

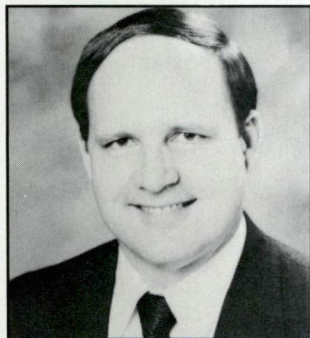
THE

TOASTMASTER

OCTOBER 1990



WHY ARE THEY YAWNING ALREADY?



THOUGHTS ABOUT PRIDE AND PURPOSE

The university I attended offered an excellent engineering and science curriculum. Arts and athletics were average, with two exceptions — the music department and the marching band. This intrigued me because these students received little credit toward graduation for the many hours spent rehearsing and performing; it was considered extracurricular.

It took a long time for me to realize why those students devoted hours of their personal time for little or no university credit simply to play their music.

The marching band members knew they were capable of excellence, individually and as a unit. They had high self-esteem and were proud of their performances. Watching them, we could see that pride in their 180-steps-per-minute pace and their satisfied smiles after each spectacular performance. Whenever they stepped onto the field, whether it was to practice at 6 a.m. or at half time in the football stadium, they were there to give their best effort. Each person knew his or her purpose was related to the excellence of the team as a whole. Their dedication earned them media praise as "The Pride of the Dakotas."

We can draw many comparisons between the Pride of the Dakotas and our Toastmasters clubs. The same highly motivated efforts apply to the members of the club and its officers.

It is important that we cultivate pride in our actions and the effect those actions have on society around us. Approach each club assignment, each officer experience, each special learning project with enthusiasm motivated by the strength of your own self-esteem. I encourage you to extend your personal pride to your club, the other members of your club, and to Toastmasters International.

The mission of Toastmasters International is to improve oral communication. Occasionally, we may be distracted by influences that lead us away from this mission and from the vision, values and ideals of Dr. Smedley. When this happens, the club may begin to falter and the members start to lose interest.

People and business today are driven by results. Business emphasizes the "bottom line," service organizations total the amount of money raised for a project, and Toastmasters measure CTMs, ATMs and new members. While it is important that we recognize the importance of results, the true motivation for performance comes from our personal pride and a clear understanding of our purpose. With pride comes the motivation to act, to act correctly and to act successfully. With purpose comes direction, focus and values — all three vital for a member and a club to meet their mission statements. Performance then comes as a natural result.

My challenge to you is to emphasize pride in every activity and strictly adhere to the purpose of Toastmasters International. The performance that you expect when you walk into the meeting room will follow.

"The deepest joy of belonging comes as one learns to cooperate and contribute and help."

Dr. Ralph C. Smedley

A. Edward Bick
A. EDWARD BICK, DTM
 International President

THE TOASTMASTER

EDITOR Suzanne Frey
 ASSOCIATE EDITOR Brian Richard
 TYPOGRAPHER Fordyce McKenziey

To Place Advertising Contact:
 Toastmasters International
 Publications Department
 P.O. Box 9052
 Mission Viejo, CA 92690
 (714) 858-8255
 FAX: (714) 858-1207

Founder

Dr. Ralph C. Smedley (1878-1965)

OFFICERS

President

A. Edward Bick, DTM
 7172 Grantham Way, Cincinnati, OH 45230

Senior Vice-President

Jack Gillespie, DTM
 114 Savoy Crescent, Winnipeg, Manitoba, Canada R3R 2N9

Second Vice-President

Bennie E. Bough, DTM
 4607 Ordinary Court, Annandale, VA 22003

Third Vice-President

Neil R. Wilkinson, DTM
 Barcol Door Ltd., 15104-118 Avenue,
 Edmonton, Alberta, Canada T5V 1B8

Immediate Past President

John F. Noonan, DTM
 2536 Derbyshire Way, N. Vancouver, B.C., Canada V7H 1P8

Executive Director

Terrence J. McCann
 Toastmasters International, P.O. Box 9052
 Mission Viejo, CA, 92690

Secretary-Treasurer

Frank Chess
 Toastmasters International, P.O. Box 9052
 Mission Viejo, CA 92690

DIRECTORS

Robert E. Barnhill, III, DTM
 Innovative Money Advisory, Inc., P.O. Box 2583, Lubbock, TX
 79408-2583

Carol Blair, DTM
 R.R.#2, Millet, Alberta, Canada T0C 1Z0

Donna L. Brock, DTM
 7619 Peacock Drive, Huntsville, AL 35802-2826

Dorothy O. Chapman, DTM
 1222 San Juan, La Junta, CO 81050

Len W. Jury, DTM
 Len Jury Ltd., Box 4400, Auckland, New Zealand

Ginger I. Kane, DTM
 3921 Almondwood Court, Concord, CA 94519

Pat Kirk, DTM
 5 Oak Shore Drive, Burnsville, MN 55337

Michael E. Martin, DTM
 355 Lisa Lane, Plainfield, IN 46168

Joseph E. Orzano, DTM
 15 Stewart Place (1D), White Plains, NY 10603

Frank Poyet, DTM
 1328 Bobrich Circle, Las Vegas, NV 89110

Larry J. Prickett, DTM
 9740 Alfaree Road, Richmond, VA 23237

Ruth E. Ray, DTM
 35 Sunset Drive, New Castle, PA 16105

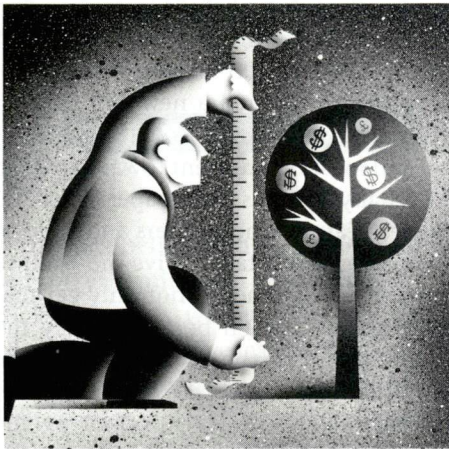
Charles Rodgers, DTM
 202 Third Street, Collinsville, IL 62234

Richard A. Skinner, DTM
 Waters, Div. of Millipore Corp.
 34 Maple St., Milford, MA 01756

Sandy Voegelé, DTM
 2367 Chickasaw St., Cincinnati, OH 45219

Eileen Wolfe, DTM
 1912 West 7th Ave., Vancouver, B.C., Canada V6J 1T1

W.W. (Bill) Woolfolk, DTM
 P.O. Box 146, Mountain View, CA 94042-0146



5 IS IT REALLY LEADERSHIP TRAINING?

Success at leadership is simply a measure of one's ability to attract followers.

by James C. Georges

6 PREPARING YOUR CLUB BUDGET

A budget provides the club with quick answers to the "Can we afford it?" question.

by Scott Zingler, ATM-B

8 TOASTMASTERS ARE BUSTIN' LOOSE IN BIG 'D'

Highlights of the 59th Annual Convention in Dallas, Texas.

16 WHY ARE THEY YAWNING ALREADY?

Skilled speakers "read" their audiences through signals and seating zones.

by Steve Andrews

20 THE TECHNICAL PRESENTATION

Don't let your messages get buried in an avalanche of detail.

by Frederick Gilbert, Ph.D.

22 PROGRAM ARRANGERS, NOW HEAR THIS!

A checklist for the care and treatment of the guest speaker.

by Richard S. Warren, ATM

28 HOW TO DELIVER A DAZZLING INTRODUCTION

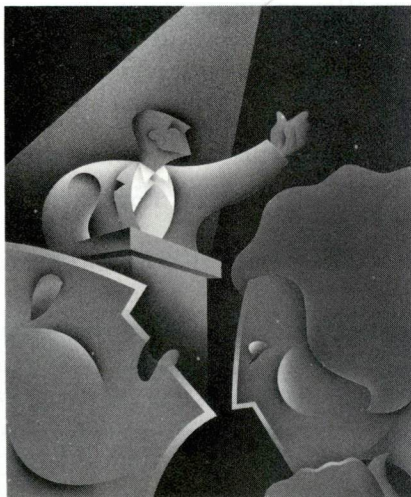
Originality and brevity counts.

by Susan Stasiak

PAGE 6



PAGE 28



5 LETTERS

24 INTERNATIONAL HALL OF FAME

27 IDEA CORNER

30 HALL OF FAME



THE TOASTMASTER Magazine (ISSN 0040-8263) is published monthly by Toastmasters International, Inc., 23182 Arroyo Vista, Rancho Santa Margarita, CA 92688. Second-class postage paid at Mission Viejo, CA, and additional mailing office. POSTMASTER: Send address changes to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, CA 92690.

Published to promote the ideals and goals of Toastmasters International, an organization dedicated to helping its members improve their ability to express themselves clearly and concisely, develop and strengthen their leadership and executive potential and achieve whatever self-development goals they may have set for themselves. Toastmasters International is a non-profit, educational organization of Toastmasters clubs throughout the world. The first Toastmasters club was established by Dr. Ralph C. Smedley on October 22, 1924. Toastmasters International was organized October 4, 1930 and incorporated December 19, 1932. This official publication of Toastmasters International carries authorized notices and articles regarding the activities and interests of the organization, but responsibility is not assumed for the opinions of authors of other articles. Copyright by Toastmasters International, Inc. All rights reserved. The name "Toastmasters" and the Toastmasters emblem are registered trademarks of Toastmasters International, Inc. Marca registrada en Mexico. PRINTED IN U.S.A. All correspondence relating to editorial content and circulation should be addressed to THE TOASTMASTER Magazine, P.O. Box 9052, Mission Viejo, California 92690. Phone (714) 858-8255 Non-member price: \$12.00 per year. Single copy \$1.25.

CONFUSED BY ARTICLE ADVICE

Three articles in the June issue confuse me. "Tactics for Taming Table Topics" and "Rx for the 120-Second Blues" suggest preparing for a pre-announced topic a day or two before meeting time and addressing the topic "only if you want to."

Does this develop skill in thinking on one's feet?

In "Can the Grammarian," Dennis Kessinger suggests grammar is unimportant as long as communication is successful. I agree it's important to be comfortable while speaking, but imagine what would be communicated if one said, "Well, Mr. CEO, how do I justify my department's function in this company? That's an interesting question, and it reminds me that as I drove by a Circle K today, I wondered why the circle was used in the store's sign..."

Karin Ireland
Club 5275 -F
Santa Ana, California

GOOD EVALUATIONS DRAW MEMBERS

The May issue was especially great. The articles on evaluation were excellent. It's amazing how the atmosphere of a club changes when that club evaluates speeches properly. Speakers are better prepared, improvements are immediate, and members become more responsible. Since running meetings properly displays the benefits of Toastmasters membership, potential members are more likely to join.

Patricia A. Ellis
Club 1287-66
Fort Lee, Virginia

GRAMMAR MATTERS

I would like to share a valuable resource with fellow Toastmasters. Author Michael Strumpf, founder of the "Grammarian Hotline," answers questions about grammar from 8 a.m. to 12 p.m. (PST), Monday - Friday, September to June (call 800-529-2321). Called "Mr. Grammar" by the Today Show, he teaches at Moorpark Community College in California.

As a bulletin editor, I call upon professor Strumpf to resolve usage disputes. Another resource that helps me refine my language skills is the Toastmaster gram-

LETTERS

O C T O B E R
1 9 9 0

marian. Since "Can the Grammarian" (Dennis Kessinger, June 1990) advocates eliminating the grammarian from club meetings, I would like to express some of my objections.

The article condemns the grammarian for being concerned with form over substance, but that is the grammarian's job. (That's like criticizing a cat for acting like a cat.) And if the grammarian should be eliminated because of the pedantic concern over form, can the ah counter or evaluator be far behind?

The article also ridicules the public outcry over the misuse of like instead of as in the slogan, "Winston tastes good like a cigarette should." But is it really asking too much of people to respect our basic eight parts of speech? The slogan's repeated misuse of like grates on some people's nerves the way that Dennis Kessinger gets irritated hearing about elliptical clauses and participles. I'll accept like as a conjunction as soon as we change the name of Shakespeare's play to "Like You Like It."

For the record, the author must have been teasing us when he mentioned dangling gerunds, since gerunds don't dangle.

Pamela Price, CTM
Club 7368-F
San Juan Capistrano, California

NEW CLUB ADVICE CLARIFIED

I can certainly vouch for Rich Williams' club-building abilities ("Your Lasting Legacy," July 1990). However, I would like to offer my thoughts on some of Rich's comments.

First, potential club-builders should not get the wrong impression. New clubs aren't formed to "help the campaign of a

district governor" or to "help the district become the No.1 district in the world." We build new clubs to help further the Mission of Toastmasters International, and offer the Toastmasters program to those who can be helped by it.

Secondly, I cringed when I read that it takes "\$400 to \$500" to create a new club. I recently chartered a new club here at Tufts University at a cost of less than \$50 — and most of that went toward an ad in the daily campus newspaper. Press releases, feature articles, fliers and word of mouth are all it takes. Give me \$400 to charter a club, and I'll not only get that club going, but I'll be able to pay my membership for the rest of my life and be able to throw one heck of a charter party.

Finally, I was really surprised by the comment "Don't simply encourage anyone and everyone to join." Everyone can benefit from Toastmasters, so anyone willing to make the commitment to learn, grow and achieve should be encouraged to join.

I know how difficult it is to form a new club, so "thank you" and "congratulations" to everyone who has ever made the effort — or ever will.

John Feudo, DTM
Wakefield, Massachusetts

NOUNS VS. VERBS

For many years I have supported the organization's efforts to encourage the correct use of the English language.

Imagine my dismay when I came across an article in the July issue with the headline "How to Author a Book." I advise the author of that article to study the difference between nouns and verbs before dispensing advice on how to become an author by writing a book.

Denis V. Rowledge, ATM
Club 2245-60
Oakville, Ontario, Canada

EDITOR'S APOLOGIES: *We apologize for an error occurring in last month's issue. You may have noticed that the article on page 13, "The Technical Presentation," was missing its first three paragraphs. Murphy's Law was at it again and extra copy was accidentally pasted down. To make up for this, we're re-running the same article on page 20 of this issue.*

IS IT REALLY LEADERSHIP TRAINING?

BY JAMES C. GEORGES

Imagine being on the receiving end of a typical seminar on leadership:

"Okay, trainees, we have now covered all the material. You've learned to parrot the labels we attached to what we told you are the key characteristics of numerous leaders in sports, politics and business. You've filled out two do-it-yourself psychological profiles, so you can now label your own leadership styles. You have been exposed to six different theories of leadership, as articulated by noted researchers and authors. We have fed you a smorgasbord of information culled from some old courses on management and communication that we found lying

"DEFINE LEADERSHIP AS WHAT IT IS—OBTAINING FOLLOWERS—AND YOU WILL HAVE A SUPREMELY MEASURABLE SKILL."

around—all of it jazzed up with the latest leadership jargon. You have studied situational strategies for exercising influence. You've got notebooks full of helpful reminders about how to do everything from run an effective meeting to conduct a legally-defensible performance appraisal.

"Yes, I think that's everything. Now, of course, you'll have to go back to the job and practice all of these skills in order to make them your own. Work at it. And good luck!"

