastmaster*, that 25 of the newly elected District Governors are female—a full 33 1/3 percent.

*Vive la Femme!*

*Vive les Toastmasters!*

*Elias (Elly) E. Ezra, DTM  
Past District Governor  
Broadway Club 1000-46  
New York, New York*

## 'Communication Showdown': A Great Event

The 56th Annual Toastmasters International Convention in Chicago was a fantastic experience! I was hardly prepared for such a great event even though, as a first timer, I knew it would be well out of the ordinary.

From the Opening Ceremonies, with its beautiful parade of flags, to the final event of the International Speech Contest, the entire Convention was absolutely packed with inspiring events and actions! It is difficult to capture even part of the spirit of the Convention with mere words, and almost impossible to describe it to those unfortunate enough to have missed it.

What a privilege to meet so many great Toastmasters. Talking with people such as Past International Presidents Ted Wood, Helen Blanchard, John Latin and Eddie Dunn; and Executive Director Terry McCann and John Feudo of World Headquarters even for a few minutes helps you understand how Toastmasters International became such a terrific organization.

Moreover, when you shake hands with prominent men such as Cavett Robert and Dr. Wayne Dyer, you just know you are in a special place and time. It gives new perspective and reminds you once again what tremendous effort and dedication are to be found within this organization. All of these Toastmasters officers and employees and the entire world-wide

administrative structure have one single objective—helping the individual Toastmaster develop communication and leadership skills. I came home from Chicago with a brand new determination to be the best Toastmaster I can possibly be, and knowing for sure that it is only possible for me to grow as I help my fellow Toastmasters reach their goals. Truly, we *are* achievers!

Chicago, to my great surprise and delight, is a fascinating city, remarkably clean and filled with friendly, courteous people.

Co-Chairmen Lou Kiriazis and Nath Nayak and all the fine Toastmasters of District 30, wearing blue vests and blazers, really went out of their way to help us have a good time. Their efforts contributed much to the success of the 56th Annual Convention.

My calendar is marked and plans are in the making to be in Washington, D.C., next year for the 57th Annual Convention. See you there!

*George Shyrock, DTM  
Educational Lt. Governor District 47,  
Bradenton Club 2449-47  
Bradenton, Florida*

## Bulletin Review

Our club is interested in running a club bulletin, but we need ideas about format and content. We ask the clubs which have club bulletins to please send us one copy. Your assistance is appreciated.

*Maciek Chwalowsky  
NBS Club 3495-36  
National Bureau of Standards  
Bldg. #226, Room B-120  
Gaithersburg, Maryland 20899*

## Age Discrimination

I was delighted to read in your September issue that Dr. Smedley's first Toastmasters club was formed to help high school students. I have previously urged the organization to eliminate the 18-year old age limit on membership, and it is pleasant to find that Dr. Smedley agreed.

The limitation, without any substantive base, is probably unconstitutional. Toastmasters rejected accepting women until the federal government required the change. I suspect that the same law forbids age discrimination as

well, and that one day someone's complaint will initiate a change.

The alternative, Youth Leadership, isn't a good substitute. It doesn't bring in fresh, enthusiastic competition for club awards and eight weeks don't allow enough practice to become a competent speaker. The anti-teenage bias is, I suspect, as it probably was with women, a matter of fear of new and different competition, and more responsibility in helping others achieve.

Women expanded Toastmasters and helped the organization's recent vigorous growth. Teens would do the same. Is the aim to help adults, or to help anyone who can use some self-improvement? Wouldn't we be much better off reaching young people before they scatter off to college and the work force?

*Thomas S. Booz, ATM  
Achievers Club 2903-47  
Plantation, FL*

## Congratulations, Harold!

Congratulations on reprinting Gwen Rubinstein's article, "Body Politics," in the October issue. Fascinatingly graphic!

However, an aspect of the convention article in the same issue left me feeling short-changed. An incredible amount of talent, work and time goes into the title of "World Champion of Public Speaking." The annual convention is the culmination of six months of elimination contests at every level of Toastmasters. So what do we find out about the winning speech this year? That Harold Patterson of Oklahoma City won with a speech titled "The Pain Passes."

That's it! Nothing about the content of the speech; whether it was wise and/or witty, or how it was delivered. Nothing about Mr. Patterson; whether he's been a contestant before, how long he's been a Toastmaster, why he chose the subject he did, his thoughts on his achievement, how many times he rehearsed, or what it takes to win.

Congratulations, Harold, whoever you are! The pain of knowing virtually nothing about you or your speech won't pass easily.

*Barry Evans  
Early Risers Club No. 2117-4  
Palo Alto, California*



## COMMITMENT COUNTS

Continued from page 7

to know exactly how to act or what to do. It cost me a lot of time, some good customers and a few employees before I finally figured out that I needed to be absolutely consistent in my approach to everyone. Now I interpret the meanings of my words, explain apparent inconsistencies and analyze my actions to see if they conform to my words."

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See September 1986 issue of *Toastmaster Magazine* which describes the personal computer tool as it was used to make Top 10.

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He has the same experience in Toastmasters and says, "If I tell the Area Governor that I'm going to meet a schedule, I darn well will. I've seen too many cases where the Area Governor has tried over and over to get members to do what they promised. Leadership in Toastmasters is frustrating if people don't consistently live up to the requirements of their position."

