


# The TOASTMASTER<sup>®</sup>

JUNE 1998

ALSO INSIDE:

Think Before You Speak

Hope For the  
Brevity Challenged



Let the  
**Word**  
Go Forth:

Thoughts on speech writing from John F. Kennedy's collaborator.





## VIEWPOINT

# We are the Champions

Many people love to watch the sheer artistry of champion team performances. Moves that are practiced and honed to perfection appear effortless, and skills take on a new level of breathtaking brilliance. We marvel and dream about being part of such a team. But wake up – every Toastmaster is a team member! Each of us has a valuable role to play in our club.

Have you ever thoroughly enjoyed a particular club meeting? Of course, but have you analyzed why? I bet the meeting's success was the result of many members playing their parts to the best of their abilities. Did speakers perform far beyond your, or even their own expectations? They were probably so inspired by other superior performances that they reached inside themselves to produce a new level of achievement. Being part of such a meeting is an uplifting experience that can reveal a new level of understanding about your own abilities.

Just as a farmer or a gardener must prepare the soil to get the best crop, so a Toastmasters meeting requires planning to produce a top performance. Unfortunately, some Toastmasters meetings are ad hoc affairs pulled together as members arrive at the venue. When this happens, members become disillusioned. I would love to hear that this isn't the case in your club.

It is all too easy to say, "It's not my job!" It is everyone's job! If in the championship game we drop the ball at a crucial moment, the whole team suffers. We each have moments in the spotlight during every Toastmasters meeting. For the sake of the club, it is our duty to do our best. It is our duty to attend every meeting. It is our duty to give a superlative performance in our assigned roles – regardless of their nature.

I believe the saying, "The person who pulls his own weight never has any left to throw around" is appropriate for our clubs and districts. Too often those who complain are the very people who should be doing more to assist.

Before your next meeting, evaluate what you can do to improve your performance and participation. If you are a meeting officer, use the opportunity to coach, motivate and inspire others to reach new levels. Do this regularly and you'll see results in terms of more enjoyable meetings and satisfied members.

As Dr. Ralph Smedley wrote, "The deepest joy of belonging comes as one learns to cooperate and contribute and help."

Len Jury DTM  
International President

# The TOASTMASTER

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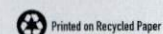
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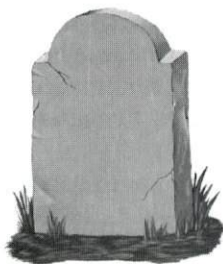
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#### *The Toastmasters Vision:*

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

#### *The Toastmasters Mission:*

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

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

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

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By International President Len Jury, DTM

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## LETTERS

### TIMELY ARTICLE INSPIRES

I enjoyed the March issue of *The Toastmaster*. The article "Six Ways to Build Leadership Skills" was very timely for my club. The points listed under "Help Rebuild a Small Club" are practical and we will use them to help cure our attendance problems.

The other points made by Dr. Smyth are very good. I found I am much more apt to attend meetings regularly as an officer than I was as a regular member. Thanks for the excellent steps for developing leadership skills. We can all use them.

Donna M. Wilson  
Noontime Toastmasters Club 5204-33  
San Luis Obispo, California

### INVITATION TO SUMMER FUN

The members of Southern California's Inland Empire District 12 take pride in inviting you to have "Fun in the California Sun" August 19-22, when we serve as your hosts for the 1998 Toastmasters International Convention.

This International Convention promises to be among the grandest of all time. Our convention site, the Marriott Desert Springs Resort and Spa, is one of the world's finest facilities. It must be experienced to be appreciated.

For a preview of the 1998 convention and the Palm Desert community, visit the host district's Web site at [www.cyberg8t.com/bcortus](http://www.cyberg8t.com/bcortus). You will find continuously updated information, including convention events, tourist information, driving directions, volunteer opportunities and more. Don't miss this spectacular event!

Bill Cortus, DTM  
1998 Host District Chairman  
Past District 12 Governor  
Ontario, California

### "BY THE BOOK" SHORT-SIGHTED

After reading Jim Barshop's article, "Let's Give Speeches By the Book" (April), one has to imagine that Dr. Smedley is turning over in his grave. The idea that clubs should allow only manual speeches is short-sighted and opinionated. It is just this kind of inflexibility that persuades guests not to join a club and stagnates existing members' creative thinking. Why not eliminate Table Topics from a club's agenda as well? They're not evaluated; they're not "manual" speeches.

Many members within our club have used the club as an open forum to rehearse presentations that will be delivered to business associates and to practice speeches for speech contests.

Certainly Toastmasters International has been developing and refining its materials for decades, but without the ability to think outside the box and use the club for continuous rehearsing and practicing, creativity may be squelched and excellent ideas may never be realized. Where would Picasso have been if his mentor had told him he could only paint landscapes and still lifes?

R. Mark Proulx  
Agawam/West Side Club 8908-53  
Agawam, Massachusetts

### IMPERSONAL GOALS HELPFUL TOO

In "Let's Give Speeches By the Book" (April), Jim Barshop urges Toastmasters to give only manual speeches. He has my vote on that topic.

I disagree, however, with one of his lines: "Why waste your time developing your own speech objectives . . ." Developing personal goals contributes to one's motiva-

tion. Personal goals needn't supersede the manual's goals. The two combined doubles the value of the speaking experience.

I say invest time in developing personal objectives and add them to the manual's goals. Since we're all in this together, everyone will benefit.

Paula Sypcak Price  
Reston-Herndon Club 3550-27  
Reston, Virginia

### HELPING GUESTS

What a well-drafted, guest checklist Past International Director Kai Rambow wrote in the March issue. We already apply most of these ideas, and I can assure you they work. Another idea we find helpful is to ask guests open-ended questions instead of yes/no questions. For example at Table Topics we ask guests, "Would you like to try this topic?" or "What encouraged you to come to Toastmasters?" Either way they are likely to speak, and in so doing, overcome some of the fears of public speaking.

There are also excellent books and tapes available from Toastmasters on this subject. One tape I use is by Past International Director Scott Williams and is called "The Adventure of Toastmasters and Used Cars." It has great tips on how to sign up guests.

Ray Wolken, DTM  
Peninsula Presents Club 963-72  
Miramar, New Zealand

### TIMELESS INFO

I finally read your January article on procrastination. Thanks for the timeless information. It's not often that I read articles that aren't already outdated.

Jeff Keifling  
TALK Toastmasters Club 2289-40  
Milford, Ohio





By Robyn Harrison, CTM

**"My club members made me do it."**

— THE TRAVAILS OF A SPEECH CONTESTANT

## The Regional Conference: What an Experience!

THE PLACE: THE CONVENTION HOTEL, EDMONTON, ALBERTA, Canada. The occasion: the Region IV Toastmasters Conference in June 1997. The hotel was filled with Toastmasters from throughout the Northwest, from rookies and first-timers to elite members with Toastmasters

Accredited Speaker status. And I was among them. I was there to represent District 20 in the Humorous Speech Contest.

The magnitude of the conference didn't hit me until I heard a definitive Canadian accent. Then I realized the truth of the matter: I had just driven more than 800 miles to a large hotel in a big city in a foreign country to try to make more than 500 people laugh. I was terrified. I wanted to crawl into a corner of the stairwell and pull my skirt over my head.

To make matters worse, the speech contest was to be held away from the hotel, at Fort Edmonton. In a tent. At eight o'clock at night. I was one time zone to the west of normal; 8 p.m. Edmonton time might as well have been midnight.

Did I mention we were bused to the Fort and that I brought my speaking clothes on a hanger and had to change in a port-a-potty? And did I tell you that we spoke from a stage so high I nearly got a nosebleed? And that I hadn't eaten lunch and forgot to bring a snack and was too excited to eat dinner? Oh, and that I hadn't slept much the night before because I was busy networking, and that I didn't have time for a nap because there were so many workshops I wanted to attend?

Perhaps I was a bit naive in my approach to the conference, but no one had told me what to expect. No one in my club had ever gone to a regional conference as a speaker. (And no one admitted to having gone as a listener.)

And now it was too late. I could tell the time to speak was drawing near because my life began flashing before me. What on earth was I doing here? I'm a librarian; I never have occasion to speak to 500 people at one time. I shudder to even think of raising my voice to that amplitude!

For that matter, why had I joined Toastmasters in the first place? It certainly was not because I enjoyed meetings every Monday morning at 6:30! Nor did I relish the butterflies in my belly before every speech. So why, exactly, was I here?

I knew: My club members made me do it. It was their fault. They laughed with me, encouraged me, evaluated me, even raised money to pay my way to the conference. It was because of them I had achieved so much already. And it was because of them I was going to stroll right up those steps to the stage and make those people laugh. I wanted the experience so I could share it with them.

I may have made the contest sound like a nightmare, but it was really a wonderful dream come true. Where else could I have rubbed shoulders with internationally acclaimed speakers, toasted the Queen and dined with the Royal Canadian Mounted Police? And where else could I have heard 500 people laugh at what I had to say? Now I have the experience of a regional conference to share with other Toastmasters. **1**

Robyn Harrison, CTM, is a member of Flickertail Club 581-20 in Bismarck, North Dakota.

*"Add humor to your speeches—A laugh is nature's way of telling you people are listening."*

Steve Allen

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## FOR THE NOVICE

By Karl Walinskas, ATM

Pressed for time? Don't sacrifice your speech; just follow this formula.