Practice these *skills*? Good luck, indeed. Luck is exactly what the graduates of most "leadership development" courses will need, because they didn't learn the first thing about how to lead.

How do I know? How can you know? It's easy.

First, ask the trained people to give you a specific definition of leadership. What is it, and how do you know when

you're demonstrating it? If you get a vague answer ("communicating a vision") or a lot of different ones, begin to worry.

Second, check the confidence levels of several trained people while they are performing a leadership skill that they supposedly learned. If they perform tentatively or unconvincingly, your concern should grow. They may have understood the concepts, but they didn't learn how to function effectively as leaders.

Finally, the best and easiest test of all: Observe the trained people at work. Do they get more followers after the training? That is, do they succeed in attracting the wholehearted support of others for whatever courses of action they favor?

No followers? Then no leaders! That is the pure and simple measure of leadership.

A distinction often drawn between managing and leading is that leadership commands the follower's head and heart.

That's true. The decision to follow someone is always based on both intellect and emotion. But this tends to draw us into a wonderland of abstractions, where "leadership" stands for every desirable quality under the sun.

If we really want to talk about leadership as a discrete skill, or set of skills, that can be improved by training, then the point of effective leadership training is: how to get a wholehearted follower, or followers, for any given course of action. Period. That's it. It's not how to be the best person you can be. It's not how to get more productivity out of people. It's not how to be a better supervisor or a better communicator or a more creative thinker. It is how to get from others their genuine "buy-in" — support, enlistment, ownership — for a given course of action. That is likely to result in any number of benefits — better teamwork, for example. But

teamwork isn't leadership either.

Leadership is some ineffable quality? It's hard to pin it down? It's difficult to measure the impact of a leadership training course? Nonsense! Define leadership as what it is — obtaining followers — and you have a supremely measurable skill. You can always tell if and when you're successful at leadership. You can tell every time you commit yourself to an idea, a project or a course of action, and try to win someone else's support for it. If you got a wholehearted follower, you succeeded at leadership. If all you got was compliance or surrender, you failed. If you got increased resistance, outright opposition or apathy, you failed miserably. No followers means no leadership — not on this issue at this time.

In other words, leadership places you at risk. It's something you can lose at. You often have to compete for followers, and the leader in any situation is the one who ends up with the most. But the current direction of training tends to make competitiveness a dirty word — that is, when it means something you, personally, do. The art is to make all sides win. But we're kidding ourselves if we think we can shy away from winning and still be effective leaders.

So you really want to teach your company's people to be more effective leaders? Define leadership as the ability to get wholehearted followers. Stick to that point and build your curriculum around it. There's plenty of valid information out there about how to practice leadership as a skill. Some of it may even be buried in the course you're teaching now. ●

James C. Georges is chairman and CEO of ParTraining Corp. in Atlanta, Georgia.

Reprinted with permission from the Dec. 1987 issue of Training, the magazine of Human Resources Development. Copyright 1987 Lakewood Publications, Inc, Minneapolis, MN.

COMMUNICATE EFFECTIVELY — PREPARE A CLUB BUDGET!

A BUDGET PROVIDES A CLUB WITH QUICK ANSWERS TO THE “CAN WE AFFORD IT?” QUESTION.

BY SCOTT ZINGLER, ATM-B



SOMETHING MANY TOASTMASTERS CLUBS OFTEN DO WITHOUT IS A CLUB OPERATING BUDGET. SOMETIMES THIS IS INTENTIONAL — THE MEMBERS SIMPLY DON'T SEE A NEED FOR ONE — AND SOMETIMES THE LACK OF A BUDGET IS UNINTENTIONAL — THE PRESIDENT DOES NOT ASK THE TREASURER TO PREPARE ONE OR THE TREASURER DOES NOT TAKE THE INITIATIVE. IN EITHER CASE, TOASTMASTERS CLUBS THAT DO NOT PREPARE AN OPERATING BUDGET DO SO TO THEIR OWN DETRIMENT.

WHAT IS A BUDGET?

A budget is simply a plan. It contains income and expense estimates. Depending on the term of the treasurer, it would be prepared annually or semiannually. A budget provides the club with quick answers to the “Can we afford it?” question. A budget can also be augmented by a capital improvement program so the club can acquire the equipment it requires. Most importantly, the club budget provides justification for the level of club dues.

For example, my own club operated without a budget this past year. The president wanted a dues increase, but without a budget there was no justification. The increase was approved for the spring semi-annual dues, but was rolled back in the fall by a popular revolt. One long-time member has not attended a meeting since he asked, “What will the dues increase be used for?” and received no answer. Needless to say, our club has a budget this year.

This article will provide some loose guidance on how to go about preparing, presenting and approving a Toastmasters club budget.

PREPARATION

While there is no need to draft vast quantities of operating procedures to create a club budget, some time and thought will be necessary to prepare a realistic club budget.

INCOME

The first step in preparing a budget is estimating your income. In Toastmasters, the most important income component is dues, both International and club. To estimate dues income, consult a current club membership list. Then ask what the administrative vice-president projects the membership to be at semiannual dues time and what membership growth is anticipated to be for the year. Show these figures to the president and compare them with his or her goals for membership growth and retention. Then multiply the estimated number of members by current dues levels. Also, make an attempt to incorporate an estimate of the number of new members the club expects over your term and budget initiation fees as income.

A major source of income for a club that dines during meetings would be meal costs. However, this income should only be included in the club budget if the money flows through the club treasury. If members pay for each meal out of their own pockets, then it would be inappropriate to show this money as club income.

Other miscellaneous types of income might include: fines and forfeitures for breaking various Toastmasters or club “laws” at club meetings; proceeds from “white elephant” sales; raffles, gifts and .

contributions; as well as special assessments, corporate donations, fees from Speechcraft programs, and any other income that enters the treasury.

Estimating the amount of income from these miscellaneous sources may prove problematic, but just take your best shot. The key word here is estimate — on the income side, you may want to low-ball your figures just a bit to produce a conservative estimate. Conversely, on the expenditure side of the budget, you may want to over-estimate slightly. By over-running your income projections and under-running your expenditure projections, you can help your club maintain a small balance.

Finally, try to schedule the money flow. This will ensure that there is sufficient income to cover expenditures when they occur.

EXPENDITURES

Most of the club's expenses will be directly related to some source of income. This is generally true of International dues. Make sure to budget International payments on the same basis you estimate dues income. This ensures that any under- or over-run will be self-correcting. Also, relate your food expenditures to your food income and, again, your budget should be self-correcting.

For other expenditures, the treasurer must interact with the other officers. Ask the educational vice-president about expenses related to the club's educational program. Ensure the budget contains line items to cover the cost of any meals for invited guests, such as an area governor who visits your club. Ask the club president about any special plans that may cost money. What will the administrative vice-president spend on public relations activities and newsletter production? Ask the secretary (or yourself if you're a secretary/treasurer) what supplies the club will need: membership pins, letterhead, awards, trophies, plaques, Communication Achievement Awards, cassette and audio tapes, and so on.

CAPITAL IMPROVEMENT PROGRAM

Finally, talk to the sergeant-at-arms. Since this person is responsible for maintaining club equipment, find out what the club is missing. Do you have a banner, stopwatch, a timing light, visual aid

equipment and a portable lectern? If not, and if you plan on purchasing them, you should include these items in your Capital Improvement Program. Also, ask the sergeant-at-arms what equipment currently in the inventory needs to be replaced during the budget period.

NOT ENOUGH MONEY?

If your budget indicates that expenditures exceed income, you have a problem! Start incorporating various levels of dues increases. Add a fund raiser. As treasurer, you are the primary fund raiser for your club — you will have to convince your club to obtain funds from somewhere.

PRESENTATION AND APPROVAL

Presenting the budget to your club for approval is simply another, though specialized, communication task. Use a manual speech project when you present it. Then analyze your audience. What information do they need to know? How can you best present the budget? Visual aids for a budget presentation are a necessity — charts and graphs can make numerical data much more accessible and meaningful. Also, provide a "budget in brief" handout to the membership.

If the budget contains a dues increase, show what happens if the increase is not approved. What extra benefits will the club receive for the extra investment? What are the alternatives to a dues increase?

After initial approval by the club, do not throw your budget in a drawer or notebook and forget about it. Provide brief periodic updates to the club and more in-depth reports to the club's executive committee. Again, analyze your audience to decide how to present your information.

The Toastmaster club budget can be a valuable management tool. The budget provides a plan for implementing the various club programs. The budget is time-phased so the club is never left without sufficient funds to pay its bills on time. Finally, the club budget provides the answer to that simple question, "Where are our dues going?" ●

Scott Zingler, ATM-B, immediate past Area 6 Governor, is currently secretary/treasurer of AFIT Club 4532-40 in Dayton, Ohio. He is a civilian financial specialist for the U.S. Air Force at Wright-Patterson AFB.

HOW YOUR CLUB BENEFITS BY PAYING INTERNATIONAL DUES ON TIME

An important aspect of preparing a club budget is to plan for the proper payment and early collection of the semiannual membership dues.

The Semiannual Membership Report forms are mailed twice a year to your club (in March and September). Don't wait until your club receives the forms to collect the dues. Begin collecting dues a month or two beforehand so you can send it to World Headquarters by the specified date and thus ensuring that your club and its members remain in good standing with Toastmasters International.

For example, start collecting dues in early March for the April semiannual period. Collect all dues by March 15. Then, when the forms arrive, simply send them, along with the dues, to World Headquarters in late March or early April to arrive at WHQ by April 10.

Here's how to prepare your club's semiannual report:

- Carefully review the computer-generated membership list included with the semiannual report form sent to your club by WHQ. Mark off the names of those people no longer considered active members of your club. This includes anyone who has not and does not intend to pay dues.

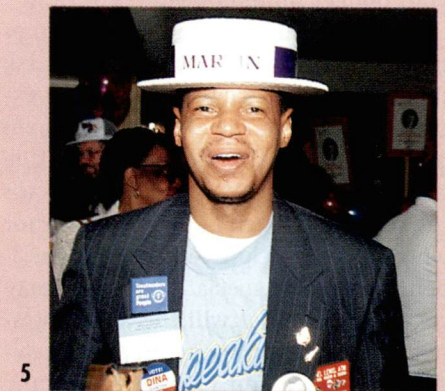
Please return the computer list, and not a hand-written or typed list. The semiannual lists can be processed much more quickly and effectively if the computer list is used.

- Add the names and addresses of those members who joined the club before October 1 or April 1 and have paid their dues. These would include members whose applications were sent in after the computer-generated list was run at WHQ. Make cer-

continued on p. 31

THE 1990 INTERNATIONAL CONVENTION

Toastmasters Bust Loose in Big 'D'!



1. The 1990 World Champion of Public Speaking: David Brooks of Austin, Texas.

2. President John F. Noonan presents the Golden Gavel award to best-selling author Tom Peters.

3. A Philippine delegate votes at Thursday's Annual Business Meeting.

4. Newly elected International President A. Edward Bick with his wife, Jennifer.

5. Campaigning, Toastmasters style, at the Proxy Prowl.

6. Presidential partners: John F. Noonan relaxes with his wife Stevie.

7. District 14 Governor Beth Thwaites welcomes everyone to next year's convention in Atlanta, Georgia.

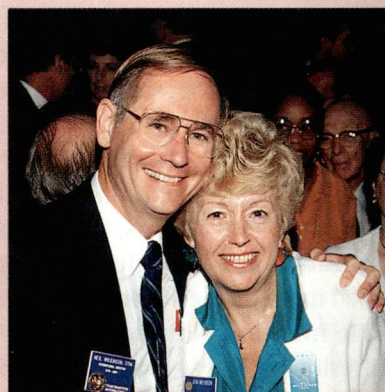
8. Neil Wilkinson and wife Jean are pleased after just winning the election for Third Vice President.

9. Past President Tom Richardson and his wife Peggy don Dallas duds.

10. Australian Interdistrict Speech contestant Graham Corry ponders speech strategy.



7



8



9



10

If Toastmasters' founder Dr. Ralph Smedley could have come to Dallas, Texas, for the organization's 59th convention in August, he would have been pleased to behold a gathering quite different in magnitude, finesse and educational value than the one he attended in the same city in 1958. Attendance at the annual convention has more than doubled since then, with Toastmasters and their families coming from all over the world to learn, meet friends and elect leaders to guide the organization into the 21st century. Seeing so many Toastmasters having such a good time no doubt would have pleased Smedley, whose motto was, "We learn in moments of pleasure."

This year, nearly 2,000 enthusiastic delegates spent five action-packed

days in the luxurious Loews Anatole hotel doing what they always do at conventions: talk a lot, laugh a lot, and learn a lot. In between reunions with old friends and chats with new ones, Toastmasters were enriched by communication experts and inspired by great speakers. They also celebrated the success of a year well spent in pursuit of excellence at personal, club and district levels.

Recapping a Successful Year

The convention began with color and pageantry on Wednesday, August 14, as local Toastmasters paraded down the ballroom aisle proudly displaying the national flags of the 50 countries in which the organization is represented. The racing beat generated by the Skyline High School marching band aptly illustrated the pace of the organization's recent

growth and expansion.

Toastmasters 1989-90 International President John F. Noonan, DTM, greeted everyone with a cheerful reflection on his presidential year. With a 4.5 percent membership growth amounting to an all-time high of 156,178 members in 7,178 clubs, Noonan said it was clear that members had taken to heart his presidential theme, "Building a Better You," by building more clubs, conducting quality meetings and recruiting new members.

He also related the historic impact of the past year for the organization: The construction of the new World Headquarters building and the profitable sale of the building in Santa Ana, California. "The new building was constructed on time, under budget, and without the need to go to our membership for a dues increase — a tribute to our past leaders and the

financial acumen of our World Headquarters staff."

In summary, he said, "The year presented a unique opportunity to raise the profile of Toastmasters International's programs in communities, corporations and various levels of government worldwide. No longer are we considered one of the world's best kept secrets; indeed our organization is both known and respected in all of these communities."

He mentioned as a highlight of his presidential year the opportunity to meet with many Toastmasters during district and regional conferences. "I was delighted to see at each conference the large number of Toastmasters who were involved in organizing the presidential visits and district conferences. The tremendous teamwork clearly shows that our program is working."

President Noonan spent 63 days traveling 58,209 miles on Toastmasters business during the year. He visited 13 districts, which included a meeting with a head of state — the Amir of Bahrain — as well as three state governors, many city mayors, corporate leaders, service clubs and associations.

Executive Director Terry McCann elaborated on Noonan's sentiments in his report on the organization's growth. He emphasized that quality is the key to building a strong organization. "Toastmasters is no different than Ford Motor Company, General Mills or Walt Disney Studios," he said. "We have to develop and market a quality product that meets the needs and lifestyles of our members...There are three components to quality: commitment, competence and communication. All three of these must be present if every club is to achieve excellence."

McCann told delegates that the organization's continued good fortune is a matter of quality club programming and leadership. "It's time we strive to strengthen the quality of club performance so that members' needs are truly met," he said, admon-

ishing, "If you can't do it right, then don't do it."

Prominent Speakers

Keynote speaker Ed Foreman delivered a motivational message that was filled with humor and stage acrobatics. His speech, titled "How to Make Every Day a Terrific Day," stressed how positive thinking can improve the quality of life: "It's not what happens to you that matters, it's your reaction to what happens to you that matters."