Consistency is critical to a smooth operation. People perform better if they know and can correctly predict the results of their efforts. Your job as a member is to follow through on your promises.

Is commitment the missing ingredient in your club? If it is, you can do something about it. You are a role model for your group. If you aren't committed to your club, chances are that other club members aren't either. They may say, "That person doesn't come to every meeting, why should I?"

Organizations and individuals who establish these three basic principles of commitment—leadership, learning, re-examination—and consistently apply them at every opportunity, have taken the fourth step toward a successful future. Member commitment starts with you. You must be motivated to help other club members become more productive and valuable. Pledge yourself to be open-minded, to provide positive suggestions and timely rewards. The result will be a club full of committed members. In return, you may soon belong to an award-winning club. The choice is yours. T

**David K. Lindo, Ph.D.**, *president of LAD Enterprises in Burnsville, Minnesota, is an educator, consultant and author, specializing in the subjects of management and finance.*

## LEARN TO BE FUNNY

Continued from page 20

When an outsider tells the same joke, at best it falls flat. At worst it is hurtful, being exclusionary and containing the added element that the joke-teller feels superior over the group he ridicules.

### Hostility Hurts.

Because hostility is at the root of humorous insults, getting caught in a cycle of verbal abuse is stress-producing and creates a tense atmosphere. Put-downs not only hurt others but also can backfire, leaving the user unsatisfied and even more hostile.

At lunch time, for instance, a man orders a salad and his colleague orders pie a la mode. He says, "I see you're still on your diet." She retorts, "I see we suffer from the same problem—we both have trouble keeping our mouths shut." Perhaps he hadn't intended the insult. Perhaps she didn't realize the impact of her sarcastic retort. But the humor backfires just the same.

As with ethnic humor, there are exceptions for using put-downs. Notably, humorous put-downs can be an effective way to handle an insult without a direct confrontation. Also within a relationship based on respect and trust (either friends or business colleagues), people often give tacit approval for joking about faults and shortcomings. We call this principle *humor between consenting adults*. The trick is to recognize the boundaries of acceptable humor and not to go beyond them.

Humor is no panacea that will make the burdens of organized life disappear. It can however, make them much more bearable. As Mark Twain observed, "It is your human environment that makes climate." T

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## Promote an Ethnic Theme

Why not take advantage of club members' ancestry to promote an open meeting in your community? This may interest non-members and encourage interaction with other area clubs.

Toastmasters from other countries have a powerful contribution to make to club leadership and progress, and they, like everyone else, want to feel needed and encouraged to step forward and speak up. One way to accomplish this is to organize a meeting centered on the inter-cultural aspects of Toastmasters International. Big "T" Club 694-11 in South Bend, Indiana, followed this theme when sponsoring a "Show on the Road" to boost flagging attendance and promote Toastmasters.

The club organized a meeting in a local college, promoted it to the public with flyers, and invited college staff and faculty.

An international theme was devised that drew on the abilities of members in other clubs. The invocation was in Russian and English, the word for the evening was in Polish, and the Table Topics were presented by a member from England and focused on British topics.

The speakers centered their presen-



PHOTO BY THE SOUTHBEND TRIBUNE

*Irene and Chester Bentkowsky of Poland perform ethnic dances in traditional costume. Irene Bentkowsky, ATM, is a member and former president of Big "T" Club 694-11 in South Bend, Indiana.*

tations on the ethnic theme, and Lt. Governor Brad Hall of Division A won the speaker's award for his speech "The International World of Toastmasters."

The ethnic showcase meeting generated public interest and thought-provoking ideas for meetings in surrounding clubs.

While speaking before an audience is a major fear for most people, think how foreign-born persons feel coping

with a second language. The showcase meeting was an excellent opportunity to share individual heritages, learn about different cultures and educate people about Toastmasters. So shake your roster's family trees and produce your own ethnic show on the road.

*Eugenia Chandonia, ATM  
The Big "T" Club 694-11  
South Bend, Indiana*

## White Elephant Sale Adds Fun, Funds

"Ladies and gentlemen, you are in for a treat. Here we have an excellent pair of unusual surgical gloves. This is first quality latex! Notice the ease with which they go on and off. Who can resist this? You must have a pair!" urged Norman Ford, a member of the Graybar Club 1436-46 in Manhattan, New York. "Who'll open the bidding at one dollar?"

Selling surgical gloves was just one of the challenges facing club members during a recent "white elephant sale."

"We started this fund-raising tradition several years ago," said veteran auctioneer Larry Yates. "Members bring in items they don't need or want, then make short sale pitches for their items and auction them off to the

highest bidder." The member who gets the highest bid wins the Table Topics award.

The competition was fierce. Graybar Educational Vice-President John Rouse took top honors, getting \$6.50 for a backgammon set. Karin Ford finished a close second with \$6.25 for a cheese dish.

The White Elephant Sale calls upon all the expertise club members have. Consider these statements.

"This is an item everyone needs," said Chris Kracke, holding up a green plastic piggy bank. "Let me demonstrate how it works..."

"This is a lovely wall hanging that anyone would envy if they saw it in your home," commented Marjory Flory, while displaying the picture upside down.

"This mug will hold hot or cold fluids," explained Regina McGrann. "Since you can't see through it, no-

body can tell if you're drinking coffee or vodka."

The mug sold for \$2.25.