# Quickspeech 101

**Y**ou have a terrific idea for your next club speech. You have invaluable information to share, you're motivated and, even better, you're scheduled to give a speech at tomorrow night's club meeting! All you have to do is throw your speech together and you'll be sure to take home the Best Speaker Award.

You arrive home from work and you're ready to go. But your wife is out of town and you have to help the kids with their homework. The dog gets sick on the carpet and, if that's not enough to keep you busy, you also have to pay the bills. Eleven o'clock rolls around before you know it, and you haven't prepared a single word of your speech. You didn't procrastinate — these were real

emergencies. What will you do? Cancel and suffer untold embarrassment?

Don't worry. You just need to enroll in "Quickspeech 101." This 10-minute course provides a surefire way to design an appropriate speech in less than an hour. You just need to know the H-B-A-WIIFM method.

**HOOK:** The first thing any speech needs is an attention-getter. This is the hook, the reason your audience should spend seven minutes listening to you. A hook is comprised of one or two cleverly worded sentences that will "grab" your listeners and make them anticipate your

next point. A hook can be an anecdote, a quote, a poem or a question relating to your topic. Along with your close, the hook is the only part of your speech you need to commit to memory. Still stumped and short on time? I like to hook the audience in the form of a question. The question is addressed to them and, therefore, requires thought. It gets the group immediately involved in your subject.

"Let him that would move the earth first move himself.' Do you think Socrates was a Toastmas-





ter?" is an example of a hook I used in a recent speech.

"How many of you carry a CPR certification card? If you do, is it current?" is another effective hook I've heard from a fellow club member.

Remember, your club speeches don't have to be perfect, just compelling and interesting. You can polish them for competitions when you have plenty of time.

**BODY:** All effective speeches are designed to make a point. *Aesop's fables* were designed to be didactic, to support an underlying theme. To make a point that's believable, you need evidence. This is the body, the meat of your speech. Like the rising action in a play or movie, you'll want to make points that support your overriding message. For a seven-minute speech, limit the number of points to three. (Any more will confuse the issue.) The points should be easy to memorize; after all, this information is near and dear to you. You just need to share it appropriately.

After each point, provide evidence to convince your listeners that you're right. You may want reams of data to support your main points, but remember, this is Quickspeech 101. You don't have time to research and organize data; you have to give your talk in 20 minutes! No sweat. Use the most effective evidence of all: personal experience. Support your point with events from your life. Will you need note cards or days to memorize the information? Of course not! These events happened to you; they're already in your memory. If you take nothing else from this article, always remember that the easiest and most effective speech you can give is one that incorporates your own experiences.

**ASK FOR IT:** While effective speeches make a point, the best speeches go

even further: They motivate the audience to action. What do you want the audience to do with what you have so convincingly told them? Don't assume the audience will know; you have to ask for it! A speech that doesn't ask for action is

***"Always remember that  
the easiest and most effective  
speech you can give  
is one that incorporates  
your own experiences."***

a wasted opportunity. Should the audience contribute to the national Cancer Society? Vote in the next election? Try eating at a hibachi steakhouse? It doesn't matter how trivial you think your subject is, any topic can present a case for audience action.

In a sales presentation, this part of the formula is known as the close: Here's the data; this is what I want you to do.

**WIIFM:** "Wait just a minute," you say. "Just because I gave my listeners data and asked them to do something doesn't mean they will take action." Exactly! Who are the most important people in the room from your listeners' perspectives? Themselves! They want to know "What's in it for me?" (WIIFM). Savvy listeners may be able to interpret the benefits from your presentation, but don't assume the connection has been made. Tell them what they'll get out of the actions you want them to take.

"You'll gain the satisfaction of help-

ing science defeat one of the largest killers in the world."

"You'll know you've participated in making a difference in the political system."

"You'll see an entertaining show and enjoy a fantastic meal."

Think of several compelling benefits and close your talk by stating them directly. WIIFM gives your audience the final reasons they need to take action.

To prepare and deliver an effective, logical speech about any topic, use the H-B-A-WIIFM structure learned in Quickspeech 101. Captivate your audience with an effective hook. Make and support your points in the body of your talk, adding personal experiences they can relate to. Directly seek action by asking for it. Then, convince any fence-sitting listeners with "What's In It For Me."

With this method, you will dramatically reduce the time it takes to prepare a presentation and you'll have the confidence of knowing that your speech flows and makes valid points. You'll never have to miss a scheduled speech again! **1**

**Karl Walinskas.** ATM is a professional speech trainer and member of Greater Wyoming Valley Club 9700-38 in Dallas, Pennsylvania.

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# Let the Word Go Forth

Thoughts on speech writing from John F. Kennedy's collaborator.

**T**HE SPOKEN AND WRITTEN political eloquence of John Fitzgerald Kennedy, the 35th president of the United States (1961-1963), is perhaps without peer in the 20th century. The skilled orator, a senator and then the youngest president in history, was imbued with natural rhetorical gifts, including an extraordinary ability to communicate his thoughts via the spoken word to audiences large and small.

In no small measure, however, Kennedy was greatly assisted in his speechwriting by Theodore Sorensen, an assistant to then-Senator Kennedy and later Special Counsel to President, now a senior partner of a New York law firm. To those who study such things, while Kennedy necessarily and correctly receives credit for his memorable speeches, it is also true that he was immeasurably aided by Ted Sorensen, whose facile mind and writing skills certainly helped shape the words spoken so eloquently by JFK.

## THE CREATIVE PROCESS

A look at the creative process of speechwriting during the Kennedy era, primarily a collaboration of ability, skill and friendship between the president and Sorensen,

*"John F. Kennedy was the author of all his speeches, because the decision as to what subject matter, what policy, what decisions to convey, were his."*

THEODORE SORENSEN

is instructive for any connoisseur of oratory. First and foremost, Sorensen believes that the key to a successful speech is based "on the merit of the substance that is presented to the listener." In other words, the speech must have something to say. As Sorensen explains, "If you are talking about a speech delivered by a president, a governor, a corporate executive to a company gathering or whatever, then the speech must have substance. A great policy, for instance, has the potential to be a great speech, but a weak or illogical policy speech, no matter how beautifully it may be worded, will not stand the test of time."

Sorensen is quick to point out, however, that not every speech requires a major subject to succeed. "Some of the truly great speeches I've heard have been humorous in nature," Sorensen remarks. "But, it really does come down to the content of the speech meeting the importance of the event."

## A SHORT REVIEW LIST

Nearly every person interested in speechwriting has read or heard the words of JFK. The memorable nature of his speeches was born of the president's interest in setting his ideas apart from others. In doing so, Kennedy, like Sorensen,







understood that the craft of speech-writing suffers from too many individuals having input on a particular speech. He therefore kept the list of those who could make changes to a minimum.

"One person should be the primary author of a speech," says Sorensen. "In the case of John Kennedy, I maintain with no phony humility whatsoever, that John F. Kennedy was the author of all his speeches, because the decision as to what subject matter, what policy, what decisions to convey, were his. Just because he was too busy to put all the words together does not mean he wasn't the author of those speeches in every real sense of

the word. Remember, too, that he was the one who took the blame or credit for whatever was in the speech.

"But one person should have the responsibility for the basic drafting and crafting of the speech, even for a president. He can ask others for input, but he has to make the decision about how the input is tied in and worded. He also can ask others to take a look at the draft speech, and allow for suggestions, revisions, additions and deletions, but he has to be the one who crafts the revisions if they are to be consistent with the speech as a whole. Group authorship is a recipe for poor speeches."



# Speechwriting Tips

- A successful speech is based "on the merit of the substance that is presented to the listener."
- Not every speech requires a major subject to succeed. A humorous speech, for example, may not need an over-arching theme.
- One person should be the primary author of a speech. "Group authorship is a recipe for poor speeches."
- Speakers must develop a style they find comfortable.
- Keep a speech 20 to 30 minutes in length.
- Write a speech for how it sounds to the ear, not how it appears to the eye.
- Keep the use of slang, contractions, foreign words, clichés, or overused phrases and words to a minimum.
- List goals and accomplishments in a numbered and logical sequence.
- Speak to your audience in a tone and style that effectively conveys your message.

## DEVELOPING A STYLE

The grand themes and construction of Kennedy's speeches, while memorable, did not result from Sorensen or Kennedy trying to emulate Abraham Lincoln or others (as has been suggested by some). However, Kennedy did ask Sorensen to study the secret of the Gettysburg Address before the first draft of Kennedy's inaugural. Sorensen's conclusion: Lincoln never used a two- or three-syllable word where a one-syllable word would do, and he never used two or three words where one would do.

As for any particular speechwriting skills either Sorensen or Kennedy may have had, Sorensen says, "The fact is, neither of us had any special training in this regard. For instance, my background included having been a member of the debate team in high school and college, so I worked on effective opening statements and so forth. I also competed in oratorical contests in school and was editor of the *Nebraska Law Review*. The combination of my experiences and my close association with the president made it much easier for me to write for him. I worked with John F. Kennedy for 11 years, and between 1956 and 1960 we traveled to every state in the union and I heard him hundreds and hundreds of times, so his style evolved."