The nationally acclaimed speaker and management consultant said he practices what he preaches — a habit that helped him earn his first million by age 26 and get elected to the U.S. Congress two years later. He said the motto of all his business endeavors is that "Life is for laughing, loving and living; and not for whining, worrying and working." This attitude, coupled with personal pet peeves such as "If you always do what you've always done, you'll always get what you've always got," brought Foreman a financially successful career in the construction, transportation and petroleum industries before he became president of Executive Development Systems of Dallas.

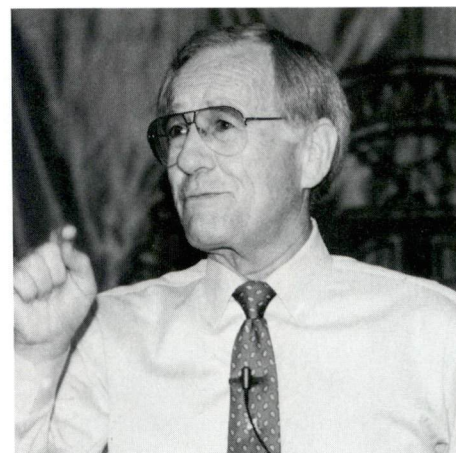
The audience, many of whom hailed from Foreman's home town, loved Foreman's upbeat message and energetic delivery style. His parting comment, "Act as if you are healthy, happy and successful and you'll feel like it," was taken seriously by convention delegates who eagerly bought his books and tapes and spent the rest of the convention insisting they were "feeling terrific."

Golden Gavel Award

After the Opening Ceremonies, conventioners scrambled for a seat at the sold-out Golden Gavel Luncheon to watch famous author and management consultant Tom Peters receive the Golden Gavel award. This prestigious honor was given to Peters in recognition of his impact on com-



1. Host District 25 Chairman Bob Lanz welcomes everyone to Dallas.



2. Keynote speaker Ed Foreman delivers an upbeat message with dramatic flair.

munication and leadership in corporations and organizations worldwide.

Peters' first book, *In Search of Excellence*, co-written by Bob Waterman, was the first business book ever to top national bestseller lists. His other books, *A Passion for Excellence* and *Thriving on Chaos*, also were record-breaking international best-sellers.

When introducing Peters, President Noonan noted that the author "not only represents excellence in the field of communication, but is the founder of the entire excellence movement of the last decade."

In accepting the award, Peters said, "I consider it an extraordinary treat to receive the Golden Gavel." He then congratulated all Toastmasters for "the extraordinary efforts displayed by members of Toastmasters International in educating people from all over the world."

Peters claimed he is "no expert on the topics of speaking and communication"; that he, in fact, fell into it by "blind luck" since his first book be-

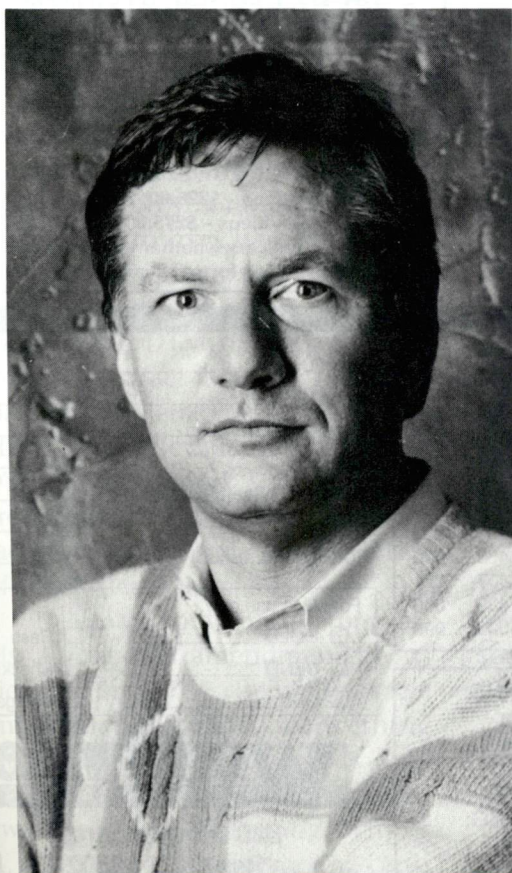


3. Golden Gavel recipient Tom Peters chats with Stevie Noonan during lunch.

came a best seller. His ensuing acceptance speech, titled "Ten rules for Speaking for Success and Why They are Important," was a tongue-in-cheek discourse about the art of oratory from the perspective of a self-described "wallflower" who's been forced out of hiding by a demanding public. His humorous but poignant presentation was peppered with self-deprecating jokes about the hazards of success. But his overall message, directed to all Toastmasters as well as to himself, was, "Don't take yourself too seriously, because if you do, nobody else will."

The world-renowned speaker and advocate of perpetual education and self-improvement ended his presentation to thunderous applause. Afterward, to the delight of the many audience members who had read his books, Peters graciously answered questions, posed for photographs and autographed copies of his books.

continued on p. 13



© 1987 Michele Clement

Tom Peters speaks out on speaking

Here's your chance to learn about "speech making" from one of America's favorite speakers.

On August 15, 1990, in Dallas, Texas, Tom Peters, author of three best sellers and founder of "the excellence movement," received the Golden Gavel Award from Toastmasters International. His acceptance speech focused on . . . what else . . . how to plan and deliver a winning speech. This speech was videotaped and made available for sale by Video Publishing House, Inc.

Don't miss this exciting opportunity to learn about how to make a speech from one of America's foremost speakers. For more information call 1-800-824-8889.

Purchase: \$495.00 (VHS)
\$595.00 (3/4")
Rental: \$200.00
Evaluation: \$50.00



Four Woodfield Lake
930 N. State Parkway, Suite 505
Schaumburg, IL 60173
Toll free: 1-800-824-8889
In Illinois: 708-517-8744
Fax: 708-517-8752

TOASTMASTERS INTERNATIONAL CASSETTES

August 14-18, 1990, Dallas, Texas

\$9.99 per cassette, any 12 for the price of 10 Only \$99.90, Plus a FREE storage case! or any 6 for the price of 5

COMPLETE SET SPECIAL - TS5-598
Complete Set Convention Audio Cassettes - \$225.00 including 2 free storage cases. List \$273.00

AUDIO

- TS5-501 "INTERDISTRICT SPEECH CONTEST"** - Jock Elliott, Robert Hince, Giles Robinson, Martin Smith, Graham Corry, Lloyd Purdy, Hazel Aguisanda
- TS5-502 "ACCREDITED SPEAKER PROGRAM"** - Ernie Panza, DTM; Peter Stark, DTM
- TS5-503 "FIRST TIMERS WELCOME"** - H.E. Dobson, DTM; Roy Graham, DTM; Bruce Norman, DTM; John Miller, DTM
- TS5-504 "HOW TO MAKE EVERY DAY A TERRIFIC DAY"** - Ed Foreman
 - TS5-532 Video**
- TS5-505 "REPORTS OF THE PRESIDENT AND EXECUTIVE DIRECTOR"** - John Noonan, DTM; Terry McCann
- TS5-506 "GOLDEN GAVEL ADDRESS"** - Tom Peters
- TS5-507 "SPEAKERS SHOWCASE"** - Marjorie Fish, ATM; Jesse Hagemeyer, DTM; Ram Krishnan, DTM; Robert Smith, DTM
- TS5-508 "COMMUNICATING ON TELEVISION"** - Robert Ingram, David Brehm, James Strasbaugh

- TS5-509 "SPEAKING FOR MONEY"** - Dianne Walkowiak
- TS5-510 "CLUB BUILDING: A RECIPE FOR SUCCESS"** - Ernest Dubnicoff, DTM; Patrick Gallagher, DTM; Jo Anna McWilliams, DTM; Anders Nygaard, DTM; Dick Payton, DTM
- TS5-511 "THE CAN OPENERS"** - John Slyker, DTM
- TS5-512 "WHY JOG WHEN YOU CAN LAUGH THREE MILES?"** - Jerry Starke, DTM
- TS5-513 "HIGH PERFORMANCE: HOW TO GET IT - HOW TO KEEP IT"** - Danny Cox
 - TS5-534 Video**
- TS5-514 "STORY MAGIC"** - Karen Rohr, DTM
 - TS5-536 Video**
- TS5-515 "DECISION-MAKING UNDER UNCERTAINTY"** - Lloyd Gavin, DTM
- TS5-516 "TGIFUN"** - Gail Lee, DTM; M.B. "Bucky" Sutton, DTM
- TS5-517 "BE SOMEONE'S HERO"** - Bob Couch, Ph.D., CTM

- TS5-518 "TAME THE LIONS IN YOU LIFE - DEALING WITH DIFFICULT PEOPLE"** - Connie Merritt
- TS5-519 "NEGOTIATE TO SUCCESS"** - Mark von Dadelszen, DTM
- TS5-520 "LEADERSHIP AND YOU"** - A Nieto, DTM
- TS5-521 "IT AIN'T PUBLIC SPEAKING NOBODY'S LISTENING"** - Vanna Novak
- TS5-522 "THREE LITTLE PIGS GO TO TOASTMASTERS"** - Carol Dean Schreiner, AT
- TS5-523 "SUCCESS ISN'T FOR COWARDS"** - Gerry Robert
 - TS5-538 Video**
- TS5-524 "PRESIDENT'S INAUGURAL ADDRESS"** - Ed Bick
- TS5-525/526 "1990 WORLD CHAMPIONSHIP OF PUBLIC SPEAKING"** - John Howard, Danny Williams, David Brooks, Cam Lea, Lin Braggs, Richard Maraj, Calvin Morgan, Dan Lee, Jock Elliott (2 cassettes)
- TS5-530 Video** **TS5-531 PAL Video**
- TS5-099 12-Cassette Storage Case \$6.99**

VIDEO

International Speech Contests 1986-1990

- TS5-530 "1990 WORLD CHAMPIONSHIP OF PUBLIC SPEAKING"** - John Howard, Danny Williams, David Brooks, Cam Lea, Linda Braggs, Richard Maraj, Calvin Morgan, Dan Lee, Jock Elliott
- TS4-430 "1989 WORLD CHAMPIONSHIP OF PUBLIC SPEAKING"**
- TS3-330 "1988 WORLD CHAMPIONSHIP OF PUBLIC SPEAKING"**
- TS2-230 "1987 WORLD CHAMPIONSHIP OF PUBLIC SPEAKING"**
- TST-030 "1986 WORLD CHAMPIONSHIP OF PUBLIC SPEAKING"**

Special Sessions On Video

- TS5-532 "HOW TO MAKE EVERY DAY A TERRIFIC DAY"** - Ed Foreman
- TS5-534 "HIGH PERFORMANCE: HOW TO GET IT, HOW TO KEEP IT"** - Danny Cox
- TS5-536 "STORY MAGIC"** - Karen Rohr
- TS5-538 "SUCCESS ISN'T FOR COWARDS"** - Gerry Robert
- TS4-433 "THE GIFT OF LAUGHTER"** - Doc Blakely
- TS4-435 "1989 GOLDEN GAVEL ADDRESS"** - Joel Weldon

- TS4-437 "COMMUNICATING WITH TEAM SPIRIT"** - Gail Wenos & Ezra D. Peabody
- TS4-439 "PARTNERING FOR IMPROVED RELATIONSHIPS"** - Gary L. Couture, Ph.D.

VIDEOS:

VHS Videos - \$49.95
PAL VHS Videos - \$59.95
(PAL is for overseas only)
PACKAGE SPECIALS:
Any 5 Videos - \$225.00 - Save \$25.00
Any 5 PAL Videos - \$275.00 - Save \$25.00
Please indicate whether you need the PAL overseas format available in VHS


PLEASE: Fill this in for ALL purchases. We are required to keep accurate records of all transactions. Thanks!

Name _____
c/o _____
Street _____
City _____ State _____ Zip _____

Person ordering _____

Daytime Phone (_____) _____

Signature _____

Expiration Date _____  

Circle cassettes desired				
501	511	521	538	324
502	512	522	598	325
503	513	523	421	330
504	514	524	422	223
505	515	525	430	224
506	516	526	433	230
507	517	530	435	020
508	518	532	437	021
509	519	534	439	030
510	520	536	099	099

AUDIO SHIPPING:
U.S. or Canada - \$5.00 per order
Overseas - \$10.00 per order
VIDEO SHIPPING:
U.S. or Canada - \$5.00 1st Video
\$2.50 each additional video
Overseas - \$10.00 per video

Total Cassettes _____ \$ _____
Total Videos _____ \$ _____
Storage Cases _____ \$ _____
Subtotal _____ \$ _____
Tax (6% NV sales only) _____ \$ _____
Shipping _____ \$ _____
TOTAL (U.S. funds) _____ \$ _____

For office use only
 HOLD _____ Cash
 SEND _____ Check
 DEL _____ Charge



320 Stewart Street
Reno, NV 89502

CALL IN YOUR ORDER TODAY!
800-322-4422
In Nev. 702-322-6292 M-F, 9-5 PST

PURCHASES UNDER \$25.00 MUST BE PAID BY CASH OR CHECK.

Collage of Topics Addressed

Throughout the week, other experts in the communication field shared their secrets for personal and professional success. Popular topics dealt with self improvement in areas related to public speaking and leadership. Many seminar leaders were Toastmasters, who by their very example demonstrated the potential of the Toastmasters program. Toastmasters also facilitated and participated in productive group discussions about club and membership building and shared ideas for innovative club meetings.

New Leaders Elected

Many attended the convention not only to learn and meet friends, but to elect Toastmasters International's new leaders for the coming year. At Thursday's Annual Business Meeting, delegates elected A. Edward Bick, DTM, as Toastmasters' 1990-91 International President; Jack Gillespie, DTM, as Senior Vice-President; Bennie E. Bough, DTM, as Second Vice-President; and Neil R. Wilkinson, DTM, as Third Vice-President.

Delegates also elected nine Toastmasters to two-year terms on the organization's Board of Directors: Carol Blair, DTM, of Millet, Alberta, Canada; Dorothy Chapman, DTM, of La Junta, Colorado; Len Jury, DTM, of Mt. Eden, Auckland, New Zealand; Ginger Kane, DTM, of Concord, California; Michael Martin, DTM, of Plainfield, Indiana; Frank Poyet, DTM, of Las Vegas, Nevada; Larry Prickett, DTM, of Richmond, Virginia; Richard Skinner, DTM, of Mendon, Massachusetts; and Sandy Voegel, DTM, of Cincinnati, Ohio.

Delegates voted on two proposals. A proposed amendment to Article IV, Section 2, Item (B) of the International Bylaws, concerning membership receipt cards was adopted by more than the required two-thirds vote. Beginning October 1, 1990, membership receipt cards will no longer be sent with the semi-

annual dues mailing. Membership cards will be included in new member materials such as The Toastmasters and You kit (Code 1167) as well as being available through the Toastmasters Supply Catalog.