"Getting to the meeting is half the adventure," one member said. "We lug this stuff on the subway to work and back again to the meeting. You can imagine some of the looks we get—even in New York."

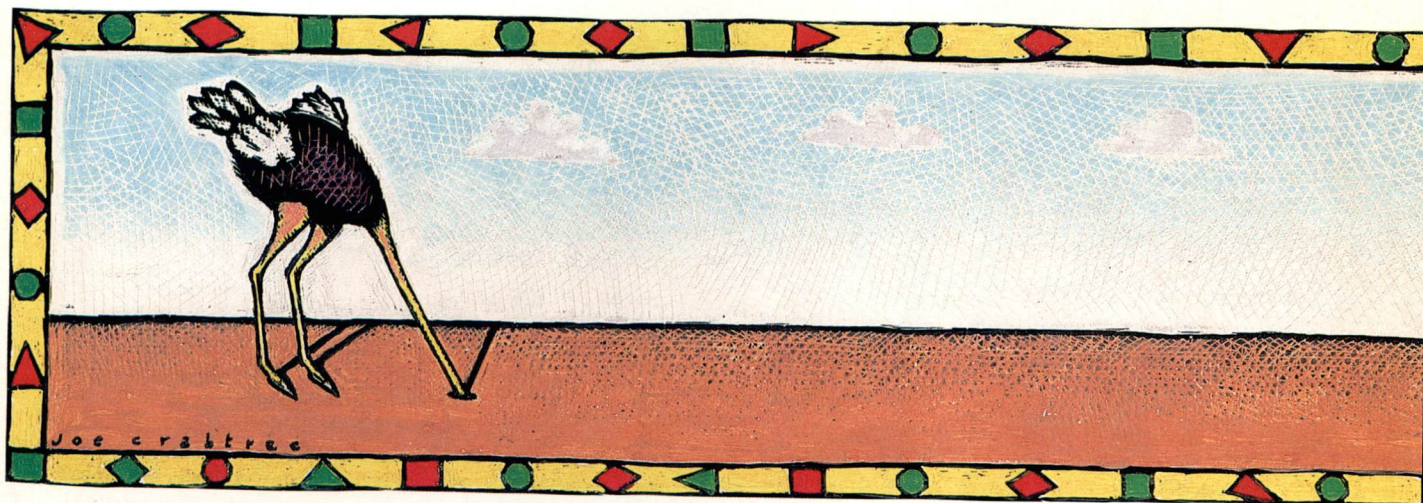
One of the unusual items sold was a desk name plate bearing the name of Norman Ford. It was wrapped in a note saying "I'll bet \$1 that no one will outbid me for this item." Ford lost the bet to the club president, who said, "I'm saving this for the Norman Ford Roast in a couple of months. I haven't decided how to use it yet, but I think he'll be sorry he sold it!"

*E.J. Stapler  
Graybar Club 1436-46  
Manhattan, New York*



# OSTRICH THINKING

BY BENNETT SAWEY, PH.D.



**Are positive thinkers  
just burying their  
heads in the sand?**

**A**lmost everybody today knows about positive thinking. Everybody understands that to be positive is something good and to be negative is something bad. There was a time when I would have been very puzzled by the use of these terms; I thought that "positive" and "negative" referred to the poles of a battery. Until age thirty I hadn't met anybody who applied these terms to people. I had heard of Norman Vincent Peale's famous book, *The Power of Positive Thinking*, and that was all. If I thought about the subject at all, I assumed that positive thinking had something to do with being assertive.

The first time I remember encountering the term "negative" as applied to people was after a debate with a friend at church. I didn't see anything wrong with a nicely conducted debate, and I still don't. Debating sometimes is a good way to spark interest and clarify issues. Nevertheless, the person who had disagreed with me later apologized for being "negative." I scratched my head.

I finally figured out that he thought engaging in any kind of criticism was

impolite. I also learned that it was considered negative to talk about possible failures or disadvantages connected with any action or event. This left me with the idea that positive thinkers were less than intelligent. This impression was reinforced when I ran into people who actually believed that obstacles would disappear if you didn't think about them, and that all negative experiences are self-induced.

I now know enough about the subject to understand that not all positive thinkers believe this way, and that I have been practicing positive thinking all along without knowing it. I've realized that the kind of people I just described really aren't positive thinkers, but what I call "ostrich thinkers."

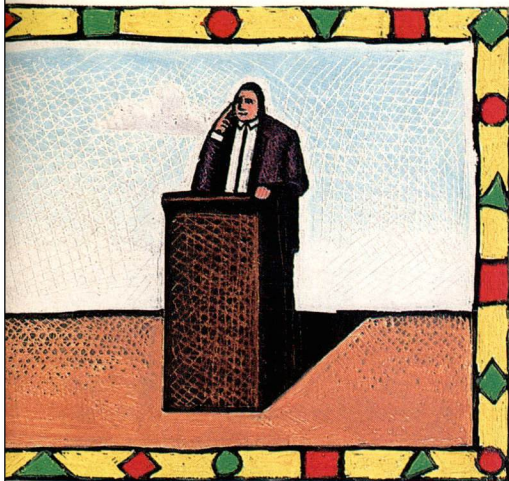
## **Don't Ignore Problems**

Legend has it that ostriches bury their heads in the sand when they see danger and stay that way until the danger is gone. Until age two, a child tends to believe that if she can't see you, then you can't see her. The child can't win a game of hide and seek unless the adult feigns bewilderment. The same attitude isn't amusing in



adults who believe that danger won't exist if they ignore it or pretend not to see it. Even the ostrich knows better: The bird doesn't really bury its head and ignore danger—if it did it would be extinct by now.