When writing speeches for someone else, Sorensen recommends the writer have almost unlimited access to the person who will deliver the words. "These days, too often, presidents and corporate executives and others have speechwriting departments," he says. "They have somebody who is a professional wordsmith who usually sits in another building or at least in a distant office and gets a call saying, 'We need a speech on X or Y.' In the case of John F. Kennedy, I was Counsel to the President of the United

States, and participated in major decisions on civil rights, going to the moon, the Cuban Missile Crisis and other topics. Therefore, it was not difficult for me to go down to my office, which was only a few steps from his office, and reflect on paper the decisions I had just heard him make and the reasons he made them. I could never sit in some speechwriting department and do the person full justice."

Each person also must develop a style they find comfortable. In the case of Kennedy and Sorensen, certain principles were applied to every speech. "The speech was never more than 30 minutes in length, usually with a series of points or propositions in numbered or logical

sequence, with the content explained using short clauses and short words, whenever possible," explains Sorensen. "John F. Kennedy also used very little slang, contractions, clichés or words he considered hackneyed. The text was written, not for how it appeared to the eye, but how it sounded to the ear. At times key words would rhyme, and while John Kennedy was fond of alliterative sentences, they were used only to reinforce the audience's recollection of his reasoning."

"As a general rule," remarks Sorensen, "to be effective as a speechwriter or one who gives speeches, I believe one must stay true to one's character and views, but also use a style that fits a comfortable pattern. The use of phrases, techniques, employing long or short words, foreign words or whatever, needs to be considered to make sure the most effective style emerges."

## KEEPING THE AUDIENCE IN MIND

Audience expectations merit special attention during the speech-crafting process. Often a speech misses its mark because the audience and their needs are not fully considered. While a presidential speech typically will differ from speeches given by other people, Sorensen believes at least one point is well worth highlighting: Since audience members may have different points of view on the subject at hand, writing with that in mind will make a speech more effective.

On the subject of audiences Sorensen adds, "Particularly for the U.S. president, but for others as well, you must keep in mind that oftentimes very diverse audiences are going to be listening to, reading or hearing a speech. While high-level government officials might attend the



speech, there also will be those who are listening on the radio, watching on television or reading it in the press. That includes not just Democrats and Republicans, not just Americans and foreigners, not just friends, but also adversaries. So it has to be worded with all of those audiences in mind."

### THE COMMAND PERFORMANCE

Not very often is a speaker required to make what one might call "the speech of a lifetime." However, experienced speakers will make many important speeches over the course of their careers. Consider how Sorensen views the Inaugural Address of John F. Kennedy, delivered on January 20, 1961: "You look at inaugurals over the years and some of them are not much more than beautiful words or an attempt to be a string of beautiful words. An inaugural should be a speech where the new president describes the future as he sees it, setting the agenda in terms of the broad principles that will characterize his administration.

"In the case of Kennedy's inaugural, it was an extremely important speech for a president who was regarded as too young, who had won by less than two-tenths of 1 percent of the popular vote, who was facing a skeptical Congress, skeptical public press, even skeptical world leaders, many of them older than he was. It was the first speech that he ever gave that was going to get that kind of attention, so it had to be his best effort both in terms of wording and in terms of substance."

Approaching each speech as an important event should give anyone cause to remember the old adage, "you have only one chance to make a good first impression."

### SHARING THE GLORY

Every speech is an opportunity to list goals and accomplishments, to give credit to others. When writing a speech for a president, a speech writer is unlikely to be remembered for helping to craft the great lines that emerge for history to repeat except in the case of Ted Sorensen. Sorensen has long been credited with helping to craft the inspiring lines John F. Kennedy delivered to an eager nation.

Over the years, Ted Sorensen has been asked if he authored such lines as, "The torch has been passed to a new generation of Americans" or, "We shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe" and the classic, "Now the trumpet summons us again." However, the one line he is most often asked if he wrote is the memorable, "Ask not what your country can do for you, but what you can do for your country." His answer? "Ask not," is my standard joke in response to that inquiry. I go on to say, however, the author of those lines is John F. Kennedy, but the person who helped him on the speech was, obviously, me." **T**

**Brian M. Sobel** owns a media consulting company, Sobel Communications Group of Petaluma, California, and is the author of two books and numerous articles.

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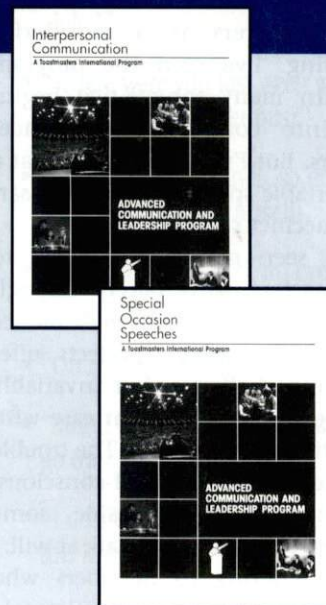
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## CAN WE TALK?

By Mark Hammerton, ATM-B

# Hope for the Brevity Challenged



*"Brevity is the soul of wit."*

SHAKESPEARE

**T**oastmasters is a wonderful thing. I've seen the program turn many tongue-tied beginners into comfortable audience-pleasers. But I've also noticed that a comfortable speaker is not necessarily a succinct speaker.

I've seen many folks come to Toastmasters with barely enough courage to struggle through an Ice Breaker. The speech projects offer escalating challenge, but invariably members become more at ease with each stint at the podium. The trouble is, once the chains of self-consciousness have been cast aside, some speakers feel licensed to talk at will.

I'm referring to members who gain such confidence and enjoy taking the floor so much that they don't care to give it back anytime soon. For them, the genie is out of the bottle, and, like Robin Williams in *Aladdin*, he's a mighty talkative genie. In fact, you can't get him to shut up.

Lest you think me too harsh, I quickly add that I count myself among this growing group of the brevity challenged – the droners, the snore corps. I've given evaluations that lasted longer than the speech under consideration. For people like us, time limits for project speeches are considered reference only. We think a red timing light suggests a good opportunity to move on to a second point.

We mean no harm. It's just that we, the verbally obese, suffer from inverse car-collision syndrome when addressing a group. Time seems to speed up. Our internal clocks malfunction, and 10 minutes seem like 27 seconds.

I've watched fellow addicts yap for 20 minutes on a five- to seven-minute project speech (and quit only when the meeting's Toastmaster yanked the fire alarm in desperation). I've heard Table Topics performances that would outlast the chariot race in *Ben Hur*. I'm not alone in my affliction.

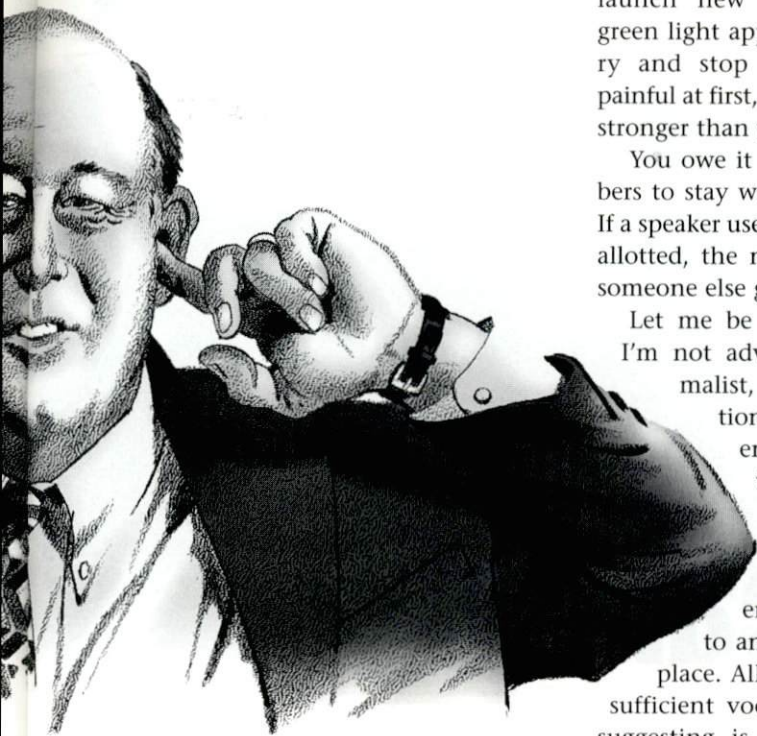
But I do want to change. So I've been pondering ways to mitigate (i.e., slash) the word count. See what you think.

Shakespeare said, "Brevity is the soul of wit." Will was on to something. What a gum-flapper really needs is motivation, and this witticism motivates me. Like most Toastmasters, I enjoy a challenge. Truly clever verbal technique means getting the biggest bang for the buck. Take a cue from vaudeville; quit while they're still thirsty for more.

As always, first plan. Decide at the beginning of your speech preparation what central theme you intend to convey. What worthy message to you want your audience to drive home with? Every talk, whether you seek to entertain or inform, needs a theme. Write it down in one or two sentences max.

Then think like an editor. A magazine or newspaper editor has limited space and must make every sentence count. When preparing a speech, be certain that each point





contributes mightily to your theme. Be disciplined. Don't wedge in material that amuses you, but doesn't build your case or fulfill your purpose. You don't have the time.

Focus your attention on word selection. Write out your next speech word for word. Then take out your editor's red pencil and line through the redundancies, excessive adjectives and lifeless phrases (paragraphs?). Strunk and White's *The Elements of Style* might improve your ability to cut fat without damaging muscle and bone. Make a game of it, and aim to slim your text by a third or more.