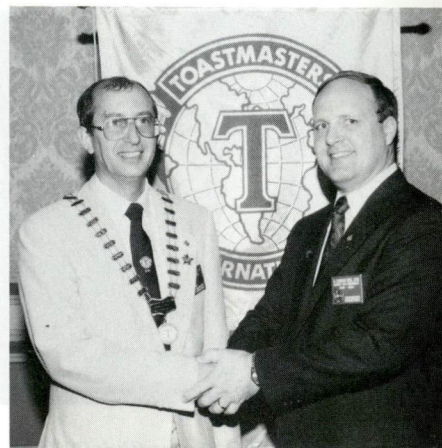
Delegates did not approve the proposed amendment to Article XII, Section 1 of the International Bylaws, concerning the minimum number of clubs required to apply to the Board for establishment of a District.

During the Interdistrict Speech Contest, which featured champion speakers from districts outside North America, seven contestants vied for the opportunity to compete in Saturday's International Speech Contest. This year's winner was Jock Elliott, a marketing executive from the Adventurers Club 2572-69 in Brisbane, Australia, who with his speech, "Forever Yours," garnered the coveted ninth contestant slot in the World Championship of Public Speaking.

After listening to entertaining and enlightening speakers at the Toastmasters and Guests and DTM Luncheons, Toastmasters took time to celebrate the accomplishments of fellow achievers at the festive Hall of Fame pageant. Awards were presented in categories such as Top Five Clubs, Top Ten Bulletins and Distinguished Districts. A list of recipients appears on page 24 in this issue. The winner of this year's French Taped Speech Contest was announced during this ceremony: David Marcantel of Club 6704-68 in Jennings, Louisiana.

Honky-Tonk Fun

By the end of the day, delegates were ready to celebrate their achievements with a party in true honky-tonk western style. Donning cowboy boots, Stetson hats and colorful "wild west" duds, Toastmasters were transformed into urban cowboys and cowgirls, practicing the two-step to the crooning tunes of the Grammy Award-winning band Asleep at the Wheel.



4. District 71 Governor Ian Jones came from England to meet incoming President Ed Bick and experience the convention festivities.



5. Distinguished Toastmaster Jean Watley-Richardson at work on the campaign trail.



6. A customer in the Education Center peruses the book section.



7. Members of the API Brisbane Club 900-69 enjoy their Top Five Distinguished Club status.



8. One of the four Philippine clubs that placed in the President's Top Five Distinguished Club Program.

Pride and Purpose

On Friday, after a full day of informative educational sessions, Toastmasters dressed in sophisticated elegance and gathered to honor the newly elected officers and Board of Directors at the President's Dinner Dance. International President A. Edward Bick, DTM, began his term with an inspiring message. Explaining his chosen theme, "Toastmasters: Pride and Purpose Inspire Performance," Bick advocated one bankable commodity as the springboard to motivation and top performance: pride, whether it be personal and professional, or in the organizations to which one belongs.

He urged delegates to "be proud of your actions as Toastmasters, because

they contribute to a better community. Be proud of your fellow members for their dedication to you and other Toastmasters, thus helping all of you to be better members of society. Be proud of your club, the values it offers to its members and the opportunities it offers to all...Keep the purpose of Toastmasters clearly in your mind to act as a rudder, steering you toward your goals."

He said it is important that each member is motivated from within as a result of a healthy self-esteem. "If a person has inner pride of accomplishment and holds to a purpose, then successful performance will follow," he said. "The same is true for an organization."

The Grand Finale

The highly anticipated International Speech Contest finals on Saturday morning topped off what was a successful and memorable convention.

Nearly 2,000 Toastmasters gathered in the huge ballroom to watch in awe as nine talented contestants vied for the title of "World Champion of Public Speaking." Video cameras projecting the contest on two large screens ensured that no one missed any of the drama.

After the votes were counted, David Brooks, a 37-year-old publisher from Austin, Texas, was announced the winner. A Toastmaster since 1985, Brooks is a member of West Austin II Club 6379-56. His winning speech,

"...An Extraordinarily Effective Speaker."

That's what President Ronald Reagan said about Larry Tracy, who faced some of the toughest audiences in the country as he explained and debated controversial foreign policy issues. Now, in **WINNING THEM OVER**, he teaches you the same persuasive speaking skills that drew such praise from "the Great Communicator." Of all the audio tapes on speaking you've ever heard, the remarkable **WINNING THEM OVER** is the one you'll turn to when everything is riding on that "make or break" presentation that **MUST** persuade an audience. Those commuting hours can be used to sharpen your public speaking skills with the guidance of one who has been tested in the most difficult speaking situations. In this audio tape, you will learn to develop the fool-proof method of preparing your presentation, conquer stage fright with the "murder board", hit the "hot buttons" of the audience, design visual aids that reinforce your message, master "shortcuts to eloquence," tame hostile audiences, win debates, **and much, much more!**

Some client comments on Larry Tracy's seminars now condensed into **WINNING THEM OVER**:

"A truly first rate training seminar. The performance of our economists in the Paris conference showed dramatic improvement, and they now feel more confident about their speaking skills." Nariman Behravesh, Senior Vice President, The WEFA Economic Forecasting Group

"Reaction to your training on speaking was overwhelmingly positive. Many students said it was the best they ever received, that you were extremely helpful in building their self-confidence." Jeffrey Bozworth, Chief of Diplomatic Security Training, Dept. of State

"The last two public presentations I made drew on skills you taught. Both were successful, much to your credit. Your training was very comfortable and strongly instructive." Raleigh Schein, Director of Advertising Art, The Washington Post.

PAYMENT MUST ACCOMPANY ORDER. \$12.95

Per audio tape, plus \$2.00 Postage & Handling in U.S. \$3.00 from abroad. Virginia residents add 4.5% sales tax.

Name _____
 Address _____
 City _____
 State/Province _____ Zip _____
 Country _____

Clip and mail to: **TRACY PRESENTATION SKILLS**
 P.O. Box 7497, Alexandria, VA 22307-9998



9. Toastmasters David Brehm and James Strasbaugh share their expertise in a seminar about "Communicating on Television."



10. President John F. Noonan presides at the Board of Directors meeting.

titled "Coming Home Again," focused on Brook's childhood admiration of the television hero the Lone Ranger, recently revived by a lone Chinese dissident who defied and halted a cordon of tanks in Tiananmen Square last summer. The seven-minute humorous, yet serious speech and Brook's casual appearance and delivery style were well received by the home-state crowd. More than any other contestant, Brooks involved the audience, prompting them to shout in unison the Lone Ranger's trademark cry, "Hi-ho, Silver, away!"

After his victory was announced, Brooks said, "You pick up little bits of wisdom in the strangest places. Here's a little tidbit I picked up from a beer commercial: 'It doesn't get any better

than this.' "

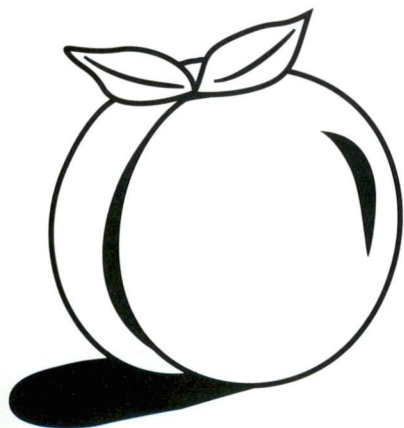
The second-place winner was Danny Williams of Arco Club 616-52 in Los Angeles, California, whose topic was "Acts of Compassion." Third place went to Dan Lee of Communicators Club 4562-48 in Huntsville, Alabama, for his speech, "It Must Be Felt From the Heart."

Six other excellent speakers reached the international level of the contest: John Howard, Region I; Cam Lea, Region IV; Linda Braggs, Region V; Richard Maraj, Region VI; Calvin Morgan, Region VII; and Jock Elliott, the representative from districts outside of North America.

Host District 25 Chairman Bob Lanz, DTM, gave special thanks to the many host district volunteers who

so generously offered their time and effort to make the convention run smoothly. Beth Thwaites, DTM, Governor of District 14, then offered an irresistible welcome for everyone to attend next year's convention in Atlanta, Georgia.

The convention drew to a close with a slide show set to the appropriate country and western song "Don't Let Go." Images of the past five days recalled the excitement, fellowship and personal growth that had taken place, and set the mood for fond farewells. Delegates now had done their share of "Bustin' Loose in Big 'D'," and were already making plans to reunite for a "Peach of a Time" next year in Atlanta. ●



HAVE A PEACH OF A TIME!

Atlanta, Georgia, August 13-17, 1991

Come to "Hotlanta" and enter a world sizzling with excitement.

•The 1991 Toastmasters International Convention will be held at the Atlanta Hilton and Towers in beautiful Atlanta, Georgia.

•Mark your calendar and plan to enjoy the most thrilling Toastmasters event ever!



WHY ARE THEY YAWNING ALREADY?

*Skilled speakers
"read" their
audiences through
signals and
seating zones.*



Steve Andrews

E'VE ALL BEEN THERE. THE SPEAKER DRONES ON, AND IN FRONT OF US A HEAD NODS FORWARD. IN ANOTHER FEW MOMENTS, THE SOFT RATTLE OF A QUIET SNORE IS FOLLOWED BY A SNICKER OR TWO THROUGHOUT THE ROOM. EITHER UNAWARE OF OR UNFAZED BY THE COMPETITION, THE SPEAKER PUSHES ON UNTIL THE LAST NOTE IS READ FROM THE FINAL INDEX CARD. BUT TO NO AVAIL: THE PRESENTATION ENDED WITH THE FIRST SLEEPY NOD OF A HEAD. THE SPEAKER FAILED TO "READ" THE AUDIENCE.

LEARNING TO READ AN AUDIENCE, ALONG WITH THOROUGH PREPARATION AND POLISHED DELIVERY, IS ONE OF THE KEYS TO EFFECTIVE PUBLIC SPEAKING. YET, IT IS THE ASPECT OF PRESENTATION LEAST ATTENDED TO BY MOST SPEAKERS.

IT IS ONE THING TO PRACTICE A PRESENTATION BEFORE A SELECT GROUP OF CLOSE FRIENDS OR CO-WORKERS, AND QUITE ANOTHER TO GIVE AN 8 A.M. SPEECH IN FRONT OF 200 STRANGERS WHO STAYED UNTIL THE END OF THE PREVIOUS NIGHT'S WELCOMING RECEPTION.

THE READING OF AN AUDIENCE IS A TOPIC SELDOM COVERED IN CLASSES AND BOOKS ON PUBLIC SPEAKING. ASIDE FROM YOUR HIGH SCHOOL SPEECH TEACHER'S ADVICE TO MAKE EYE CONTACT, THERE IS NO FIXED SET OF RULES, CONVENTIONS OR GUIDELINES THAT CAN BE JOTTED DOWN ON AN INDEX CARD FOR QUICK REFERENCE.

READING AN AUDIENCE, LIKE PREPARATION AND DELIVERY, IS A SKILL THAT CAN BE LEARNED BY EACH INDIVIDUAL, BUT IN HIS OR HER OWN WAY, ONE PRESENTATION AT A TIME. EACH AUDIENCE IS A LIVING ENTITY WHICH SENDS OUT "SIGNALS" AS YOU SPEAK FOR YOU TO RESPOND TO. SKILLED PUBLIC SPEAKERS SPEND AS MUCH TIME "READING" THEIR AUDIENCES AS THEY DO SPEAKING.

1. CONSIDER TIMING

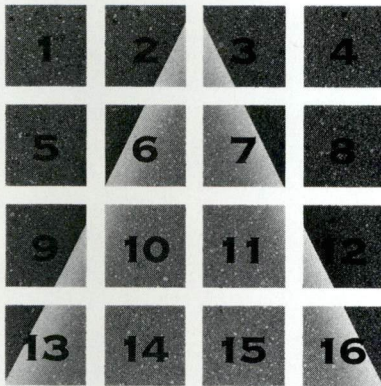
BEFORE ANALYZING SOME OF THESE AUDIENCE SIGNALS, HOWEVER, WE NEED TO EXAMINE TWO THINGS: TIMING AND AUDIENCE "ZONES." FIRST, TO UNDERSTAND WHEN TO READ AN AUDIENCE, LET'S BREAK THE PRESENTATION INTO THREE PARTS: THE FIRST FIVE MINUTES, THE MAIN BODY, AND THE LAST FIVE MINUTES. HOW YOU READ THE AUDIENCE VARIES FOR EACH PART.

DURING THE FIRST FIVE MINUTES, YOU CREATE THE TONE AND THRUST OF YOUR PRESENTATION. BE THOROUGHLY PREPARED AND PUT 100 PERCENT OF



yourself into the delivery, readying your audience for what you are about to tell them. Don't worry about gauging audience reaction at this point. They are in an adjustment period and their reactions may not be to you and your presentation, but to the lousy cup of coffee they had earlier. Give yourself and the audience time to get warmed up.

In the same way, the last five minutes of your presentation should be spent on a solid finish, not on interpreting audience signals. Assuming



L

they realize the end is near, their mental and physical reactions will reflect that fact and will be of little value to you. Besides, what you've said already will either have worked or failed — there is not much you can do to change it at this point. Therefore, the critical time to read the audience is during the main body of the presentation.

It is also important to know something about where the signals will be coming from, to understand the various "zones" into which an audience is divided (refer to figure above).

This is based on the assumption that most audiences are seated in a rectangular or square pattern. The "X" is you, the speaker, at the front of the room. The area inside the triangle represents your most effective range of visual contact with audience members. People seated within this area can see you better than those

seated in zones 1 or 4. In the same way, during the presentation, you will tend to look at the faces of people seated in zones 10 or 15 more frequently than you will scan the heads of those in zone 8.

Notice that half of your audience is seated outside the triangle. This ratio is important because both enthusiasm and boredom are infectious. In a highly charged and rousing presentation, enthusiasm will spread from inside the triangle to the outer edges of the room. A passionate discourse on a foolproof way to become a millionaire with a \$2 investment will soon have people in zone 1 standing on their chairs to see and hear you. Likewise, however, during a speech on effective methods of greasing lawn mower wheels, people in zones outside the triangle will "fall away" first and their inattention will spread inward. Therefore, much of what will be discussed in the rest of this article will focus on the "outer zones" of the audience.

Body position is the first reading that needs to be taken. The basic rule is obvious: it is supposed to be vertical. Any movement toward the horizontal position should serve as a red flag. A visual sweep of the entire group will give you a reading of body angles. There may be one or two people in zones 1 and 4 who are clutching pots of full strength coffee and are fast

asleep with their heads resting on the table, but don't worry about them: even the "Millionaire from \$2" speech mentioned earlier wouldn't keep them alert. Signs of inattention begin, instead, with one or two people in the outer zones who lean slightly to one side, prop their elbows on the chair in front of them, and rest their heads on their palms. Or they slide forward in their chairs, lean back, fold their arms and let their heads slump forward. In either case, by the time this trend works its way inside the triangle and close to the front of the room, the audience is lost and you need to react — quickly!

2. WHERE ARE THEY LOOKING?

Are they looking at you? The second reading during a presentation determines if your audience is looking at you or at your visual materials displayed at the front of the room. In most cases, the rule again is simple: they should be looking at either one.

There are two possible exceptions to this, however. The first is when you have provided the group with paper copies of your visual displays — particularly when those display copies are complex or in small print. An attentive audience under these circumstances will likely have its collective head down, following your presentation in the handouts. The same may happen when your presen-

JOKES for SPEAKERS!