However, there was a time in my life when I was guilty of practicing "ostrich thinking" as well. I knew that my father's family had a history of heart disease, and that my father had



undergone coronary bypass surgery. I knew that I was overweight and that my genes made me a prime candidate for heart disease. Yet I didn't think about it, or take steps to minimize the risk. I was refusing to think about a potential negative in my life. Naturally, the danger didn't disappear because I ignored it. I paid with two massive heart attacks and a bypass surgery, all within three weeks.

Yet there are times when contemplating potential negative events isn't constructive. You don't learn to ride a bicycle by constantly thinking about how you may fall. People frequently get sick simply by believing they are sick, and make themselves well by believing they'll get better. The placebo effect is well documented by physicians. Evidently, you can make some things happen by sheer will power—but not all things.

A person who squarely faces the ups and downs of reality isn't being negative. There's a difference between facing the negative and being negative.

The fact is that no matter how bad something looks, it usually has a good side to it. For example, any traumatic experience such as losing your job can

make you stronger (and make you want to kill the three-hundredth person who tries to console you by telling you so.)

### Look for Positive Aspects

Many European and Japanese factories were destroyed by bombs in World War II, leaving American factories in good shape with no effective competition. But because Japanese and European factories had to be completely rebuilt, they took advantage of the opportunity to modernize—something American companies hesitated to do. How many people forty years ago would have thought that those nations had an advantage over the United States because their factories were bombed to rubble?

This is only one example of how a negative event turned positive—literature on positive thinking is full of similar examples. Inspiring examples and role models have their place. But a pep rally isn't a blueprint. I wouldn't recommend fighting World War III so that we could modernize all our factories!

It's fine to say, "If you've got a lemon, make lemonade," but where is the recipe? Squeezing that lemon and sweetening the juice can look like an impossible job. If it was simple it would have been written up neatly in a self-help book a long time ago. We might as well learn to face the negative factors in life, because they won't go away if we pretend they don't exist.

Let's see how some clichés and inspirational platitudes can be translated into something practical.

### Positive Platitudes

*Every cloud has a silver lining.* I got tired of talking about lemons and lemonade, so I brought up another platitude which is a kissing cousin. Platitude or not, everything *does* have a good side to it, so practice looking for it. Make a list of the worst catastrophes that could possibly happen to you, and look for any positive aspects of them. This is a great way of building confidence and reducing worry.

For instance, suppose you lose your job. Chances are you can still survive. Maybe you needed a chance to stop and take a close look at your life. Maybe you were putting off starting your own business. You're suddenly free to do a lot of things you couldn't do before.

Suppose your family is afflicted by a catastrophic illness. Could you survive? If you don't see how, then do yourself a favor by thinking about it now, before you're forced to face it unprepared.

What I describe is different from worrying. The point is to reduce worry by being emotionally prepared for events you fear. When contemplating potential negative events in your life, if you start to worry about things that didn't bother you before, it may be a sign that you have good reason to worry. Worry, like fear, isn't necessarily a negative emotion. You can use it to move yourself into action.

### Respect Fear

*We have nothing to fear but fear itself.* Some people say fear is a negative emotion. Nonsense! Fear is what keeps us from doing something stupid, such as absent-mindedly throwing burning matches into the waste paper basket. Nothing is wrong with fear, except that there can be too much of it. In moderate doses it's just another word for *respect*. If we have the right amount of fear around a fire, we treat it with caution but we don't hide or develop an ulcer.

The Biblical statement from Proverbs, "The fear of the Lord is the beginning of wisdom," doesn't mean that the smart person trembles with fear, but that the person who wants to start on the road to wisdom should respect God and his ways.

Fear is an early warning system. You have little reason to fear electricity if you keep yourself sufficiently insulated while handling a live wire and take elementary precautions. You have good reason to fear if you don't. Fear isn't a negative emotion if it moves you to be careful. It becomes negative if you are afraid to come anywhere near a copper wire. If you listen too much to fear, you become a coward. If you listen too little, that you become foolhardy. If you strike just the right balance, fear becomes your trusted adviser and voice of caution.

### Identify Your Fears

So one way of keeping fear from grabbing the driver's seat is to imagine the worst possible scenario and plan what to do if it happens. One reason ghosts are scary (if you believe in them) is that they can be invisible.



Mysterious noises in the night are scary for the same reason. Terrorists and officials of repressive governments know that the most effective threat is an unspoken one; the frightened victim can always imagine something far worse than any explicit threat. The magicians of old who believed that to know an object's secret name was to have power over it, probably possessed more truth than they knew.

In addition, ask yourself whether the situation you fear actually has happened or may happen. Most of our fears never materialize. Consider ways to prevent your fears from becoming reality and remind yourself that the reality never is as bad as the fear of the unknown. These actions help cut fear down to size.

*Everything is possible, or, the word "can't" doesn't belong in your vocabulary.* These sayings sound great. In positive thinking literature, these platitudes frequently are followed by one or more inspirational stories of people who did something everybody said was impossible. The Wright brothers frequently are mentioned, as are various scientists and engineers. It isn't hard to find examples of deeds previously considered impossible. But how do you go about accomplishing this yourself?