Gabby Toastmasters should be like golfers: We need to shoot for the green. When planning a talk, include only enough material to carry you to the green light. Use a stopwatch during dress rehearsals. At showtime, when you see that light, wrap up with your brief, sparkling conclusion and sit down.

The same prescription applies to evaluations and Table Topics. Don't

launch new thoughts after the green light appears. Give a summary and stop talking. It may be painful at first, but remember, you're stronger than you think.

You owe it to your fellow members to stay within the time limits. If a speaker uses more time than was allotted, the meeting runs long or someone else gets short-changed.

Let me be clear, however, that I'm not advocating stark, minimalist, choppy communication. Like you, I quite enjoy hearing a well-turned phrase. Distinctive speakers paint vivid word pictures. They stretch an audience, taking listeners to another plane, another place. All this takes space and sufficient vocabulary. What I am suggesting is that the audience's perspective should be paramount. Your speech may be a thrilling roller-coaster ride, but you don't want to hijack listeners to irrelevant sidetracks or induce drowsiness by traversing the same track time and again.

History teaches that a few poignant words can influence generations. "Give Me Liberty or Give Me Death" and "I Have a Dream" come to mind. And so does the greatest American short speech ever: the Gettysburg Address. Using a paltry 266 words, Abraham Lincoln struck a chord that resonates still. How did he do it? With wisdom and semantic mastery (along with a deft command of rhetorical devices, but that's another story).

I'm tempted to go further now, explaining in detail the myriad ways I've tried to become a succinct speaker. But I'm saved by recalling a proverb that bolsters my resistance to overdoing it. "The surest way to bore is to tell *everything*." **T**

**Mark Hammerton, ATM-B**, is a member of Strictly Speaking Club 3025-62 in Portage, Michigan.



*Snappy humor for speakers*

**Karl Richter, DTM**

*Humorous comebacks to use when your only joke bombs:*

- "If you think I'm too serious now, wait until I drop the humor!"
- "Saving yourselves for the next speaker?"
- "Fine, I'll just be serious then!"
- "What's next, a motion to adjourn?"
- "Hey, it's a lot easier to get a new audience than a new joke!"
- "Where were you last week when I was trying to be serious?"
- "There are no refunds, so go ahead and enjoy yourself!"
- "That reminds me of an even funnier story . . ."
- "On a more serious note . . ."
- "Stand up and these jokes won't go over your heads!"
- "I don't have to take this . . . this is a volunteer organization!"

*Karl Richter, DTM, a professional speaker, corporate trainer and humorist, is a 30-year member of Orlando Toastmasters Club 1066-47 in Orlando, Florida, and a past district governor of District 47.*



Ready, Set, Go! . . . Where?

# 10 Places to Speak

*You've got the skills.*

*You've got the speech topic.*

*You've got the time.*

You're ready to be a real public speaker, right? But where? Many Toastmasters become competent speakers and then face a new dilemma. Where to put these skills to use? How do Toastmasters find places to share and practice their newly developed abilities?

Finding speaking opportunities is relatively simple if you know where to look. Here is a list of 10 places to begin your search:

**1 LOCAL LIBRARIES.** Libraries are often looking for people willing to come and present a program for adults or children. Ask for the program director and be prepared to give a precise description of your qualifications, your speech topic, your intended audience and the approximate length of your speech. Most programs are scheduled for 30 to 90 minutes and often feature an activity or a question-and-answer session.

**2 CHAMBERS OF COMMERCE.** Contact your local chamber of commerce for a list of social and civic organizations in your county. This list will include sororities, reading clubs and fraternal groups such as the Mothers of Twins. These groups often are eager to find new speakers for regular meetings and will be thrilled to hear from you. Make sure your speech is tailored to their interests, however. The Elks Club is not likely to care about your recent trip to the Counted Cross Stitch Festival, but a home economics club might find it interesting.

**3 SPEAKERS BUREAUS.** Most chambers of commerce also list speakers bureaus that offer names and topics of available speakers. Various companies and organizations refer to these lists when scheduling programs. Make sure your name is on the current list.

**4 YOUR COMPANY OR BUSINESS.** Many speaking opportunities may already exist within your own place of employment. Perhaps you could help train new employees or

give a speech at a retirement party. If your department's staff needs to be informed about a new policy or process, you could present it to the rest of your co-workers. Maybe you could go to schools and actively recruit graduates to work for your company. Check with your supervisors and determine what opportunities are available.

**5 LOCAL SCHOOLS.** Contact schools to see if they need speakers or programs for their classes. If you are an expert wood carver, for example, the industrial arts teacher may want you to display your work as you demonstrate your techniques. If you're a professional violinist, the music teacher may want you to speak to the school orchestra. If you've raised three young children, the home economics teacher may be interested in your thoughts on child rearing. Perhaps the speech teacher would appreciate a presentation about the Toastmasters program. Many elementary and secondary schools also have "career days" and need professionals to represent a variety of occu-







pations. The possibilities are endless! Take a close look at areas you feel confident talking about, and be sure to look beyond your job at your hobbies and personal experiences.

**6 TALK RADIO.** Does your city have any talk radio programs? If so, contact the stations to see if they need speakers for upcoming shows. Even if your topic does not fit into a scheduled program, your proposal may inspire a whole new program.

**7 SUPPORT GROUPS.** If you have had experiences that can help a specific group (from Overeaters Anonymous to new mothers to the newly retired), share them with those who are seeking help. Most support groups are listed in the phone book or can be found through your local chamber of commerce.

**8 NURSING HOMES AND RETIREMENT COMMUNITIES.** One of the most overlooked groups of people in the North American culture is the elderly. If you have information to share, or even just some time to spare, senior citizens

could be one of your best audiences. Contact nursing homes and retirement communities to see if they are looking for specific topics of interest to retirees (wise investing, boosting the immune system through nutrition, etc.). The residents at many of these places would be pleased to have you come in and read out loud, perform a little magic or provide other forms of entertainment.

**9 PERSONAL TESTIMONY.** One of the most personal ways of speaking is through testimony. Many people's first public-speaking experiences are through this avenue, often in religious settings. Other opportunities exist for personal testimony, however. If you have a doctor who has helped you in some way, for instance, she might want you to share your feelings with other patients. Or, if you have gone through some form of addiction, share your experience with others who might benefit from your story. This type of speaking is more casual and intimate, but it can also be very powerful.

**10 CONFERENCES OR SEMINARS.** On the other hand, one of the most structured and formal ways of speaking is at a conference or seminar. Whether local, regional or national, these are excellent opportunities for you to practice the skills you have learned. Some seminars may be presented through your own workplace. Talk to your supervisors about the possibility of teaching a class or leading a workshop.

You can learn about other seminars through publications (both trade and consumer) or word of mouth. If you find one you believe you could contribute to, contact the head of the sponsor organization and offer your services. The organization may put you on a contact list for upcoming seminars. Speaking at conferences can be very exciting, as they often attract large audiences from all over the country. But these speeches require utmost skill and preparation.

If you are feeling extra creative and ambitious, you can even arrange your own seminar. If you see an obvious need in the community or business world for a conference on a particular subject, this is your chance not only to speak, but also to learn how to line up other speakers, rent space and place advertising.

All of these venues can get your foot in the door and lead to bigger and better speaking engagements. Many organizations can be contacted by phone, but a well-written letter always makes a good impression. No matter which method you choose, make sure you sound confident and prepared. Know your topic, audience and speech thoroughly – in other words, remember all the excellent skills you learned in Toastmasters! Before you know it, you will have more speaking opportunities than you imagined, and your speaking ability will improve with each performance. **T**

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**Tamra B. Orr** is a writer living in Warsaw, Indiana.



# Think Before You Speak...

**Because you are  
what you say.**

I recently interviewed several business owners and corporate leaders about their hiring techniques and what I learned might surprise you. Number one, first impressions do count and number two, you are indeed judged by what you say and how you say it.

Each of these business leaders told story after story about applicants who didn't even make it past the telephone inquiry. "If the individual can't speak so I can understand and relate to him," said one North Carolina businessman, "I don't want him representing my company."

A California in-home-care service provider screened applicants through an answering machine. Only those who made a good first impression received a call back. "People who don't put effort into the way they come

HEY DUDE ... YOU KNOW  
I'M THE SLACKER FOR THE



across when applying for a job won't put effort into the job," the owner said.