For Toastmasters, Business Executives, Club Officers, Banqueteers, or anyone who has to talk.

An up-to-the-minute **Topical Joke-Bulletin** with approximately 100 funny one-liners, stories and roast lines. Created by top Hollywood comedy writers. A great source of fresh professional material to humorize your speech for any audience; any occasion. Current issue: \$9.50

Our 19th Year. Send check or M.O. to:

JOKES UN-LTD.

8033 Sunset Blvd., Dept. 0-2, Hollywood, CA 90046

tation is supplemented with note-taking. In these cases, an upraised head or two will seem to be out of place, particularly if it is focused somewhere other than on visual displays at the front of the room.

In general, however, the guideline remains the same: an attentive audience will be looking at you or your displays. One or two avid note-takers at the back of the room usually means that someone's Aunt Martha will soon be getting a letter, or that your handouts are being used as doodling pads. Like the chronic snoozer, this is an isolated occurrence that can be expected. However, when all heads in the front row are down and pencils are wagging when there are no notes to be taken, it is time to bring them back into the presentation.

3. ARE THEY MAKING NOISE?

The third type of reading involves listening for sounds of restlessness in the room. The audience zones become an important factor in this since one needs to be more perceptive to distinguish between the sound of a suit coat moving along the cloth-covered backing of a chair in zone 3 and the tapping of a high-heeled shoe on a tile floor in the front row.

Which brings us to the point that to "sound-read" an audience, it is essential to know the range of sounds that can be made in that room. You won't hear the sound of a leather belt shifting along a vinyl seat back if the chairs are cloth-covered. The noise of a standard metal and plastic conference room chair sliding on a tile floor will sound like a Klaxon horn compared to the barely perceptible whisper of the casters on a chair moving across shag carpet.

When you first enter the room, take a good look around. If there are tables, are they covered with table cloths or are they bare so that a rolling ball-point pen makes a loud

scraping noise? What is the furniture made of? Is the floor bare or covered with thick carpet? Do the walls have a sound-deafening covering or are you speaking in a room with giant, sound-reflecting windows? Give yourself a few minutes to establish an acceptable baseline for extraneous noise in the room and keep that in mind as you make your presentation. Sound levels will be different in a tile-floored, high school classroom with windows than in the oak-paneled, pile-carpeted board room of a bank. Read rooms accordingly.

You've checked your room, made your visual and listening observations, and read your audience enough to know that you must deal with some inattention. Now what?

4. PULL THEM BACK IN

Use eye contact, gestures and vocal variety. First, return to your speech teacher's advice — make eye contact. Some audience zones simply are not looked at as frequently as others, and it takes a conscious effort to focus on the people in those zones. If direct eye contact alone doesn't gain their wandering attention, try increasing the number of hand and arm gestures in their direction, perhaps even using symbolic "pulling" motions to bring them back into the rest of the group.

If techniques involving the eyes and the arms are only marginally effective, use your feet for variety. Assuming that your microphone cooperates, establish intimacy with your audience by moving out from behind the lectern for a while and speaking directly in front of the first row of people. Or, expanding on that idea, if there is an aisle, move into zones 14 and 15, or even zones 10 and 11, to make more direct contact with your audience. Make your forays into those zones brief, or you'll lose the attention of people in the front.

Along with arm, hand and

movement techniques, occasionally change the sound of your presentation. Vary the length of your pauses and your inflection. Without hurting their eardrums, show your enthusiasm by talking louder. Your voice is the one major, consistent factor in the presentation and it needs to be used effectively.

Finally, when all else fails, consider reorganizing and cutting your presentation. It's not fun to bail out, but if the plane is in flames and heading toward the ground, it is sometimes the judicious choice!

Regardless of your technique, keep reading the audience. It's often the forgotten aspect of a public presentation, but it can make the difference between the ho-hum delivery and the hour that no one will ever forget.

Steve Andrews is manager of database administration for Land's End, Inc.

Why do Real Estate Appraisers have it so good?



Because they enjoy more independence and higher earnings—with the realistic potential of six-figure incomes for motivated individuals.

Our home study course leads to your professional certification; use it to join an appraisal firm or start your own appraisal business. You'll have the prestige of professional status, be in constant demand, and be able to earn significantly more—the kind of money you deserve.

**Free career booklet:
call 800-223-4542**

Please rush me information on your home study course (check one only):

- Residential Real Estate Appraisal
 Professional Property Management

Name _____

Address _____

City _____ State _____ Zip _____

The National College of Appraisal
2245 Perimeter Park

Dept RL627 · Atlanta, Georgia 30341
Classroom study also available in Atlanta

THE TECHNICAL PRESENTATION

Don't let your message get buried in an avalanche of detail.

"The mark of a truly educated person is to be moved deeply by statistics."

— *George Bernard Shaw*

The tone of the technical presentation is impersonal and objective. The content is often dry; mainly statistics and facts. The tricky part is presenting this objective information to subjective human beings. To hold their attention, the technical presenter must draw on general principles of human communication. The first rule is to make the content easy to understand.

SIGNAL-TO-NOISE RATIO

Imagine you are driving on a remote country road and turn on your car radio. You hear a faint signal and lots of intermittent static. Very frustrating. Compare this to listening to your compact disc player at home. No static, just clean sound.

Interference in an electrical transmission is called "noise." If there is too much noise, the signal or message won't be received. The best transmission occurs when the signal-to-noise ratio is very low. Likewise, in speaking, our objective is to have the audience receive our signal loud and clear, with minimal noise in the system. What is "noise" in a presentation? Unclear material, hard-to-read visual aids, nervous mannerisms, etc.

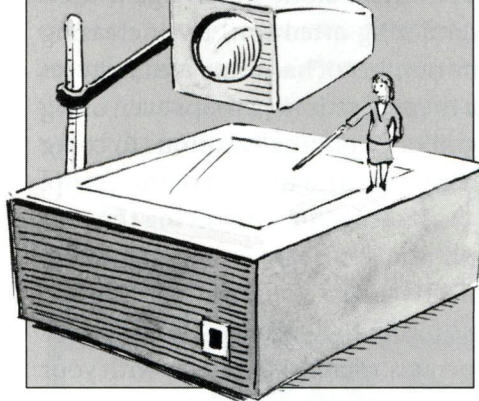
Since technical talks are so information-dense, the main message can get buried in an avalanche of detail. The listeners get overwhelmed and simply tune out. Little is remembered.

HP LABS SURVEY

Last year Hewlett-Packard Labs in Palo Alto, California, conducted a survey to determine what technical presenters want to hear from other presenters. Rather than wanting more technical detail, they wanted more concise organization, more

MYTHS ABOUT TECHNICAL TALKS

- **Content is everything. Style is unimportant.**
- **Technical people are very bright, so it's okay to do a "data dump."**
- **The overhead projector is more important than the speaker.**
- **Enthusiasm is offensive.**
- **Analytical people expect boring presentations.**
- **Technical talks are simply informational; they're not meant to be persuasive.**



effective style and better visual aids (usually overhead transparencies, as opposed to slides). As one project manager put it: "Don't tell me the details of how you got the idea, just tell me what the data means."

Contrary to conventional wisdom that says the technical audience is eager for a "data dump," the survey results reflect people's preference for talks that are well organized and easy to follow. Technical speakers who try to show how much they know by making their presentations

BY **FREDERICK GILBERT, PH.D**

complex would be more successful if instead they focused on simplifying their messages. It's a classic example of "less is more." Simplifying and repeating the "core message" will result in increased attentiveness and retention.

In addition, we know that audiences pay more attention during openings and conclusions. These crucial segments are often ignored by technical presenters who prefer to jump right into the body of a presentation and immediately start discussing data. They need to give the audience a reason to listen in the opening and have a strong, memorable close. The speaker's core message will get across in these segments.

In his "I Have a Dream" speech in 1963, Martin Luther King Jr. repeated the phrase "I have a dream" nine times. That was his core message. The repetition created strong message retention.

Business and technical audiences have a lot on their minds and do not pay full attention to presentations. A message must be simple and must be repeated for them to remember it. If there is too much extraneous background data or the flow of thought is unclear, this "noise" will cause people to tune out.

DELIVERY STYLE

Technical audiences are especially skeptical of too much style and enthusiasm. They expect focus on the content, not a "rah-rah" motivational talk. On the other hand, it's also true that they find boring presentations to be frustrating and a waste of time.

The technical presenter is often very uncomfortable in the speaking situation and so prefers to hide behind the data. Unfortunately, a shy, academic, tentative delivery style will ruin a speaker's effectiveness. Like any other speaker, a technical presenter will be far more persuasive when he or she masters the simple elements of powerful style: eye contact,

gestures, stance, movement, voice and pause.

VISUAL AIDS

Technical presenters traditionally rely too much on overhead slides, and people often find them distracting and boring. The "talking overhead projector phenomenon" is an all too familiar scene: a technical expert stands next to the overhead projector with a huge pile of slides, reading each hard-to-read transparency to a half-sleeping audience. So what's the solution? Eliminate visual aids? Not at all. Technical talks by nature are overhead-driven: flow charts, complex diagrams, equations. Here are some ways to hold your audience's attention, even with complex visuals:

- don't use too many visuals — less is more;
- use color graphs and charts rather than word slides;
- don't begin or end with visuals;
- keep visuals big and bold.

SUMMARY

Technical presentations are both similar to, and different from, non-technical presentations. They are different in that they focus on physical events or data about which the audience is knowledgeable, rather than people. Like any audience, however, they value their time and don't want to be bored.

- To make your next technical presentation successful, remember:
- deliver the talk with enough style and audience involvement to keep them interested;
- keep the content clear and easy to follow;
- use very few visual aids and keep them big, bold and colorful.

Finally, remember signal-to-noise ratio. Nobody likes to hear a radio program with static.

Frederick Gilbert, Ph.D., is president of a speech training and consulting firm in Redwood City and a member of Lee Emerson Basset Club 33-4 in Palo Alto, California.

Editors Note: Toastmasters can learn to improve their technical presentations by using the "Technical Presentations" Advanced Manual available from World Headquarters. (Code 226-H; \$2.25)

MAKING THE CONNECTION: IS YOUR AUDIENCE REALLY LISTENING?

By Michael Legut

Do you ever wonder how much an audience really listens to your presentation? Do your listeners have that glazed look in their eyes during the most important part of your presentation?

An interesting statistic states that if a speaker is "showing and talking about an idea" the audience actually remembers about 85 percent of the information right after the demonstration. Three days later, they can recall about 65 percent of the subject matter. "Show and tell" can be an excellent strategy for connecting with an audience, but is it enough to really motivate your audience toward the action you want them to take?

In this age, where the differences between products or causes are hard to distinguish from one another, the 45 percent that the audience forgets might be your name, your telephone number, or even the organization you represent.

An ancient Asian proverb states, "They hear and they forget, they see and they remember, they do and they learn." This can also translate into profit or loss if a sales representative or manager doesn't pay attention to his or her presentation skills and techniques. If they assume that they can motivate or sell an audience by "show and tell," they are missing what may be the competitive edge — the doing.

A strictly verbal presentation requires the audience to participate in a very abstract mode of absorbing information. Much concrete information about the topic is absent, and is generally filled in by the audience's imagination. If the presentation is either too vague or too technical, then (as we all know) the mind will try to find something more interesting, like day dreaming, to occupy itself with. Also, because a strictly verbal presentation typically uses only one of our senses, hearing, the information presented is limited to auditory recall modes.

The "show and tell" techniques using diagrams, models or videotapes are better, but they still exclude the use of three senses — touch, taste and movement. These are the learning and doing techniques that need to be adapted to your presentation to ensure that the audience is listening and learning. Allowing the audience to have some form of direct, concrete experience with the idea or product you're advocating is designed to motivate them to listen and act. At the very least, they may remember your name and the organization you represent.

A speaker can create a concrete experience for an audience in a number of ways:

- 1) If the audience is small, set up the presentation so that participants can touch, taste or otherwise experience the product or idea.
- 2) With larger audiences, divide the audience into smaller groups and set up demonstration areas so they can familiarize themselves with the topic before the meeting.
- 3) Set up a context for audience participation in your introduction. Then direct the audience to use the appropriate senses as you make visual associations to your product or idea throughout your presentation.

They hear and they forget, they see and they remember, they do and they learn. Fine-tuning your presentation skills with a concrete experience strategy can enhance your audience's ability to really hear and remember what you have to say.

Michael Legut is the director of Frankly Speaking, a corporate communication consulting firm in San Francisco, California.

PROGRAM ARRANGERS... NOW HEAR THIS!

A checklist for the care and treatment of your guest speaker.

**"WHERE, OH WHERE HAS THE LECTERN GONE,
AND WHERE HAVE THEY HIDDEN THE MIKE?**

WITH AN EXTENSION TOO SHORT AND NO OUTLETS WITHIN REACH,

DO THEY REALLY WANT TO HEAR MY SPEECH?"

You may recall Susan Bogue's article, "Checklist for Speakers," in the February 1989 issue. Bogue offered a list of 62 questions "designed to prevent problems at speaking events." But this marvelous, comprehensive list isn't enough to relegate Mr. Murphy's Laws to the back burner.

What's needed is a Checklist for Program Arrangers. You, as a Toastmaster, have little need for such a list — you already know it. But with such a checklist available, perhaps we can get it into the hands of the people in the scheduling organizations who frequently fail to do their homework, and consequently make a senior grade mess of their meetings.

Most Toastmasters are not professional speakers, but many of us do receive invi-

tations and accept engagements. Many of these are freebies for the Lions, Kiwanis, Rotary, Optimists, American Business Women, or other organizations. But whether it's a freebie or for a fee, what we need besides a Checklist for Speakers is a briefer counterpart for the scheduling organization — a Checklist for the Care and Treatment of the Guest Speaker.

Most of the people in organizations that regularly hire speakers have little or no knowledge of how to schedule and conduct a meeting that includes a guest speaker. It's time they learn!

Following are some true examples of problems I've recently encountered:

- I once arrived 30 minutes early to a senior citizens' club to present a 1:30 p.m. slide show on wildflowers. The first member arrived at 1:40 p.m. The lady who arranged my talk and was to introduce me never arrived. I learned later that she

forgot about the meeting. Since she forgot the meeting, no one notified me that the meeting had been rescheduled to two o'clock. And, of course, no one had a copy of my introduction.

- I recently was introduced with: "Our speaker will now show us some slides." Don't expect a satisfactory introduction even if you wrote a great one and sent it along with your confirmation.

- Whether or not we get paid for speaking, most of us are vain enough to want to see our name in print. If a club does manage to publish a few lines in the "Coming Events" section of the local gazette, it usually looks like this: "Charlie Jones, forklift operator for the Widget Manufacturing Plant will be the Major Dolo and Chef Supreme at next month's Annual Pig Roast Deluxe. We will have a speaker at our meeting this month."

- At a recent engagement I was unable to get anyone to locate a table for my projector, though it was on my checklist. I found a card table with some paper cups on it in the kitchen and asked if I could borrow it. I was sharply instructed to "go look for a table in one of the other rooms and if you borrow one be sure to put it back where you got it."