One key is to remember that "impossible" implies a hindrance. When we say something is impossible, we almost always have in mind something which makes it impossible.

### The Answer to Impossible

For example, take the story about the guy who bet his friends that he could stand an egg upright on its small end. His friends lost the bet. He hard-boiled the egg and cracked it on the small end before standing it on end. He'd never said he would do it with a raw egg or

**I**t's  
**fine to say, "If  
you've got a lemon,  
make lemonade," but  
where is the recipe?**

without cracking the shell. His friends just assumed that this was what he meant. The people who do the impossible are those who figure out how to circumvent the rules.

A man once wrote a treatise mathematically proving that bumblebees can't fly. Nothing was wrong with the mathematics per se, but the thesis was misleading. What he actually proved was that a rigid body the size and shape of a bumblebee can't fly; a real bumblebee flexes its body as it flaps its wings.

Because of such rules, certain problems really are unsolvable. The rules themselves are part of the problem. The ancient Greeks tried to construct a square containing the same area as a given circle. This could easily be done with a hand calculator and an accurate ruler, but the Greeks intended to do it with a compass and an unmarked straight edge. It's not easy to prove mathematically, but those tools aren't enough to "square a circle." To do it, you'll have to throw out the rules.

This should tell you that any true impossibility is a logical word game. *Certain things are impossible only if you obey the rules.* If you're following the standard rules of chess, a queen can't zigzag like a knight on one move. When mathematicians say that you can't divide numbers by zero, they mean that you can't do it without contradicting established mathematical rules. When physicists say that nothing can accelerate to the speed of light, they mean that it can't be done if the universe obeys the laws that physicists believe it obeys. In other words, current theories would have to be overthrown for it to happen.

But impossibilities are seldom that cut and dried in everyday life. We frequently tie ourselves in knots with self-imposed rules. How about the rule that you aren't good-looking unless you have an absolutely perfect physique? Or that you're a lousy speaker unless you get a belly-laugh on every joke and a standing ovation every other sentence? Why not be less than perfect? Who is going to disqualify you if you move the finish line?

So, paradoxically, the way to accomplish the impossible is to "cheat:" to build a flying machine with wings that don't move; to do what Alexander the Great did when he faced a knot nobody could untie—cut it in two. Or follow the example of the salesman who invented the installment plan when he found that most people didn't have the cash to buy his product. In short, find a creative way to sidestep the difficulties. You can't do this by trying to pretend they aren't there.

But there's an exception to the rule. After you've taken the precautions to prevent negative events, it's sometimes a good idea to ignore them. Walking down well lit streets isn't a guarantee against mugging. Strong locks don't necessarily prevent burglaries. Lots of preparation isn't sure-fire insurance against a speech being a flop. Life doesn't come with a warranty. But once you have faced reality, anticipated problems and tried to circumvent them, you needn't worry about intangible negative events. Constructively proceed with your life. You may find it surprisingly easy; time isn't wasted if what you've prepared against doesn't happen. □

**Bennett Sawey, Ph.D.**, a freelance writer of South Boston, Virginia, is a former college math professor.

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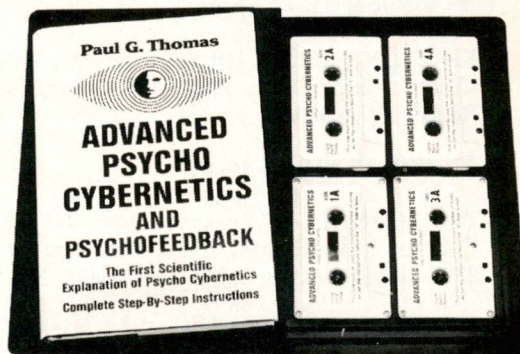


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TOASTMASTERS INTERNATIONAL

CONFERENCE/CONVENTION  
CALENDAR

1988 REGIONAL CONFERENCES

▶ REGION I/June 17-18

SEATTLE AIRPORT HILTON, Seattle, Washington  
Contact: Linda Smith, ATM, 15914 South East 148th Street  
Renton, WA 98056

▶ REGION II/June 10-11

TROPICANA, Las Vegas, Nevada  
Contact: Judy Clinton, DTM, The Vista Group,  
2295-A Renaissance Drive, Las Vegas, NV 89119

▶ REGION III/June 17-18

MARRIOTT EL PASO, El Paso, Texas  
Contact: Louise Perkins, DTM, 4508 R.T. Cassidy, El  
Paso, TX 79924

▶ REGION IV/June 3-4

SIOUX CITY HILTON INN, Sioux City, Iowa  
Contact: Kevin Heinrichs, ATM, 6008 Four Seasons  
Drive, Sioux City, IA 51106

▶ REGION V/June 24-25

BRECKENRIDGE FRONTENAC, St. Louis, Missouri  
Contact: Jack Rardin, DTM, 617 18th Street, Charleston,  
IL 61920

▶ REGION VI/June 10-11

HYATT REGENCY, Flint, Michigan  
Contact: Bill Anderson, DTM, P.O. Box 2493,  
Kalamazoo, MI 49003

▶ REGION VII/June 3-4

SHERATON TARA HOTEL, Framingham, Massachusetts  
Contact: Lew Muttly, DTM, 129 Nimrod Drive, Concord,  
MA 01742

▶ REGION VIII/June 24-25

MARRIOTT TYVOLA-I77, Charlotte, North Carolina  
Contact: Bucky Sutton, DTM, 1313 Pinecrest Drive,  
Rockhill, NC 29730



1988 INTERNATIONAL CONVENTION

WASHINGTON HILTON AND TOWERS

August 16-20

Washington, D.C.