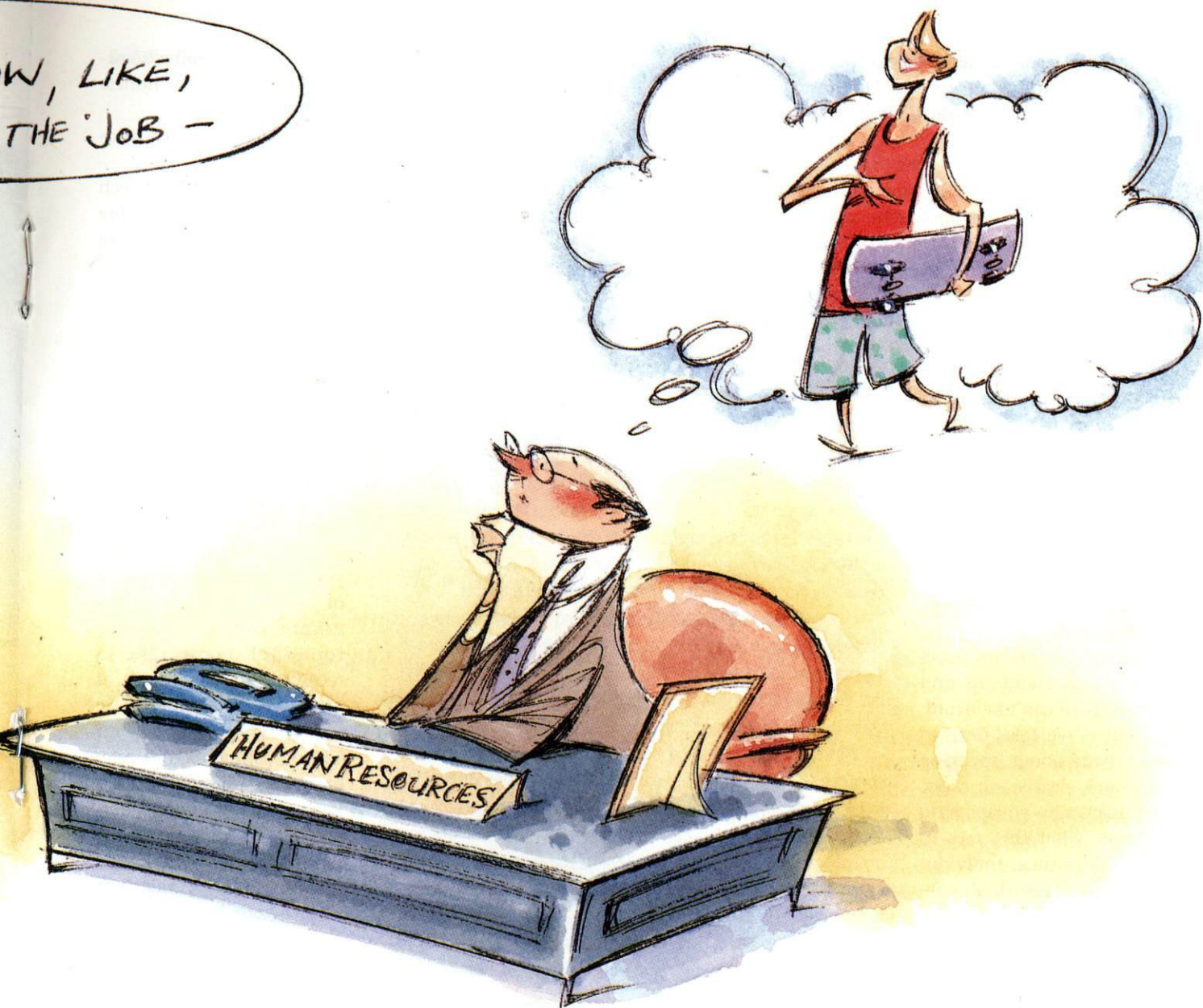
Whether you're applying for a job, chatting with associates or standing before an audience, the fact is that you create an impression the moment you open your mouth.

Are you making the impression you want to make among friends and associates? Have you ever been embarrassed by the way you came across when talking to someone or while making a presentation? Do you have certain speech hang-ups that plague your conversations? Even after months of Toastmasters experience, do you still walk away from conversations wishing you'd remained mute?

Most of us have been embarrassed by our words or our delivery at one time or another. The truth is that even articulate people find it difficult to communicate in certain situations. What's behind these communication shortcomings? "Is it me or is it the other person?" you might ask. According to experts, it could be a little of both.



W, LIKE,  
THE JOB -



BY PATRICIA L. FRY, CTM ■ ILLUSTRATION BY JIMMY HOLDER

We each develop idiosyncrasies throughout our lives, and these determine, to a large degree, how we interact with and react to others. Someone who is intimidated by authority figures, for example, might freeze up and experience communication block when approached by the boss or a security guard. A person with low self-esteem may stutter and choose words poorly when conversing with someone he feels has a better job, more money or a higher education. And, of course, we all know that an audience can turn a perfectly articulate person into a stammering fool.

I know a grammar school teacher who is comfortable in front of a classroom and can sing before an audience without experiencing even one butterfly. But she is terrified to stand on a podium and speak. This woman obvi-

ously is self-assured about her teaching and singing abilities, but lacking confidence when it comes to public speaking.

Your choice of words, tone, enunciation and grammar speak volumes about you. They reveal your level of education, cultural background, confidence level and your very nature. How can you change the way you speak? There are two surefire ways: learning new speech patterns and changing aspects of yourself.

Sometimes it's just a matter of breaking bad habits. For example, I frequently forget to think before I speak. I rush ahead with my response, concerned that the conversation will move to another subject before I have an opportunity to say my piece. Consequently, I'm often guilty of disorganized speech patterns.



A close associate of mine is consciously trying to be a better listener. Knowing my keen interest in words and communication, he'll ask me to stop and point out when he is forgetting to listen.

Pay attention to how your speech affects others. Someone who speaks softly and haltingly, looks down while talking and uses an apologetic tone is not taken seriously. An individual who throws words around with little regard for their order or proper usage comes across as lazy and ignorant. Someone who uses profanity anywhere or at any time shows little regard for those around him.

And sometimes we use certain words or adopt certain habits without even realizing it. One of my friends belongs to a women's professional organization that has everyone stand, introduce themselves and give a brief commercial about their work. She recently commented, "Some of these women don't seem to understand the first-impression concept. Some are reluctant even to stand up and many of them can't be heard. Even when we take time to coach them about speaking loudly and clearly, nine out of 10 practically whisper. Do you know what this says to me? I look at these individuals and say, "They don't care very much about themselves, they certainly don't care about me and they do not follow instructions. I wouldn't hire any of them and I'd be very reluctant to do business with them."

Even your choice of words reflects aspects of yourself. Pay attention to what you say; it may give you insight into yourself. Do you use a lot of negative terms such as can't, shouldn't, won't, don't, etc? This may indicate that you have a negative attitude. If you're chronically angry, bitter, sad or confused, it comes through in your speech. Change your mind and change your way of speaking. It can work the other way around as well. Start changing your way of speaking and see how it changes your way of thinking.

As with your grooming practices, your words say a lot about who you are and how you feel about yourself. Do you want to change the way you're being treated? Would you like to have a better job? Different friends? More opportunities? Perhaps if you change the way you speak, life around you will change. Here's how to get started:

- Determine your bad speech habits. Ask fellow Toastmasters, trusted friends or family members for honest evaluations.
- Attend your Toastmasters meetings regularly for guidance and support in your attempt to improve.
- Find a speech guru – someone whose pattern of speech and use of words you admire. Spend time observing and conversing with this person. As in the games of tennis or chess, you improve rapidly when your opponent is better than you.
- Study grammar, diction and the elements of conversation.

## Success Down Under

Australia has its own unique language, and we abuse the English language like no other nation on earth. Unfortunately, we have a very low literacy rate. The result of this manifests itself in the language. I was a plumber for the greater part of my life. My language was building-site vocabulary – a very limited choice of words, mainly profanity. I constantly dropped my H's and generally used bad grammar.

In 1986 I had a serious accident that ended my plumbing career. I started a new career as a security guard. This required me to interact with the public, reception clerks and the like. On a number of occasions, I felt that the people I was dealing with simply endured my poor speaking skills. They did not comment, but I could see it in their eyes.

When I retired five years ago, I was determined to improve my public-speaking skills. I joined Toastmasters and a whole new world started to manifest itself in my life. I was on a steep learning curve, and was a constant subject for the Grammarian. But I finally received my CTM and ATM, and my speaking and presentation skills have improved dramatically.

I owe all of whatever successes I have obtained as a public speaker to Toastmasters and its unique program. Last year I was encouraged to serve as president of my club. I have made friendships that I cherish, friendships that I am sure will be ongoing for a long time. From plumber to president, I owe it all to Toastmasters.

David Hart, ATM  
Taree RSL Club 2893-70 • Forster, NSW, Australia

- Study and practice storytelling techniques to improve your delivery skills.
- Give your self-esteem a boost. List your accomplishments, talents and skills and read the list often. Plaster your home and/or office with things you are proud of: pictures of your family, awards, certificates of commendation, copies of bonus checks received for excellence at work, etc. Congratulate yourself often for your accomplishments and celebrate your uniqueness.
- Before going to a job interview or initiating a conversation with someone you find a bit intimidating, review your list of accomplishments and skills.
- Keep learning. Study. Become involved and keep up to date with current events. This way, you'll have plenty to talk about.

- Practice conversing. Once you've implemented some changes in your speech pattern, practice, practice, practice! The more you practice, the more skilled you will become. Attend social gatherings and business events, join clubs and organizations, volunteer, start working out at a gym. Initiate dialogue often with a variety of people from all walks of life.

The key to well-delivered communication boils down to three simple things: awareness of your problems, willingness to improve and the knowledge necessary to effect change. Follow the suggestions outlined here, and your first impression will always be good and lasting. **T**

Patricia L. Fry, CTM, is a writer and regular contributor to this magazine. She lives in Ojai, California.



Knowing what makes you and others "tick" is the key to good communication.