- Public address systems fulfill an important purpose, especially for large groups or older people with hearing problems. But that is if they work and if someone knows where the equipment is located, how to turn it on and how to monitor it. I have surrendered! Now, if the PA goes kaput while I'm giving a slide show, I don't shout. Remember the old adage, "A picture is worth a thousand words?" Look at the pretty pictures and enjoy!

- You arrive at 12:45 or 6:45 p.m. to present your speech at 1 or 7 p.m., as was arranged. Your hosts are just finishing dessert, but have forgotten to invite you to join them. You've just joined the ranks of the "Uninvited After Dinner (or Lunch) Speakers."

- You specifically asked for a lectern because your speech includes statistical data and quotes, and table-level notes are hard to read. "We never use none of them things" you're told. Take heart: A lightweight briefcase lectern solves this oversight.

These examples are certainly not all the problems caused by program arrangers who are either ignorant of their responsibilities, are inconsiderate or insen-

sitive to their speakers' requests, or figure that someone else will take care of the details.

Not only are program arrangers responsible for obtaining guest speakers, but they have the added responsibility of arranging all details associated with the speaker's portion of the meeting. This includes follow-up to ensure that all of the necessary arrangements have been made.

The following guide, a Checklist for the Care and Treatment of Your Guest Speaker, is a detailed run-down of these responsibilities.

CHECKLIST FOR THE CARE AND TREATMENT OF YOUR GUEST SPEAKER

1. After having obtained a speaker for your club, give the speaker your name, address and telephone number.

2. Ask the speaker to immediately send you a confirmation including all of the following information:

Name _____ Address _____

Telephone # _____

Speech Title _____ Speech Length _____

Fee _____

Date of Speech _____ Time _____

Meal: Yes No

Meeting Location _____

a) A paragraph about the speech for your club bulletin or news release.

b) A prepared introduction or appropriate material for you to prepare an introduction.

c) A list of equipment needed.

d) A description of any special arrangements.

3. Upon confirmation, prepare a list of equipment and special arrangements. Determine the availability of equipment and the practicality of special arrangements. Discuss and resolve any problems with the speaker.

4. Send your written confirmation to the speaker, agreeing to all of the details. Resolve any differences in writing. Send a map of your meeting location if the speaker is unfamiliar with your area.

5. Assign specific responsibilities — and provide instructions on how to carry them out — to associates. Follow up to ensure they are fulfilled.

6. One week before the speech, call the speaker to confirm that all arrangements have been made, and to determine if

there are any last-minute changes.

7. Meet the speaker, assist with any equipment set up and serve as the speaker's host for the entire evening, or arrange for a co-host.

8. Introduce the speaker with a rehearsed introduction. When you're done, step aside and lead the applause. The introduction should answer these four questions:

a) Why are we interested in this subject?

b) What are the speaker's qualifications for speaking on this subject?

c) What is the title of the speech?

d) Who is the speaker?

9. When the speaker has finished the presentation, stand and lead the applause. If no question and answer period is planned, convey your club's thanks to the speaker.

10. If there is a question and answer period, initiate the first question and repeat ensuing questions so the entire audience can hear them. If possible, give the speaker sample questions in advance. Plant these questions with members who are not afraid to speak up.

Monitor this period to keep it from getting out of hand. Don't allow questioners to dominate and make their own speeches. Call a halt when time expires.

11. Once again, convey your club's thanks to the speaker. If a fee is involved, have a check ready for the correct amount and give it to the speaker at the close of the meeting. Remain with and assist the speaker until he or she leaves.

12. The following day, write a letter of appreciation to the speaker making specific references to significant points covered in the speech. Convey your thanks, especially if the speaker volunteered her services.

If you and your associates fulfill all of these responsibilities, you will have no apologies to convey to the speaker. And as the word gets around that you know how to treat your guest speakers, you will find it easier to schedule speakers for upcoming events. ●

Richard S. Warren, ATM, a past president of Lancaster Club 1723-38 in Lancaster, Pennsylvania, has been a member since 1956. Although retired, he is still active as a compensation and personnel consultant.

THE MOST COMMON SPEAKING ERRORS

BY JOHN E. RICHTERS JR.

— Rocking back and forth on one's heels.

— Calling a lectern a podium.

— Standing too close to, or too far from, the microphone.

— Trying to fix a malfunctioning mike, or waiting for someone else to fix it.

— Accepting the way the room is set up when it is not set up correctly.

— Apologizing to the audience for your lack of speaking experience, preparation, subject knowledge, or your nervousness.

— Not maintaining eye contact with members of the audience in all sections of the room.

— Patronizing the audience.

— Placing hands on the hips while speaking.

— Keeping the same tone of voice.

— Using few pauses.

— Telling long jokes, or telling stories that are not pertinent to the material being used. Using "blue" material, or swearing.

— Talking too long.

— Talking faster, instead of slowing down, when things go wrong.

— Trying to cover up a mistake.

— Leaving the lectern unattended.

Reprinted with permission from Attacking the Myths of Public Speaking, by John E. Richters Jr. (The National Underwriter Company, 420 East Fourth Street, Cincinnati, Ohio 45202).

INTERNATIONAL HALL OF FAME

PRESIDENT'S DISTINGUISHED DISTRICTS

District 14

James R. Dawson, DTM
Georgia

District 72

Len Jury, DTM
New Zealand

District 74

Howard Steinberg, DTM
Southern Africa

District 75

Carmelita Dayco, DTM
Philippines

District 56

Paula Tunison, DTM
Southeastern Texas

District 63

Charlie L. Mills Jr., DTM
Eastern Tennessee, Southern
Kentucky

SELECT DISTINGUISHED DISTRICTS

District 58

Ned E. Wallace Jr., DTM
South Carolina

District 15

Lawrence E. Geisler, DTM
Central Idaho, Eastern
Oregon, Utah, Western
Wyoming, Eastern Nevada

District 69

Desley Cooper, DTM
Australia

District 39

Marilyn L. Minden, DTM
Northern California, North
Central Nevada

District 29

Victor R. Smith, DTM
Southern Alabama, North-
western Florida, Southern
Mississippi

District 48

Bill Gray, DTM
Central and Northern
Alabama

INTERNATIONAL SPEECH CONTEST WINNERS

Region I

John F. Howard
Club 1614-15

Region II

Danny Williams
Club 616-52

Region III

David Brooks
Club 6379-56

Region IV

Cam Lea
Club 1419-64

Region V

Linda L. Braggs
Club 6667-30

Region VI

Richard Maraj
Club 1114-60

Region VII

Calvin Morgan
Club 3173-53

Region VIII

Dan C. Lee
Club 4562-48

INTERNATIONAL TAPED SPEECH CONTEST WINNERS

1ST Place: Chundi Samuel, Club

1059-U, Saudi Arabia

2nd Place: Soon Haw Choo, Club 4388-U, Malaysia

3rd Place: Iftikhar Ahmed, Club 1059-U, Saudi Arabia

DISTINGUISHED DISTRICTS

District 73

Richard Bennett, ATM

District 9

Les C. Davenport, DTM

District 1

Stanley J. Jarzombek Jr., DTM

District 66

Helen K. Fooshe, DTM

District 43

Barbara E. Rhinehart, DTM

District 16

Barbara Joslin, DTM

District 47

Rosella R. Bonham, DTM

District 31

Ted Verdone, DTM

District 60

Roelof Vis, DTM

District 70

Richard Stacey, DTM

District 24

C. Douglass Couto, DTM

District 61

Jean Pierre Champagne, CTM

District 32

Harold Slach, DTM

District 45

George W. Foushi, DTM

District 22

E. Thomas Gumbert, DTM

District 71

Joe Prendergast, DTM

District 3

Glenn E. Knudson, DTM

District 36

Sharon A. O'Brien, DTM

District 21

Addie I. Derby, DTM

District 49

Timothy R. Keck, DTM

District 33

Jim Sullivan, DTM

District 37

Patricia R. Tierney, ATM

District 20

Janet E. Schultz, DTM

District 13

Gloria M. McKeever, CTM

PRESIDENT'S TOP FIVE DISTINGUISHED CLUBS

Clubs with Fewer than 20 Members

CAPITOL, 194-75, Quezon City, Philippines

CAMPERS, 4736-33, Lompoc, California

POST TOASTIES, 4544-4, San Francisco, California

ROGUE VALLEY, 5633-7, Medford, Oregon

NEW RIVER PHOENIX, 2870-66, Radford, Virginia

Clubs with 20-29 Members

MOONLIGHTERS, 431-9, Spokane, Washington
TNT, 4055-33, Las Vegas, Nevada
GOOD TIME, 535-29, Eglin AFB, Florida
API BRISBANE, 900-69, Brisbane, Qld., Australia
TOWN CRIERS, 1743-30, Lombard, Illinois

Clubs with 30-39 Members

PRESIDENT'S CLUB, 1713-14, Atlanta, Georgia
MANILA BAY, 1088-75, Manila, Philippines
PEAK PERFORMANCE, 5570-64, Winnipeg, Manitoba, Canada
DURIAN, 4933-75, Davao City, Philippines
JEFFERSON COUNTY SPEAKERS, 6612-68, Port Arthur, Texas

Clubs with 40 or more Members

BUCKHEAD, 1520-14, Atlanta, Georgia
CONOMA, 454-16, Oklahoma City, Oklahoma
SUNRISE CENTER, 3359-39, Citrus Heights, California
BAYANIHAN, 2844-75, Manila, Philippines
BELLSOUTH, 6752-14, Atlanta, Georgia

TOP TEN DISTRICT BULLETINS

THE FOUNDER
District F
Stephen Woods, DTM,
Editor

SPARK PLUG
District 1
Patsy Bellah, ATM, Editor

THE FOURCASTER
District 4
Sandra Edwards, ATM, Editor

THE GEORGIA GAVEL
District 14
Steve Taylor, CTM, Editor

THE LINK
District 21
Ian Johnson, CTM, Editor

TOASTMASTERS HEARTLAND
District 22
Keith Perry, ATM, Editor

THE SAGE
District 26
Ann M. Thompson, ATM,
Editor

SPOTLIGHT ON 30
District 30
Bill Haas, DTM, Editor

THE PELICAN PATTERN
District 68
Kirk Carney, CTM, Editor

SOUTHERN CROSS
District 73
Jim Dinan, CTM, Editor

PRESIDENT'S TOP TEN DISTINGUISHED CLUBS

DURIAN, 4933-75, Davao City, Philippines

TNT, 4055-33, Las Vegas, Nevada

VENETIAN, 952-47, Ft. Lauderdale, Florida

MOONLIGHTERS, 431-9, Spokane, Washington

PEAK PERFORMERS, 5570-64, Winnipeg, Manitoba, Canada

CONOMA, 454-16, Oklahoma City, Oklahoma

SUNRISE CENTER, 3359-39, Citrus Heights, California

PRESIDENT'S CLUB, 1713-14, Atlanta, Georgia

STORAGETALK, 4071-26, Louisville, Colorado

DISTINGUISHED SINGLES, 5515-52, Woodland Hills, California

ACCREDITED SPEAKER AWARD

Toastmasters' Accredited Speaker Program recognizes those Toastmasters with professional-level speaking skills.

The following Toastmasters received Accredited Speaker recognition in 1990:

Kenneth Meades, ATM
Club 2465-65
Homer, New York

Peter Stark, DTM
Club 3745-5
San Diego, California

TOP TEN CLUB BULLETINS

KASHIM MONTHLY NEWS
3243-U
Louise H. Colbert, Editor

THE COMMUNICATOR
4606-4
Kelly K. Rose, Editor

TANDEM NONSTOP TALKER
4658-4
Jeff Iswandhi, CTM/Gary
Staas, ATM, Editors

VOYAGERS LOG
5315-5
Maribeth Kuglen, Editor

ACADEMICALLY SPEAKING
1713-14
Diane E. Trawicky, Editor

THE FORVM
1686-18
Paula Dragosh, Editor

TO THE POINT
2964-26
Steven F. Hesprich, Editor

HULABALOO & BALLYHOO
6083-33
Ernie Potvin, ATM, Editor

THURLES TOASTMASTERS NEWSLETTER
4173-71
Peter Fitzpatrick, Editor

SAILS TALK
6475-72
Fayette Cook, CTM, Editor

INTERNATIONAL HALL OF FAME

OUTSTANDING TOASTMASTERS OF THE YEAR

Henry L. Kunkel, DTM - D-F	Gerald Hammond, CTM - D-18	Susan E. Essig, CTM - D-36	Jeff Riggs, ATM - D-56
Sharyn Jarzombek, DTM - D-1	Jacque Johanson, ATM - D-19	RaeFord Smith, DTM - D-37	Robert Norris, DTM - D-57
Dan Medeiros, ATM-B - D-2	Chuck Crane, ATM - D-20	Dilip Abayasekara, ATM - D-38	Curtis C. Yant Jr., DTM - D-58
Patricia Berardi, ATM-S - D-3	Ken Richardson, ATM-B - D-21	Betty Hague, ATM-B - D-39	Sylvia Cashmore, CTM - D-60
Letha Baldwin, DTM - D-5	W. Dale McCurley, DTM - D-22	Jolene Buehrer, CTM - D-41	Jean-Marie Lemire, ATM-S - D-61
Len Jennings, DTM - D-6	Georgia Dziurzynski - D-23	Lanny Coulson, DTM - D-42	Patrick Lai, CTM - D-62
Gene Hamilton, ATM - D-7	Bernie Leick, DTM - D-24	Amy G. Christopherson, DTM - D-43	Gregory V. Smith, CTM - D-63
Richard Chadwick, CTM - D-8	Frank T. Storey, ATM-S - D-25	Andy Cole, DTM - D-44	Pat McFadzean - D-64
Donna E. Ayers, DTM - D-9	Nicholas C. Peterson, CTM - D-26	George F. Burton, ATM - D-45	Rolf W. Eschke, ATM-B - D-65
Diane Bellas, DTM - D-10	Richard H. Mathews, DTM - D-27	Robert Pollack, ATM - D-46	Paul Burneson, CTM - D-66
Karen Thielen - D-11	Marie Key, ATM - D-28	Clara Gelfand, DTM - D-47	Elizabeth Fields, ATM-B - D-68
Virginia Vasquez, DTM - D-12	Arlie B. Gillespie, ATM - D-29	James E. Martin, DTM - D-47	Arthur Gorrie, DTM - D-69
Melinda Matthews, CTM - D-13	Henrietta Caranna, CTM - D-29	Christina S. Fuller, DTM - D-48	Dulcie Willmot - D-70
Austin Daniel, DTM - D-14	Stan Piskorski, CTM - D-30	Marianne Clark, CTM - D-49	Seamus Daly, CTM - D-71
Mary Frances, DTM - D-14	Chuck Taylor, ATM-S - D-31	Solomon Halfon, CTM - D-52	Jill Arkley, ATM - D-73
Gary Berna, ATM - D-15	Dan Medeiros, ATM-B - D-32	Mabel Dudley, ATM - D-53	Les Anderson, CTM - D-74
Arlene Smith, DTM - D-16	Terri Williams, ATM - D-33	Gwendolyn A. Jones, CTM - D-54	Joseph A. Mendoza, CTM - D-75
Beth Fuller, ATM - D-17	Catherine Grutzik, CTM - D-35		