1989 INTERNATIONAL CONVENTION

MARRIOTT'S DESERT SPRINGS

August 15-19

Palm Desert, California

Restaurant, Romulo O'Far-  
ril, 66-22-50

6726-5 Hughes

San Diego, CA—Thurs.,  
11:35 a.m., Hughes Aircraft  
Co., 3970 Sherman St. (619)  
543-4159

4752-6 Slice of Life Toasters

Edina, MN—Tues., noon,  
Health Risk Mgmt., 8000 W.  
78th St., Ste. 270, (612)  
829-3581

2085-7 The Night Club

Bend, OR—Tues., 6:30  
p.m., Cafe South Center,  
61419 S. Hwy. 97, (503)  
388-1138

6370-7 Farmer's

Vancouver, WA—Wed. &  
Thurs. 1 p.m., Farmers In-  
surance Group, 5306 NE  
Gher Rd., (206) 253-7300

6733-7 Banfield Flyers

Portland, OR—Irr. Mon.,  
6:30 p.m., Rose's  
Restaurant, (503) 243-5616

6739-7 Goldbrickers

Portland, OR, (503) 761-2023

6735-9 ToastCasters

Spokane, WA—4th Sat., 9  
a.m., Cedar Manor Studio,  
S. 918 Cedar, (509) 455-7920

3454-10 Nationwide

Insurance

Canton, OH—Tues., noon,  
1001 Market Ave. N., (216)  
489-5232

3132-11 Terrific Tuesday's

Mishawka, IN—Tues., 7  
a.m., St. Joseph Hosp., 215  
W. 4th St., (219) 258-1412

5343-11 St. Elizabeth Noon

Lafayette, IN—2nd & 4th  
Wed., 11:45 a.m., St. Eliza-  
beth Hosp., 1501 Hartford  
St., (317) 423-6565

6710-11 Customs

Indianapolis, IN—Tues.,  
noon, 6026 Lakeside Blvd.

6725-11 Toast of Liberty

Louisville, KY—Wed., 5:30  
p.m., Liberty National Bank  
& Trust Co., Riverfront  
Plaza, Main St., (502)  
566-2181

3692-14 Digital Communi-  
cators

Alpharetta, GA—Thurs.,  
noon, DCA, 1000 Alderman  
Dr.

4218-14 Techmasters

Atlanta, GA—Thurs., 7:30  
a.m., Griffin Ballroom,  
Alumni Faculty House, Ga.  
Inst. of Technology

6723-14 Communications

Unlimited

Fort Gordon, GA—1st, 2nd  
& 3rd Thurs., 4:15 p.m.,

Eisenhower Army Med.  
Ctr., (404) 793-8699

4169-15 Ruby Mountain

Elko, NV—Tues., 7 p.m.,  
Stockmen's Motor Hotel,  
340 Commercin St., (702)  
738-7143

1979-16 First Interstate  
Boomers

Oklahoma City, OK—Tues.,  
noon, First Interstate Bank,  
120 N. Robinson, (405)  
272-4536

6722-16 First Interstate

Sooners

Oklahoma City, OK—  
Thurs., noon, First In-  
terstate Bank, 120 N. Robin-  
son, (405) 272-5125

6727-18 The RITS

Columbia, MD—2nd & 4th  
Mon., noon, Reliance In-  
surance Co., 5565 Sterett  
Pl., (301) 992-4511

671-19 Bob Jenkins

Des Moines, IA—Mon., 10  
a.m., Shepherd's Ctr., 2900  
49th St., (515) 255-2787

1316-21 Triple H

Vancouver, BC, Canada—  
Wed., noon, Shaughnessy  
Hosp., 4500 Oak St., rm.  
D309A, (604) 875-2222

3973-21 Central B.C.

Vanderhoof, BC, Canada—  
Thurs., 7:30 p.m., CNC,  
(604) 430-6655

4812-21 Laurel

Vancouver, BC, Canada—1st  
& 3rd Mon., 7 p.m., Con-  
text Trainings Corp., 660-C  
Leg-in-Boot Sq., (604)  
430-6655

6719-21 BCBC Lunch Bunch

Victoria, BC, Canada—  
Tues., noon, B.C. Buildings  
Corp., 3350 Douglas St.,  
rm. 203, (604) 387-7276

5128-24 First Class

Omaha, NE—Thurs., noon,  
Omaha PO, 1124 Pacific St.,  
(402) 341-2304

1111-25 Good Morning

Texarkana, TX—Tues., 6:30  
a.m., Century 21 All Points,  
3209 Richmond Rd., (501)  
772-5005

4355-25 Tooling

Ft. Worth, TX—Wed., 11:05  
a.m., General Dynamics  
conf. rm., P-4, (817)  
777-6399

6724-25 Late Nite Deliverers

Dallas, TX—Tues., 9:40  
p.m., Dallas Bulk Mail Ctr.,  
240 DFW Tpke.