# Understanding Personality Traits

**A** boss who is comfortable with abstract ideas and little definition gives an employee a project and tells her to "run with it." The employee, a detail-oriented type, needs more structure and guidance and carries out the project with uncertainty and discomfort. Or a Toastmasters president facilitates a

brainstorming meeting with new club officers. During the meeting, his high-energy style seems to exhaust the quiet group and he gets little input for his efforts.

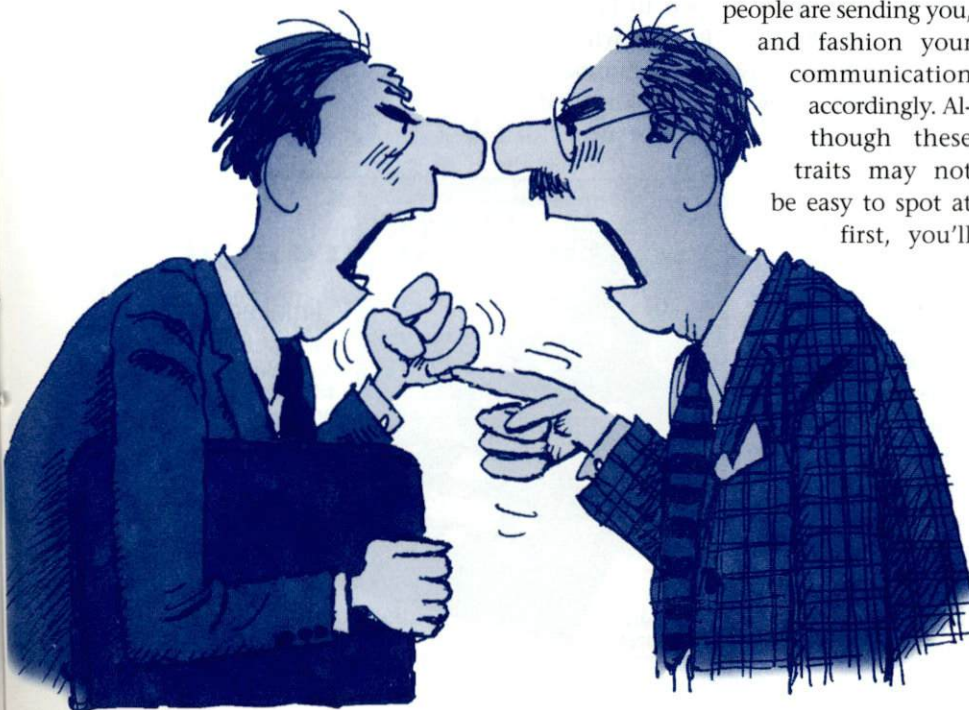
How many times have you experienced miscommunications – whether

with your spouse, boss or customers? Being aware of an individual's unique personality traits can make the difference between successful and failed communication. With a little practice, you can learn to be receptive to the personality signals people are sending you, and fashion your communication accordingly. Although these traits may not be easy to spot at first, you'll

get a better handle on them if you take time to get a sense for a person's approach to her work, observe what she's good at and how she communicates ideas. Ask yourself:

■ Does the person's energy come from without or within? Is the other person extroverted, a lover of crowds who speaks quickly without hesitation? Or are you talking to someone who is introverted and needs time to process information before speaking? Extroverted people are energized by others and prefer to express themselves by talking rather than writing. Introverted people get their energy from within and need a chance to think before acting. In the example above, an extroverted club president received little input from a roomful of introverted meeting participants. In this case, the facilitator needed to give the participants time to reflect before responding. He could have given them the opportunity to write down their input before they were called upon. The result: more effective communication and better brainstorming input.

*To communicate with extroverted people:* Be prepared for on-the-spot, intense verbal exchange. Verbal communication is more effective than written for these people.





*To communicate with introverted individuals:* Give them a chance to reflect before they respond. Depending on the situation, you might precede verbal exchange with written communication. In other situations, give introverted people the opportunity to communicate on paper, if possible.

■ **Is the person more comfortable dealing in abstractions or focusing on details?**

Do you get more excited by using your imagination to see new possibilities or do you rely on what your five senses tell you? If you prefer relying on your senses, you are probably careful about facts, good at precise work and easily accept the established way of doing things. If you enjoy abstract thinking, you like to use your intuition, occasionally get your facts wrong, dislike making time for precision and tend to question authority.

Understanding these traits is important for managers in motivating employees and maximizing their special strengths. In the example above, a manager tells a detail-oriented person to "run with it." A more enlightened supervisor would have realized this employee needed clear instructions and expectations to carry out a project. The manager could have provided the structure (in the form of timelines, goals, etc.) this employee needed.

*To communicate with people who prefer to use their intuition:* Avoid getting bogged down in details, be open to possibilities and try to understand and convey the bigger picture at hand.

*To communicate with people who prefer to rely on their senses:* Present factual information rather than possibilities, and give the person clear guidelines.

■ **Does the person make decisions based on feelings or logic?** If you saw a desperate-looking person shoplifting groceries, would you say nothing because the person looked hungry, or would you notify

management because stealing is against the law and costs the store money?

This is an example of making a decision based on feelings versus objective analysis. People who rely on feelings when making decisions are looking to create harmony, are interested in the person behind a problem or a situation and are willing to make exceptions. People who reach decisions mainly through objective analysis are interested in fairness and weighing the pros and cons of a situation. They may inadvertently hurt the feelings of others during communication.

*To communicate with people who make decisions based on their feelings and values:* Offer praise, emphasize the human element of the issue at hand and be sensitive to the person's feelings.

*To relate to people who make decisions based on objective analysis and logic:* Organize your thoughts logically, speak in terms of ideas instead of feelings and exercise objectivity and fairness.

■ **Do the people prefer order and planning in their lives or spontaneity and flexibility?** Do you make a list to organize your day or do you find a schedule constricting and prefer to remain open to last-minute possibilities? People who like order in their lives are interested in closure – they work incrementally and prefer to complete one step before moving on to another. People who are more flexible enjoy the process of reaching the goal. They have a hard time making decisions and work well under deadline pressure.

*To communicate with people who prefer order:* Present ideas in a linear, incremental manner. Make sure that

loose ends are tied up, goals are stated and you're on time to meetings.

*To communicate with people who prefer flexibility:* Remain open to change and don't press for a conclusion or a decision until the person has a chance to consider all the possibilities. If discussing a project, talk in terms of the processes rather than the goals.

Admittedly, personality traits may be difficult to assess accurately, even if you know the other person well. But even a little effort spent at understanding yourself and others will go a long way toward improving all your relationships. Try it – you'll be amazed at the results. **T**

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**Cathy Dybiec Holm** is a freelance writer living in Cook, Minnesota.

## The Myers-Briggs Type Indicator™

This is a psychological assessment tool, designed to interpret the aspects of personality described above. The Myers-Briggs Type Indicator is used in a variety of settings to improve communication and enhance an understanding of self and others. For information on the Myers-Briggs Type Indicator and related resource materials, contact Consulting Psychologists Press, Inc., 3803 East Bayshore Road, Palo Alto, CA 94303, 1-800-624-1765 or 1-415-969-8901.



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By Phillip J. Stella



The more comfortable you are with your material and delivery, the less nervous you'll be.

# Kindergarten Was Wrong – Practice Doesn't Make Perfect

MANY TOASTMASTERS PROBABLY LEARNED THAT "PRACTICE MAKES perfect" when they were in kindergarten (along with all the other things they needed to know about life). Unfortunately, this wise old saying is absolutely wrong. Practice doesn't

make perfect – practice only makes permanent. Only perfect practice makes perfect. So if you want to make it into the Toastmasters Hall of Fame, you must practice your speech the right way from the very beginning.

But wait, we're all too busy these days. Who has time to effectively prepare a speech, let alone practice it perfectly? Ask yourself what's in it for you if you do a super job, and what's the worst thing that can happen if you fail? The answers to these questions will tell you how important practicing your speech really is.

### PRINCIPLES OF PERFECT PRACTICE

■ **Practice, don't memorize.** Learn your speech, but don't memorize it. It's a definite gift to be able to deliver a memorized 10-minute speech and still make it sound spontaneous – a gift most of us don't have. Be familiar enough with your speech that a few notes will keep you on track. Thoroughly practice the most important parts, i.e. the introduction, key-point summaries and conclusion. These sections have the most impact on your message, audience and results.

■ **Practice aloud.** Practice your speech the way you'll actually deliver it – out loud, with appropriate volume, inflection, pauses and pacing. Silently reading over your outline or notes isn't enough. The more you practice aloud, the smoother and more natural your delivery will be and the more confidence you'll have.

■ **Practice standing.** Practice on your feet, unless you plan to deliver your speech sitting down. Practice any

movements: They should be motivated, logical and smooth, not like random, idle pacing to use up nervous energy.

■ **Practice for time.** Even though you don't memorize your speech, you still can practice and time each section. Indicate times on your one-page outline. If you're running over, it's better to trim or eliminate a key point so you can still have a solid, well-rehearsed and smooth conclusion. Your speech should end, not just stop because you run out of time. The audience will remember most of what they hear last, so don't trim or rush the ending.

■ **Practice positive projection.** Stephen Covey, author of *Seven Habits of Highly Effective People*, teaches us to start with the end in mind. So practice your speech with the results you want to achieve in mind. Try to visualize the audience members rising to their feet with thunderous applause, giving top scores on the evaluation form and booking you for next year at twice the price. It may sound goofy, but it really helps.