OUTSTANDING AREA GOVERNORS OF THE YEAR

Michael A. Strevel, CTM - D-F	Kay Hockett, ATM-S - D-19	Belynda Gentry, ATM-B - D-36	Robert Jacobson, DTM - D-58
Joan Laing, ATM - D-1	Kimberly Chadwick-Quade, ATM - D-20	Fred Savio, ATM - D-38	Robert Renaud, CTM - D-60
Joseph Richter, CTM - D-2	Douglas King, CTM - D-21	Ralph Romo, CTM - D-39	Roger Bellemare, ATM - D-61
Bill Bishop, ATM - D-4	Arthur S. Zbrozek, ATM-S - D-22	Jerry Kostel, ATM - D-41	Darwin C. Parks, ATM - D-62
Carlene Kaiser, ATM - D-5	Mary Lou Sanchez, CTM - D-23	Buffy Da Silva, ATM - D-42	Sue Harris, ATM-B - D-63
David Hattery, ATM-B - D-7	Kirk Johnson, CTM - D-24	James Miles, ATM - D-43	Bob Hunter, CTM - D-64
Charles Carpenter, ATM - D-8	Sherry Griffin, ATM - D-25	Robyn Williams, CTM - D-44	Judy Single, CTM - D-64
Ted Brandt, ATM - D-9	Cathy McCallum, CTM - D-26	Robert Desmarais, ATM - D-45	Ruth Matson, ATM - D-65
Ramesh Shah, ATM - D-10	Frances Gedra, ATM - D-27	Mark LaVergne, CTM - D-46	Mary E. Marchand, ATM - D-66
Keith Hood, DTM - D-11	Richard Sweet, CTM - D-28	Patsy L. Kelso, ATM - D-47	Patsy Armstrong, ATM - D-68
John Suchocki, ATM - D-12	Phyllis Thirsk - D-28	Cindy Nelson, CTM - D-48	Dudley Cowan, CTM - D-69
Robert Rankin, CTM - D-13	Harold White, ATM - D-29	Rita Figueira, ATM - D-49	Val Bulluss, ATM - D-70
Jennifer Brindle, ATM - D-14	Robert Olson, ATM - D-30	John Hormozi, CTM - D-52	Brian O'Connor, CTM - D-71
Clyde Marshall, ATM - D-15	Marilyn Hammond, CTM - D-31	Karl Davis - D-53	Laurel Francis, ATM - D-72
Alana Beall, CTM - D-16	Sherrie Kenyon, ATM-B - D-32	Patti Killian, CTM - D-54	Beverley Adamson, CTM - D-73
Barbara Dillon, DTM - D-16	Lynn Jantz, CTM - D-33	Clifford L. Johnson, CTM - D-56	Colin Gibson, CTM - D-74
Jan Remer, CTM - D-17	Sally Lunt, ATM - D-35	Barbara Branton, ATM - D-57	Rufino S. Ferraris Jr., ATM - D-75
Sandra Johnson, CTM - D-18			

IDEA CORNER

TOASTMASTERS MEET IN SOUTHEAST ASIA

A group of Toastmasters clubs in Singapore, Malaysia, Thailand and other Southeast Asian countries is planning a convention in November and December of this year. They are interested in having representatives from North America and other countries participate in the conference. Participants from outside Malaysia will be asked to speak at the convention about the history and development of Toastmasters worldwide, and also to participate in the judging of the speech contest.

Here are the details of the 1st Pan-Sea Speakers Convention:

Date: Nov. 29 - December 2, 1990

Hotel: The Hyatt, Saujana, Subang, Selangor

Program:

Friday - Meeting of Presidents

Saturday - Educational workshops
Opening Ceremony Banquet

Sunday - Speech contest

If anyone in your district would like to attend, please contact Gerald Green, ATM, at the following address or fax number:

P.O. Box 1066

10840 Penang

Malaysia

FAX: 011-60-4628816

Our Toastmasters in Southeast Asia would greatly appreciate any help in the formation of their council, and in the development and creation of new clubs in that locale.

COME TO REGIONAL CONFERENCES

How long have you been a member of your club? Has there been a district or regional meeting, or conference since you joined? Are you a new officer?

I just returned from my second regional conference and I want to encourage any Toastmaster who possibly can, to attend at least one of these functions. But

a word of warning: If your conference is anything like our Region VI conference, you'll find it's like the potato chip — you can't enjoy just one! You will be counting the days until it rolls around again.

Toastmaster regions are quite large, so by attending you're guaranteed to meet some wonderful, caring Toastmasters who love to talk. You can trade ideas on ways to improve club meetings, or just spend time bragging about your club.

The workshops offered are designed to help you, and to answer questions that may not be covered in your manuals.

These conferences are not all work either — there are plenty of entertaining events. Best of all, you'll get to hear the best speeches from your district. You can even try your hand as a judge to see how your evaluations compare to those of the official judges.

All of these events are well planned by groups of dedicated, hard working Toastmasters — all for you. When you attend and let them know you enjoyed yourself, their efforts are rewarded.

Roberta (Bobbie) Johnson, CTM

Heinz 57 Club 4257-13

Pittsburgh, Pennsylvania

BUZZERS, LIGHTS AVAILABLE

Fellow Toastmasters, if you'd like to have a set of plans for an electronic "ah" buzzer and for battery powered timing lights, please mail me a large 4" by 9" self-addressed stamped envelope and I will mail the plans to you at no cost or obligation.

I designed and built these products in

1984 and have used them with much success in Texins Toastmasters Club 3859-25 and Spring Creek Speakers Club 6577-25, both corporate clubs at Texas Instruments.

The buzzer is not as obnoxious as a bicycle horn or bell, and the lights are portable — no electric cords to trip over or outlets to search for. You can take the lights and have a Toastmasters meeting almost anywhere — a park, a lake or beach. The plans are free for the asking. Good luck!

Mail your envelope to:

Billy Hill

1417 Wisteria Way

Richardson, TX 75080, U.S.A.

WANTED: U.S. Toastmasters clubs interested in holding joint meetings by use of video teleconferencing. I am compiling a roster of clubs that have access to video conferencing facilities. I'd like the name of a contact or two, along with addresses and phone numbers. Those interested should mention the type of facility, the networks it can link to, as well as preferred meeting days and times. I'm particularly interested in clubs located at military bases with access to the Defense Commercial Telecommunications Network, a link with about 80 sites.

Please write to:

Rick Schwartz

1201 S. Court House Road, Apt. 828

Arlington, VA 22204, U.S.A.



Set the Stage With a Dazzling Introduction

B y S u s a n S t a s i a k

YOUR PROFESSIONAL ASSOCIATES KNOW YOU AS AN ACTIVE TOASTMASTER AND HAVE ASKED YOU TO INTRODUCE THE KEYNOTE SPEAKER FOR THE UPCOMING ANNUAL MEETING.

YOU'VE DONE INTRODUCTIONS IN TOASTMASTERS MEETINGS, BUT THIS TIME YOU WANT THE INTRODUCTION TO BE EXTRA DYNAMIC AND DAZZLING. AFTER ALL, AS THE INTRODUCER, YOU ARE THE CONNECTOR — THE BROKER — BETWEEN THE SPEAKER AND THE AUDIENCE. YOU WANT TO COME OFF LOOKING LIKE THE POLISHED PROFESSIONAL YOUR PEERS THINK YOU ARE.

THERE ARE THREE ASPECTS TO SUCCESSFUL INTRODUCTIONS: SET THE MOOD, TUNE IN, AND DELIVER. FIRST, SET THE MOOD. HELP THE AUDIENCE SHIFT GEARS, PHYSICALLY. DOES THE SPEAKER NEED SPECIAL ARRANGEMENTS FOR SEATING, LIGHTS OR AUDIOVISUALS? IF POSSIBLE, COMPLETE THESE LOGISTICS PRIOR TO THE ACTUAL PROGRAM. DOES YOUR SPEAKER WANT TO DELIVER THE PRESENTATION IN FRONT OF THE LECTERN? IF SO, A LAVALIERE MIKE IS NECESSARY AND THE HEAD TABLE MAY NEED TO MOVE INTO THE BODY OF THE AUDIENCE. BE READY WITH SOME GRACIOUS COMMANDS TO KEEP MOVEMENT LIMITED, YET EFFECTIVE.

SECOND, HELP THE AUDIENCE TUNE IN TO THE KEYNOTER'S TOPIC. PREPARE THE GROUP MENTALLY FOR THE TALK WITH SOME ORIENTATION TO THE TOPIC. WILL THE TALK BE LIGHT AND HUMOROUS? SET THE STAGE WITH YOUR OWN WARM-UP JOKE, QUIP OR SHORT STORY. WILL CONTROVERSIAL ISSUES BE COVERED? WILL SERIOUS, NEW INFORMATION BE PRESENTED? PLAN YOUR INTRODUCTION WITH SOME STATEMENT OF FACT, OR A PROVOCATIVE QUESTION.

Suppose your keynoter, an attorney, will present a challenge to the group to support pending legislation. Your task is to update the audience on the legislation's history and the pending bill's effect on them. Most importantly, alert the group to the action steps the speaker will provide. Formulate benefit statements to the interest of individuals in the group, not the group as a whole. For example, "If you've been plagued by higher liability insurance and more than your share of potential law suits, you are in the right place. Our speaker, an attorney from Bannon and Bannon, will update us on House Bill #354. This legislation, potentially, can put \$1,000 to \$4,000 more in your pocket at year's end. We need your support to pass this bill, and Jim Jones is here to tell you how."

THE FOUR WHYS

If you're not sure about the topic's details, garner information from the speaker beforehand. Beforehand means weeks, or no less than a week, before the event. First, ask yourself the "4 Whys" — Why this speaker? Why this audience? Why this subject? Why at this time? Then ask the speaker to fill in the information, if you're not able to.

Once you have the information you need, organize the material. There are certain statements you need to include. They are: 1) Your name. If you haven't been introduced, and the entire group doesn't know you, it's only common courtesy to introduce yourself first. 2) The speaker's name. There's no rule that says you should mention the speaker's name only at the end of the introduction. However, you'll want to make sure to end the introduction with the speaker's name ("Please extend a warm welcome to Sharon Black"). 3) The occasion, and 4) the speaker's topic.

Originality generates excitement. So eliminate a few degrees, honors or job titles to make time for a personal or professional story, and avoid being trite and typical. Maybe you can relate what impresses you most about the speaker's personal philosophy or interests, if they're relevant. In your pre-introduction interview, ask questions like "How would another person describe you in one or two sentences?" or "Is there something about you that hardly anyone knows about, but you want more people to realize?" or

"How do you see your role as a ...?" or "What do you want to result from your talk today?" These or similar questions will provide you with ample insights and some fresh, original lines for your introduction. And, at the same time, they will help the audience to "tune in" to a real person like them.

Give appropriate, factual information in a stylish, concise manner. Make your words work for you. Edit and rewrite until each word has maximum impact. Write out the answers to the "Four Whys," and then edit, condense and edit again. Convert passive voice to the present, active voice. Replace prepositional phrasing with possessive nouns and precise, punchy adverbs and adjectives. Weave short and long sentences together for a more diverse, dynamic sound. Use rhyming or similar-sounding words to emphasize your point. For example: "He is consistent and persistent in search of truth," or "She keeps people, pressure and paper from eroding her sanity." Try to avoid words that trip over one another; chances are your tongue will, too.

A typical introduction might be: "Our speaker today is Margaret Hill. Margaret is a busy woman who works as the tax administrator for the city of Westerville, Ohio, and who is president of her professional association, the Greater Ohio Association of Tax Administrators." One step toward improvement might be: "Apparently, our speaker, Margaret Hill, is just like most of us. She tries to fit 28 work hours into a typical day. She's Westerville, Ohio's, tax administrator and president of the Greater Ohio Association of Tax Administrators."

DELIVER

The third and final step in introductions is to deliver. All that we've learned as Toastmasters for speech delivery applies here, too. But, a few points are unique to introductions.

Time frame. Spend only 30-60 seconds of introduction time for five- to 15-minute speeches, and only one to five minutes of introduction time for speeches 15 minutes or longer.

Cue the audience. Use your voice and gestures to alert the audience that it's time for the speaker to approach the lectern. Increase your voice volume and pitch in the last two to three sentences to create expectancy and excitement. A cre-

scendo effect similar to the traditional drum role will cue the audience. We all certainly can relate to the effectiveness of the Tonight Show's Ed McMann, with his "Heeeeeere's Johnny!" At the same time, extend an outstretched arm toward the speaker while looking at the audience, not the speaker. This gesture not only preps the audience to begin the applause, but indicates to the speaker it's time to step to the lectern. Hold the outstretched arm a second or two, then lead the welcoming applause. You, of course, should remain at the lectern until the speaker arrives, offering a handshake to welcome the speaker and to symbolically transfer control of the meeting.

Sounds simple? Sure, but here are some precautions.

What not to do as the introducer:

- Don't describe your speaker in terms of personal relationships unless they are relevant to the topic or the group. Janice Powell's status as a mother of eight is irrelevant unless the group is The League Against Child Abuse, or Ms. Powell's topic relates to children, motherhood or child abuse.

- Never use the possessive term "wife of..." or "husband of..." The speaker is obviously recognized for his or her own abilities and belongs to no one. If relevant, the speaker's spouse can be mentioned with the words "her spouse is..." or "he is married to..."

- Avoid praising the keynoter's speaking style or delivery — it may divert audience attention away from the message.

- Don't introduce with inside jokes unless the entire group is in on them.

- Never let the audience get to the point where they're glad to see you sit down.

Carefully plan, develop and deliver a meaningful introduction with the philosophy of Franklin D. Roosevelt: "Be sincere. Be brief. Be seated."

Remember, planning, developing and delivering an introduction is like planning, developing and delivering a speech. It has the same elements — a beginning, a middle, and an end, and the same objectives — to set the mood, tune in, and deliver. ●

Susan Stasiak is an active member of Franklin Club 524-40 in Columbus, Ohio. She is owner of Stasiak & Associates, a customer service training firm.