3849-31 NEC

CommuNECators

Boxborough, MA—1st & 3rd



ed., 6:45 p.m., NEC Information Systems, 1414 Massachusetts Ave., (617) 54-8480

**163-31 Harborside**

oston, MA—Mon., noon, NYNEX/NET, 225 Franklin St. 743-6296

**956-32 WVEE Speak**

acomia, WA—Wed., 5:15 p.m., Washington Women Employment & Educ., 949 Market St., #375, (206) 72-0527

**644-32 The Loud Speakers**

helton, WA—2nd & 4th Tues., 11:30 a.m., ITT Layonier, 409 E. Harvard

**470-33 Free Toasters**

Las Vegas, NV—Fri., 7:30 p.m., First Interstate Bank, 30 Las Vegas Blvd. S., (702) 385-8641

**712-33 Morro Bay**

Morro Bay, CA—Wed., 7:15 p.m., Bun & Crust Cafe, 430 Morro Bay Blvd., (805) 72-5251

**69-35 Singles International**

Shineland, WI—(515) 24-0633

**752-36 Engineering Support Center**

Aerrifield, VA—2nd & 4th Mon., noon, 8403 Lee Hwy., (703) 641-7013

**998-37 Smooth Talkers**

Vilmington, NC—Tues., 5 p.m., UNCW, Bear Hall, rm. 111, (919) 395-3777

**1321-38 SKF**

King of Prussia, PA—1st Mon., 4 p.m. & 2nd Fri., 7:45 a.m., 1100 First Ave., (215) 265-1900

**1351-38 Southern Lancaster County**

Willow Street, PA—1st & 3rd Mon., 6:30 p.m., Willow Street Restaurant, Rte. 272 & Rte. 222, (717) 464-4201

**5039-39 Portmasters**

West Sacramento, CA—Tues., 12:05 p.m., Calif. Trucking Assoc., 1251 Beacon Blvd., (916) 371-2422

**5691-44 North Plains**

Dumas, TX—Thurs., 6:30 a.m., Phillips Manor Restaurant, 1821 S. Dumas Ave., (806) 355-4120

**4959-46 College**

**Communicators**

New York, NY—2nd & 4th Thurs., 6:30 p.m., Elisabeth Irwin HS Cafeteria, 40 Charlton St., (212) 522-1430

**4462-47 Florida Power**

Clearwater, FL—Alt. Wed.,

noon, 2166 Palmetto St., (813) 443-2661 ext. 4282

**6731-47 Vero Beach**

Vero Beach, FL—Tues., 6:30 p.m., Howard Johnson's Restaurant, US Hwy. #1 S., (305) 231-6904

**1257-48 Monroe County**

Monroeville, AL—Thurs., noon, Monroe County Library, 226 Pineville St., (205) 575-3488

**5352-53 New York Farm Bureau**

Glenmont, NY—Last Mon., Rte. 9W, (518) 436-8495

**1652-56 Crossroads**

**Communicators**

Victoria, TX—Wed., noon, HEB Grocery Co., 1400 E. Rio Grande, (512) 573-4826

**4686-56 Incarnate Word**

San Antonio, TX—Wed., 5:10 p.m., Incarnate Word College, 4301 Broadway, rm. 205, Nursing Bldg., (512) 491-0900

**4948-56 USAA Bank**

San Antonio, TX—Fri., 7:30 a.m., 10750 I-10 W., (512) 657-4144

**5180-56 Houston Police**

**Department**

Mon., noon, Houston Police Officers Assoc., Bldg., 1602 State St., (713) 247-8941

**2967-57 Oakland Educators**

Oakland, CA—Thurs., 4:15 p.m., Harper Bldg., 314 E. 10th St., rm. 1A, (415) 562-6565

**6713-57 State Farm Early**

**Birds**

Rohnert Park, CA—Wed., 6:30 a.m., State Farm Insurance, 6400 State Farm Dr., (707) 584-6757

**6714-57 State Farm—The**

**PM Club**

Rohnert Park, CA—6400 State Farm Dr., (707) 584-6757

**3380-58 Hilton Head Island**

Hilton Head Island, SC—Alt. Tues., 7 p.m., Holiday Inn, Coligny Cir., (803) 681-5400

**3994-60 M&G Chapter**

Toronto, Ont., Canada—The Merc. & General Reinsurance Co. of Canada, University Pl., 123 Front St. W., (416) 947-3800

**39-64 UGG**

Winnipeg, Man., Canada—Wed., 7 a.m., United Grain Growers, 433 Main St., (204) 944-5426

**5387-73 Big J.**

Springvale, Vic., Australia—2nd & 4th Wed., 5:30 p.m., Big J., Villa St., 561-8204

**32-74 Oudtshoorn**

Oudtshoorn, South Africa—1st & 3rd Wed., Lions International Clubhouse, Park Rd., (04) 431-8911

**1228-74 Van Riebeeck**

Benoni, South Africa—1st & 3rd Thurs., 7 p.m., Van Riebeeck Hotel, Great North Rd., 894-5538

**International**

Bulawayo, Zimbabwe—2nd & 4th Thurs., 5:30 p.m., Christian Bros. College, Old Esigodini Rd., (byo) 68411

**3832-74 Toast Mossels**  
Mossel Bay, Cape Province, South Africa—2nd & 4th Mon., 7 p.m., Golden Rendezvous Hotel, (0441) 5160)