■ And, in conclusion ... Toastmasters know that one of the best ways to overcome stage fright is to do your homework. The more comfortable you are with your material and delivery, the less nervous you'll be.

It's up to you to use these concepts to achieve perfection in your practicing. Remember, "perfect practice makes perfect," and it will help you be the best Toastmaster you can possibly be. **T**

Phillip J. Stella is a professional speaker, freelance writer and training consultant specializing in presentation skill training and coaching. He is a member of ASTD Toastmasters Club 3881-10 in Cleveland, Ohio.





# YOUR 1998-99 OFFICER CANDIDATES

**H**ere's your introduction to Toastmasters International's 1998-99 Officer Candidates. On Friday, August 21, you'll have the opportunity to vote for the candidates of your choice while attending the International Convention in Palm Desert, California.

Candidates were nominated for the positions of President, Senior Vice President, Second Vice President and Third Vice President by the International Nominating Committee. The Committee's selection is presented here in accordance with Article VIII, Section 1, of the Bylaws of Toastmasters International.

It is the right and duty of all Clubs to participate in the vote, either through their representatives at the Convention or by proxy. All members are urged to give careful consideration to the qualifications of each candidate.

(Additional nominations for International Officers may be made from the floor at the Annual Business Meeting. International Director candidates will be nominated at the eight Regional Conferences to be held this month.)

## Official Notice

The 1998 Annual Business Meeting will be held on Friday, August 21, at 8 a.m., during the International Convention, August 19-22, 1998, at the Marriott's Desert Springs Resort and Spa in Palm Desert, California, U.S.A.

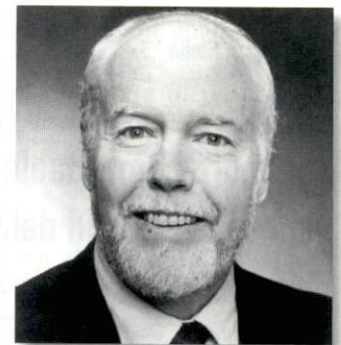
## Nominating Committee:

Pauline Shirley, DTM, Chairman; Ian B. Edwards, DTM; Jack Gillespie, DTM; Judy I. Parrott, DTM; E. Frank Poyet, DTM; Dorothy O. Chapman, DTM; Carol Blair, DTM; Ruth Newsome, DTM; Eugene M. Senderak, ATM; Frank Storey, DTM; Catherine Santana, DTM; Brian O'Connor, ATM.



## For International President

**Terry R. Daily, DTM** – Senior Vice President, Second Vice President, Third Vice President, International Director 1991-93 and District 64 Governor 1988-89. A Toastmaster for 15 years, Mr. Daily is a member of Cargill Trade Masters Club 5913-6, Crosstalkers Club 5211-6, Skyliners Club 831-64 and Forest City Club 2729-60. As Governor, he led the District to Distinguished District. He is a member of the Institute of Chartered Accountants of Manitoba, and served a one-year term on the Board of Directors as Chairman of the Professional Development Committee. Mr. Daily obtained his MBA with concentrations in finance and marketing, from the University of Minnesota in 1997 and a Bachelor of Business Administration (Honors) degree from the University of Manitoba in 1979. A Chartered Accountant and Controller for the Nutraceutical Department for Cargill Incorporated, his job responsibilities have included human resources, training, information technology, accounting and finance. He and his wife, Judy Daily, DTM, reside in Plymouth, Minnesota, with their son, Taylor.



## For Senior Vice President

**Timothy R. Keck, DTM** – Second Vice President, Third Vice President, International Director 1992-94 and District 49 Governor 1989-90. A Toastmaster for 18 years, Mr. Keck is a member of Pearl City Club 2805-49, Hickam Club 520-49 and Aloha Speakers Club 5190-49. As Governor, he led the District to Distinguished District. He received the District 49 Silver Gavel Award in 1994 and the Leadership Excellence Award in 1992. He has a Ph.D. in history from the University of Wisconsin, is a summa cum laude and Phi Beta Kappa graduate, and was a Fulbright Fellow to the University of Marburg in Germany. From 1993-1995, he served as Board President for Hawaii Habitat for Humanity. He is a founding member of the Aloha Speakers Bureau and is a member of the Honolulu Chapter of the Alzheimers Association. Mr. Keck is head of the Air Force history program in the Pacific. He has won numerous awards over the past 23 years as a program manager, a military historian and human resources development specialist with the U.S. Air Force. He and his wife, Laura Crites, reside in Honolulu, Hawaii. They have one adult daughter, Krista.





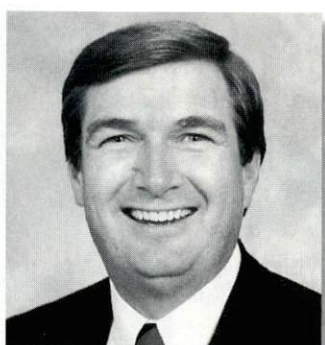
## For Second Vice President

Jo Anna McWilliams, DTM – Third Vice President, International Director 1992-94 and District 25 Governor 1988-89. A Toastmaster for 17 years, Ms. McWilliams is a member of TNT Club 4533-50 and Roving 49ers Club 6590-50. As Governor of District 25, she led the District to President's Distinguished District, and the District received the President's Extension Award during her term. She was named the District 25 Toastmaster of the Year and the District 25 Lt. Governor of the Year. She is a Certified Public Accountant and has been recognized for Academic Excellence by the University of North Texas. She is a member of the American Society of CPAs, Texas Society of CPAs, and Dallas Chapter of CPAs. Ms. McWilliams is a Senior Principal Consultant for Oracle Corporation. She is a member of the Speakers Bureaus for the United Way and Easter Seals. She and her husband, Bruce McWilliams, CTM, reside in Addison, Texas.



## For Third Vice President

Alene Haynes, DTM – An International Director 1993-95 and District 56 Governor 1991-92. A Toastmaster for 13 years, Ms. Haynes is a member of Sharpstown Toastmasters Club 2243-56 and Houston Speakers Forum Club 6514-56. As District Governor, she led the District to President's Distinguished District, and the District received the President's Extension Award during her term. She was named a District 56 Lt. Governor of the Year. Ms. Haynes is a Business Consultant currently specializing in mortgage banking. She is and has been involved in quality control, auditing and all servicing aspects of mortgage banking. She has experience in the fields of banking, oil and gas, earning advanced certifications through the American Institute of Banking. She is a member of the Alley Theatre Guild, the support group for a Tony Award recognized theater, and is active in numerous other civic and social organizations. Ms. Haynes resides in Houston, Texas. She has one adult son, Alexander.



## For Third Vice President

Alfred Herzing, DTM – An International Director 1995-97 and District 52 Governor 1990-91. A Toastmaster for 13 years, Mr. Herzing is a member of 76 Speakers Forum Club 3327-F, Professional Speakers Club 9-F, Past District Governors Club 407-F and Yorba Linda Achievers Club 9591-F. As Governor of District 52, he led his District to Distinguished District. He was Club Toastmaster of the Year six times, Area Toastmaster of the Year once and is a Division Spark Plug recipient. Mr. Herzing is Executive Director of the Unocal Year 2000 Project Management Office, managing multiple Year-2000 projects in the U.S., Europe and the Far East. He has a B.S. degree in Electronic Engineering from California Polytechnic State College. He is a past tribal chief and current treasurer of the Huya Nation in the Indian Guides and is a member of the Board for the Yorba Linda/Placentia YMCA. He and his wife, Margie, reside in Yorba Linda, California. They have one son, Adam.



## For Third Vice President

Eileen V. Wolfe, DTM – An International Director 1989-91 and District 21 Governor 1986-87. A Toastmaster for 20 years, Ms. Wolfe is a member of Doylestown Club 1540-38. As Governor of District 21, she led her District to Distinguished District. She has been Toastmaster of the Year five times. Ms. Wolfe is an International Consultant for the PA Consulting Group doing business in Europe, Canada and the United Kingdom, specializing in human resource management and business process improvement. She has a B.A. degree from the University of Manitoba, a diploma in computer science, and has earned a CMC (Certified Management Consultant) from the Institute of Management Consultants. She is a past board member of the Project Management Institute and a member of the Institute of Management Consultants. She received a community service award for chairing the Expo '86 Speakers Bureau. Ms. Wolfe resides in Harleysville, Pennsylvania. She has two adult daughters, Lisa and Tanya Billett.



# The Last Word

Epitaphs note heavenly passage with wit and wisdom.

About a century ago in England, a young widower lost his beloved wife to disease. He expressed his feelings on his wife's tombstone with the line, "My light has gone out."





Years later, the widower decided to marry again but worried about the inscription on the grave marker. He asked his bishop if he should have it erased. "Oh no, don't take it off," the bishop replied. "Just put another line under it to correct things."

The added line on the tombstone now reads: *I have struck another match.*

When Archie Arnold of Auburn, Indiana, celebrated a little too much one Saturday night, he accidentally backed his truck over two parking meters. Town officials demanded payment for the meters, which Arnold thought was only fair. But he insisted on keeping the parking meters if he had to pony up for them.