HALL OF FAME

DTM

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

Sharyn Jarzombek, 212-1
Elizabeth F. Maurer-Gerson, 298-1
Dave Paxton, 271-6
Marjean Deliduka, 2140-6
Theodore Brandt, 6381-9
Rob Taylor, 2000-11
Michael F. Muzyka, 6176-11
Patricia Ann Simmons, 6650-19
Merrell C. Cashion Jr., 2540-27
James E. Doescher, 531-29
William K. Esterly, 2095-29
Sandra M. Licter, 5350-31
Carl R. Berg, 6576-32
Lee Horner, 2628-33
Edward Lee Gonzague, 2279-36
Doreen M. Weston, 1835-37
Yun-Yang Huang, 4887-38
Richard F. Benson, 1589-43
Novie Gilbert, 4780-44
David V. Lee, 4562-48
James G. Copp, 3264-63
Ola Juanita Holt, 3834-63
Sharon Dunand, 313-64
Michael R. Dunkel, 5926-68
Laurence Edward Durell, 3796-69
Thomas Duckworth, 4821-70
Maurice Hermann, 5071-70

Joan Bottom, 4518-72
Charlie Holden, 1179-73

ATM SILVER

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

Joyce Rogers, 6934-10
Vivian S. Dameron, 3006-25
John Steven Johnson, 4071-26
Daniel C. Saxton, 4071-26
John W. Vrabel, 3478-37
Sue G. Harris, 3728-63
Monica O'Rourke, 1444-69
Denys Charles Ryland, 2256-72

ATM BRONZE

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

Ann M. Piraino, 2577-2
Stan Cottrell, 833-14
Lynda S. Parker, 3624-18
Bryant A. Gillham, 3689-18
Nicholas C. Peterson, 1226-26
Beth Ann McFalls, 4071-26
Dawn E. Butcher, 6083-33
Robert N. Young, 2318-39
H. Keith de Noble, 4901-43
Jeffrey W. Staten, 5883-53
Avenescio A. Piramide, 5406-75

ATM

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

Liew Thim Mun, 1915-U
Nicholas J. Carlson, 2-F
Gim Chin, 2657-F
Marsha A. James, 212-1
Frank E. Hamell, 990-1
Len Garber, 6057-1
Barry D. Hull, 6057-1
Larry Miner, 4401-2
Marie J. Abram, 499-3
Patricia F. Bazner, 4417-4
Diana M. Greg, 623-5
Robert A. Eichman, 5529-5
Gloria Strom, 1767-6
Shaun G. Jamison, 3417-6
Rose Robinson, 3676-6
John Melbo, 3932-6
William E. Franks, 238-9
Sandra R. Wales, 431-9
Theresa (Terri) Aldridge, 440-9
Leslie Davenport, 1760-9
Lee A. Kamps, 6500-10
Dorothy J. Adams, 17-11
Fran Adams, 17-11
Margaret Armstrong, 3654-11
Jim Stone, 5016-11
Richard Heggins Jr., 5103-11
Paul F. Clark, 2528-12
Stan Cottrell, 833-14
Joy A. Pervis, 833-14
Geraldine Cabil, 4607-14
Larry D. Barnes, 1489-15

Cesar A. Sanchez, 1489-15
Laura L. Landikusic, 2428-15
Karen Workman, 3732-15
June D. Jones, 4846-15
George B. LeSueur, 6470-15
Richard Peterson, 170-16
Jert Monier, 595-16
David Hensley, 652-16
Martha Messenger, 1979-16
John G. Eliopolo, 2585-16
Kent Mitchell, 3266-16
Mark Blair, 5467-16
Lewis O. Saunders, 3755-18
Beata M. Gerber, 717-20
Jim Davis, 5488-21
E. J. McNeil, 5105-22
Deborah J. Chrustensen, 5731-23
Debra Ann Conrad, 5202-25
G. Quanz, 6182-25
Gene Sargent, 6286-25
William Theron Beck, 6938-25
Shirley Escott Davis, 2554-26
Warren Wilson, 5563-26
Marcus H. Berman, 1642-27
Eugene Bacon, 2268-28
Craig D. Barton, 6838-28
Charles H. Martin Jr., 1167-31
Murray Pitchman, 2721-31
Michele Diamond, 5414-31
Patsy Gene Dooley, 89-33
Arthur R. Feron, 4175-35
Marian P. Green, 2920-36
Freddie Mae Moody Poole, 3941-36

Juliet R. Grant, 4127-36
 Paulette A. Claiborne, 5198-36
 Lee Johnston, 241-37
 James L. Price, 6249-37
 Terry Prince, 1481-39
 Earl L. Kisling, 3842-39
 Randy A. Jackson, 4375-39
 Edna Wayne-Bahr, 6047-39
 Steven J. Hamilton, 6217-41
 Marlene Johnston, 438-42
 Rose M. Verhaeghe, 3482-42
 Manfrird Koy, 3483-42
 Dave Perron, 5397-42
 Bill Whalin, 1142-43
 Bernadine K. Haynie, 4780-44
 Edward V. Hammond, 4227-45
 Robert B. Grove, 2768-46
 Wilma J. Meyers, 3817-46
 Gusta Selterman, 5394-46
 Brenda G. Bennett, 2449-47
 Henry Haak, 2821-47
 William Wiese, 3042-47
 Sylvia Farmer, 4267-47
 Jennifer Q. House, 6273-47
 Russell Parker Collins, 2482-48
 Charles C. Fridlin IV, 3963-48
 Elizabeth Wible, 3963-48
 Tesa Beeli, 3252-52
 Ronald W. Gaines, 3479-54
 Louise Reed, 5765-54
 Jeffrey R. Russell, 244-56
 Lynn Morstead, 4946-56
 June L. Reid, 4973-56
 Jim Gentil, 5530-56
 Leo Clement, 6917-57
 William Baker, 2500-58
 Clarence Crosby, 3556-58
 Donald A. Yager, 3556-58
 Ann Johns, 4035-58
 Martin H. J. Habraken, 5833-61
 Jay McLaren, 5833-61
 Kim W. Kerr, 5419-62
 Hazel R. Shell, 4376-63
 Raelene Taylor, 1794-64
 Ralph Taylor, 1794-64
 Charles W. Morse, 4167-65
 Kathleen A. Nash, 1681-66
 Robert Rodgers, 6181-66
 Barbara Mary Harris, 2622-69

Sue Davenport, 3796-69
 Bub Cranney, 5262-69
 Paul Spottswood, 6006-69
 Robert John Atkinson, 6024-69
 John Bulluss, 1879-70
 Robert John Cashman, 2982-70
 Peter Graves, 6406-70
 Hilary Lyrott-Thomas, 2601-71
 Marcus Daniel Kempf, 1046-72
 Barbara Stewart, 5384-73
 Beryl Lang, 3775-74

ANNIVERSARIES

55 years

First Canadian, 38-21

45 years

Seattle Professionals, 338-2
 Executives, 335-19
 Evergreen, 333-32

40 years

Dynamic Whittier, 873-F
 EE-QUIP-SHA, 501-9

35 years

Hibbing, 819-6
 Dogwood, 1901-14
 East Story County, 504-19
 Jackson County, 1871-29
 San Luis Obispo TM's, 83-33
 ON-SHAW, 1850-33
 Redstone, 1932-48

30 years

Longhorn Toastmasters, 3178-25
 Brant, 2580-60

25 years

Yawn Patrol, 364-7
 Executive, 266-14
 Town Criers, 2898-18

Davie, 2508-47
 Kenora, 3875-64

20 years

YUMA-KOFA, 196-5
 Bandag, 3896-19
 Emerald Coast, 1919-29
 Merrimack, 508-31
 Science Center, 2133-36
 Apolymon, 1466-39
 Tauranga, 3089-72

15 years

DLI, 3824-4
 South County, 1957-8
 East San Bernardino, 3820-12
 Milpercen, 891-27
 Daybreakers, 3332-33
 Catalytic Inc., 69-38
 Anderson Hills, 1941-40
 Southwest, 3735-43
 Merritt Island, 2537-47
 Sunrise, 2468-56
 Bluewater, 3835-60
 Farm Bureau, 2836-62
 Sunshine Coast, 2763-69

10 years

Butterworth, 4388-U
 Zingers, 615-F
 Fluor Fluent Philosophers, 4387-F
 Cross Roads, 4363-3
 Santa Cruz, 4382-3
 High Spirit of TMs, 4368-4
 Downtowne Revenewers, 4377-14
 Alcoa (W)rappers, 4386-19
 Champlain Heights, 4371-21
 Innovators, 4362-24
 Flagship Speakers, 4370-25
 Coast Toasters, 4392-33
 ASTM, 4361-38
 Silver Tongue, 4375-39
 Millwoods Vocabulaires, 4383-42
 Daybreakers, 4367-47
 Consumers Breakfast, 4373-60
 TM of Hixson, 4376-63
 Indooroopilly, 4364-69
 Western Suburbs, 4365-70

tain that after October 1 or April 1 an Application for Membership (code 400) is submitted for any member who joined the club after that date. Send these applications separately, and NOT with the semi-annual report (unless these members are needed to bring the club's membership to eight, which is the minimum number of members required to retain a charter)

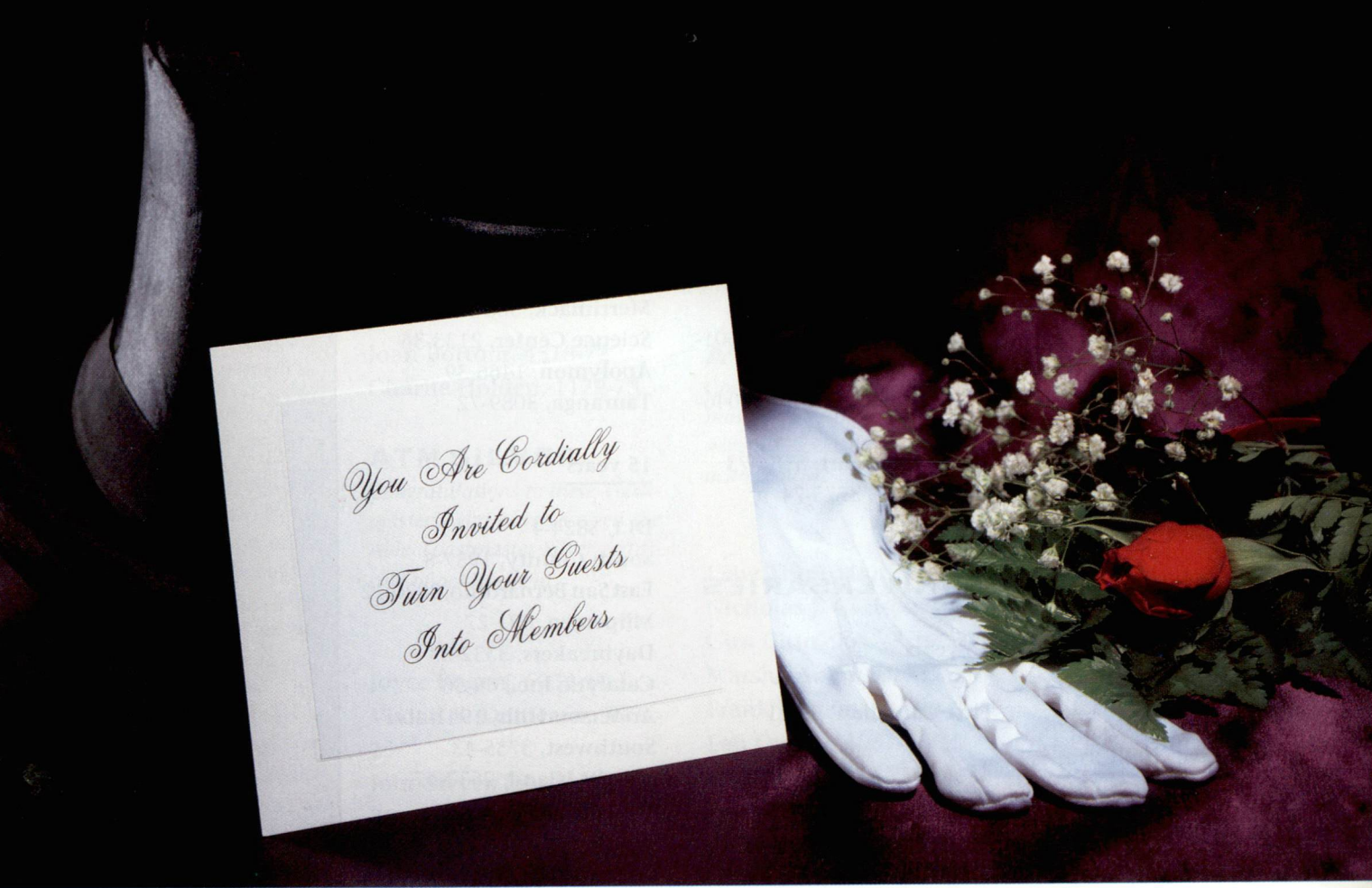
Review and correct the members' names and addresses on the membership list. Be certain that a \$12 payment is included with your semi-annual report for each member on the list. (\$9 for members of undistricted clubs.)

Before mailing your report to World Headquarters, make sure the envelope contains:

1. The computer-generated membership list provided by World Headquarters; including your corrections. (No hand-made lists!)
2. Two semiannual report forms (white and blue copies)
3. Check or draft for payment in U.S. currency.

It's especially important to not send in supply orders, new member applications or other correspondence with your semiannual report. This slows down processing of all the items. Likewise, processing is slowed down when new, transfer or reinstated members are added to the Semiannual Membership list.

By following these instructions on how to properly prepare and submit your Semiannual Membership Report and dues, your club and its members will continue to receive the benefits provided by Toastmasters membership. In addition, your World Headquarters staff can process the reports promptly and maintain effective service to your club and its members.



Do you make your guests feel welcome? If you do, they'll come back . . . as members. Does your club have the tools necessary to bring guests to your meeting and then turn them into members?

- Membership Building Kit (1160)** Complete kit of membership building materials. \$5.00 plus \$1.50 S&H
- Membership Growth Manual (1159)** . . . \$2.00 plus \$.50 S&H
- Guest Book (84)** \$8.50 plus \$2.00 S&H
- Visitor's Card (904)** (quantity of 30) Get some basic information about your guests. \$2.00 plus \$.50 S&H
- Guest Invitation Card (344)** (quantity of 25) Handsome formal invitation to invite guests to your club . . . \$5.00 plus \$1.00 S&H

- Note Cards (352)** (quantity of 25) . . . \$5.00 plus \$1.00 S&H
- Invitation to Membership (348)** (quantity of 25) Formally invite guests to become members. \$5.00 plus \$1.00 S&H
- New Member Profile Sheet (405)** (quantity of 10) \$.75 plus \$.50 S&H
- New Member Orientation Kit (1162)** Everything you need to properly orient new members. \$5.00 plus \$1.50 S&H
- Toastmasters and You Kit (1167)** Introduce new members to your club and the organization. \$2.00 plus \$.50 S&H
- Package of Five Toastmasters and You Kits (1167-A)** Introduce new members to your club and the organization. \$8.75 plus \$1.50 S&H

Mail To : Toastmasters International
 P.O. Box 9052, Rancho Santa Margarita,
 CA 92690

Please send me:

- Quantity
- ___ 1160 @ \$ 6.50
 - ___ 1159 @ \$ 2.50
 - ___ 84 @ \$10.50
 - ___ 904 @ \$ 2.50
 - ___ 344 @ \$ 6.00
 - ___ 352 @ \$ 6.00
 - ___ 348 @ \$ 6.00
 - ___ 405 @ \$ 1.25
 - ___ 1162 @ \$ 6.50
 - ___ 1167 @ \$ 2.50
 - ___ 1167-A @ \$10.25

See the 1990 Supply Catalog for complete descriptions and other membership building materials.

Shipping and handling are included in the above prices. If ordering from this advertisement, please use this coupon. Coupon expires 12/31/91. California residents add 6.25% sales tax. Where postage exceeds shipping and handling, customer will be billed for the excess.

PAYMENT MUST ACCOMPANY ORDER.

___ Check or money order enclosed: \$ _____ (U.S. funds)

___ Charge my MasterCard/ VISA (circle one)

Credit Card No. _____ Expiration Date _____

Signature _____

Name _____

Club No. _____ District _____

Address _____

City _____ State/Province _____

Country _____ Postal Code _____