**► ANNIVERSARIES**

**50 Years**

**Waterloo 101-19**, Waterloo, IA

**40 Years**

**Olmsted County 564-6**, Rochester, MN

**Ames 569-19**, Ames, IA

**Honolulu 119-49**, Honolulu, HI

**Lynchburg 562-66**, Lynchburg, VA

**35 Years**

**Northrop 212-1**, Hawthorne, CA

**Aerospace 401-1**, El Segundo, CA

**Dynamic 457-5**, San Diego, CA

**Champion 1216-11**, Evansville, IN

**Frederick 1082-18**, Frederick, MD

**Garland 1207-25**, Dallas, TX  
**Lincoln-Douglas 1196-54**, Canton, IL

**30 Years**

**Taipei 1890-U**, Taipei, Taiwan

**Century City 2681-1**, Los Angeles, CA

**Transport 2227-2**, Renton, WA

**Superior 2670-6**, Superior, WI

**Del Rey 2665-11**, Anderson, IN

**Osage 1585-16**, Bartlesville, OK

**Cariboo 786-21**, Prince George, BC, Canada

**Hays 2609-22**, Hays, KS  
**Spectacle City 2602-35**, South Milwaukee, WI  
**West Shore 227-38**, Camp Hill, PA

**Sea N Air 2314-38**, Lakehurst, NJ

**Algoma 2648-62**, Sault Ste. Marie, Ont., Canada

**Lock City 2649-62**, Sault Ste. Marie, Ont., Canada

**Susquehanna 2644-65**, Rochester, NY

**KPAA Film City 2647-65**, Rochester, NY

**West End 2661-66**, Richmond, VA

**25 Years**

**Downey Space 513-F**, Downey, CA

**Mikasa 1727-U**, Yokosuka, Japan

**La Capital Mexicana**

**3493-U**, Mexico City, Mexico

**Myrtlewood Hootowlers**

**158-7 Coos Bay-North Bend**, OR

**International City 2880-23**, El Paso, TX

**Mainland-FAA 1107-38**, Atlantic City, NJ

**Picatinny 3547-46**, Dover, NJ

**Toronto Business Club**

**3568-60**, Toronto, Ont., Canada

**20 Years**

**Sunriser 2269-17**, Billings, MT

**Strowger 3848-30**, North Lake, IL

**Charlotte County 1463-47**, Port Charlotte, FL

**New Providence 3596-47**, Nassau, Bahamas

**Table Bay 2232-74**, Cape Town, South Africa

**15 Years**

**Windjammers 3639-4**, San Bruno, CA

**Stone City 3654-11**, Bedford, IN

**Pioneer 2011-30**, Chicago, IL

**10 Years**

**Aurora 750-U**, Anchorage, AK

**The II's Have It 1672-4**, San Francisco, CA

**Mound 3255-40**,

Miamisburg, OH,

**Suncoast 1667-47**, Tampa, FL

**Vet-Set 1548-56**, Houston, TX

**Metropolitan 2454-64**, Winnipeg, Man., Canada

**City 1324-74**, Johannesburg, South Africa



# LET TOASTMASTERS TAKE YOU..... OVER THE RAINBOW

**S**omewhere Over the Rainbow lies a pot of gold filled with everything you need to have a happy and successful life: strong communication skills, effective leadership opportunities, and never-ending friendships.

By bringing new members into your club, you will help others in their quest to find the end of the rainbow. Here's how you can guide them along the way:

- Remind everyone you meet that good communication skills are necessary in all aspects of life. Invite them to attend your next meeting.
- Describe how Toastmasters' Advanced Manuals and Success/Leadership programs can help *anyone* in their jobs.
- Schedule "special events" meetings which can be publicized and promoted to attract guests.
- Utilize all newly-created Toastmasters marketing tools to promote your club.

IN TOASTMASTERS, THE DREAMS  
THAT YOU DARE TO DREAM  
REALLY DO COME TRUE!

## WHAT ELSE DOES THE POT OF GOLD HOLD FOR YOU?

By successfully spreading the word about Toastmasters, this is what you will find at the end of your rainbow:

- \* Toastmasters Membership Building Pin—for showing 5 new members the way
- \* Pocket-size Evaluation Guide Folder—for bringing in 10 new members
- \* Choice of Toastmasters Necktie, Ladies Ascot Scarf, or Perpetual Wood Calendar—for sponsoring 15 members
- \* In addition, the top ten membership sponsors will be honored at the 1989 International Convention in Palm Desert, California

### RAINBOW REQUIREMENTS:

1. This membership program begins January 1, 1988 and ends December 31, 1988.
2. All Toastmasters are eligible and encouraged to participate.
3. To receive credit as a sponsor, your name must appear on the Application for Membership (Form 400) along with your home club number. Please print or type information so that it is legible. NO ADDITIONS OR CHANGES MAY BE MADE TO APPLICATIONS ONCE THEY ARE SUBMITTED TO WORLD HEADQUARTERS.
4. New, dual and reinstated members count for credit. Transfer and charter members do not.
5. The new member must join during the calendar year 1988. The application must be received at World Headquarters no later than December 31, 1988.
6. Awards will be sent automatically upon qualification.
7. "President's Sponsor" and "President's Circle" Awards will be presented at the 1989 International Convention in Palm Desert, California. However, they do not include transportation or other expenses. If the recipient is not in attendance, the presentation will be made to the District Governor.
8. Custom duties (or taxes on awards) are the responsibility of the recipients.