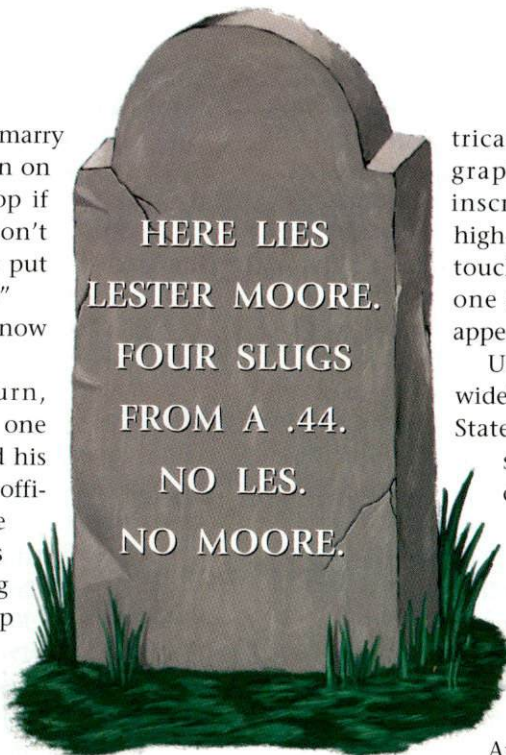
The town finally gave in and gave him the damaged parking meters. Arnold was so proud of his acquisition that he wrote into his will that the parking meters were to be repaired and, with the coin slots welded shut, installed at his grave site. Both meters read: *Expired.*

And then there is the story of the English writer Charles Lamb (1775-1834) walking through a graveyard with his sister when he was just a toddler. The lad was precocious and easily read all the tombstones with their many "virtuous," "beloved" and "charitable" inscriptions.

As they left, young Lamb asked his sister, "Mary, where are all the naughty people buried?"

Somebody should have told him the naughty are buried anywhere and everywhere, but you would never know it by reading their headstones. "The once-staid, dismal world of funerals and burials is enjoying something of a revival, because people everywhere are no longer as grim about death and dying," says Katie Karrich of Cleveland, Ohio, who writes *Tomb With a View*, a quarterly newsletter about graveyards and tombstones.

Moreover, technical advancements have made it much easier and far less expensive to cut in-



tricate shapes into stone. Even photographs of the dearly departed are inscribed onto tombstones, and some high-tech electronic grave markers, when touched, will play a video of the loved one as he, she or it (yes, animals too) appeared in the full bloom of life.

Unusual tombstone inscriptions were widely used in the heyday of the United States' much-storied Old West. Because so many Westerners lived fast and died young, their epitaphs reflect their lifestyles.

For instance, when Lester Moore, a Wells Fargo agent, got into an argument in the 1880s with a customer over a package, gunfire broke out and both men were killed. Local wags in Tombstone, Arizona, inscribed his Boot Hill marker,

which still reads: *Here lies Lester Moore.*

*Four slugs from a .44. No Les. No Moore.*

In another case, a horse was stolen from the city of Tombstone. The thief sold the horse to George Johnson, who blithely rode the steed back to town. The ensuing misunderstanding was summed up on Johnson's untimely grave marker: *Hanged by mistake, he was right, we was wrong. But we hung him up, and now he's gone.*

Doc Holiday, one of the gunmen at Tombstone's OK Corral, is buried not in Tombstone but in Glenwood Cemetery in Colorado. Holiday probably wanted future generations to think he did not really believe in violence. His tombstone reads: *Doc Holiday: 1852-1887. He died in bed.*

Continuing the comment on life during the Wild West era, a grave marker in Fort Wallace, Kansas, says: *He tried to make two jacks beat a pair of aces.*

More modern outlaws also have marked their final places of repose. Bonnie Parker, who cut a trail of cleaned-out banks and bullet-riddled people in the 1930s, left a seemingly contradictory message on her tombstone: *As the flowers are all made sweeter by the sunshine and the dew, so this old world is made brighter by the lives of folks like you.*

Kate "Mother" Barker, known as "Ma Barker" to frustrated lawmen who chased her during the Great Depression, left nothing on her tombstone in Oklahoma's Williams Cemetery that sounds remotely like a life of crime. It reads: *The darkest night shall end in bright day.* However, the grave markers of Clyde Barrow (the Clyde of the aforementioned Bonnie and Clyde infamy,) "Pretty Boy" Floyd and John Dillinger, interestingly, say nothing at all.

BY CHARLES DOWNEY ■ ILLUSTRATION BY ANTHONY STROM



Other tombstones tell us that, not long ago, a life could end by things we now consider inconvenient. On yet another tombstone in the Old West is written: *Under this stone, this piece of clay, lies Uncle Peter Daniels, who too early in the month of May took off his winter flannels.*

A tombstone in Childwold, England, also blames an untimely cause of death: *Here lies me and my three daughters, brought here by using Siedlitz waters. If we had stuck to Epsom salts, we wouldn't have been in these here vaults.*

Some headstones play with language. One in Ruidoso, New Mexico, reads: *Here lies John Yeast. Pardon me for not rising.*

A punning grave marker is found at the tomb of a straight-arrow English lawyer named Strange: *Here lies an honest lawyer, and that is Strange.* Another English headstone reads: *Here lies a man who was born Knott. His father was Knott before him. He lived Knott, did die Knott, yet under this stone doth lie.*

Yet near Council Bluffs, Iowa, a grave marker reads: *Bertha Bright Sparks. May the bright sparks upward fly.*

Some graves lament a life. In Medora, Indiana, a tombstone reads: *Some have children, some have none; here lies the mother of twenty-one.*

For his tombstone in Lee County, Mississippi, a man chose a more rustic way of ruminating about Hamlet's

famous "to be or not to be" speech: *Once I wasn't, then I was; now I ain't again.* Julian Skaggs of West Virginia also comments on the human condition. His gravestone reads: *I made an ash of myself.*

And in Pembroke, Massachusetts, a weary homemaker claims to have found things in the afterlife much to her liking. Her monument reads: *Everything here is exact to my wishes. Because no one eats, there is no washing of dishes.*

Commentary on wedded bliss is found on the grave marker of a couple from Prescott, Massachusetts: *Here lies the body of Obadiah Wilkinson and his wife, Ruth. Their warfare is accomplished.* Another dual grave in Essex, England, seems to hint of sweeter times: *Here lies the man Richard and Mary, his wife; their surname of Pritchard, they lived without strife, and the reason was plain – they abounded in riches, they no care had, nor pain, and the wife wore the breeches.*

A woman in Key West, Florida, was married to a man said to be a perpetual teenager who did not honor his wedding vows. So the wife ordered a tombstone that reads: *Frank, at least I know where you're sleeping tonight.* (So many tourists allegedly chipped away pieces of the headstone for souvenirs that she was forced to replace it without the biting commentary.)

But a man in Jacksonville, Florida, seemed to think he would never meet another woman like his wife. His gravestone says: *I promise never to marry again.*

The English poet H. J. Daniel and his wife had plots next to each other. She died first, so the poet put at his wife's grave a tombstone that reads: *To follow you, I'm not content. How do I know which way you went?* Conversely, a southern Californian who had surfed in the ocean most of his life left a grave marker that leaves no doubt about the way he went: *Caught the wave to heaven.*

Sometimes, the dearly departed are extremely private. A tombstone in New Jersey says: *Reader, pass on! Don't waste your time on bad biography and bitter rhyme; For what I am, this crumbling clay insures. And what I was, is no affair of yours!*

*"The naughty are  
buried anywhere  
and everywhere,  
but you would  
never know it  
by reading their  
headstones."*

## THE SHOW'S OVER: Celebrities Bid Final Farewell

Celebrities, with the aid of their families and business associates, must carefully weigh what is written on their tombstones, because the graves often become tourist attractions. American critic and journalist H. L. Menken coined his own headstone inscription, which reads: *If after I depart this vale, you ever remember me and have some thought to please my ghost, forgive some sinner and wink your eye at some homely girl.*

Funnyman Ernie Kovacs chose for his grave marker: *Nothing in moderation.* Comic Lenny Bruce, who led a life troubled by scrapes with the law and substance abuse, fittingly chose for his headstone: *Peace at last.*

Actress Joan Hackett who, in life, enjoyed taking what she called "sleep vacations," which were four to six days spent in bed, wrote: *Go away, I'm asleep* on her tombstone. Sportscaster Jim Healy, whose trademark phrase while reporting was, "Is it true?" turned things around for his headstone, which reads: *It is true.*

Entertainer Al Jolson, often remembered for his starring role in *The Jazz Singer*, marked his life with a huge statue of himself on one knee with outstretched arms. His epitaph is just one word: *Mammy.* Mel Blanc, former voice of cartoon characters Bugs Bunny and the stuttering Porky Pig, among others, noted his final resting place with the same signature ending heard by millions of moviegoers to let them know the show was over. His inscription reads: *That's all folks!*



In Key West, Florida, yet another indifferent marker states on both the front and back of a black polished grave stone: *Guess Who?*

Sometimes, a line in an epitaph is recycled. In 1831 in England, Major James Brush was killed when his teen orderly accidentally dropped and discharged a pistol. So the major's headstone sarcastically reads: *Well done, good and faithful servant*. Many years later, somebody died in a farm accident, and the tombstone in Chicago's Calvary Cemetery reads: *Dead by the kick of a cow. Well done, thou good and faithful servant*.

Yet another grave marker offers no sarcasm at all. When James Whitcomb Riley, a 1900-era writer known as the "Hoosier poet," learned that a neighbor's cook met an untimely demise when she fell asleep over her stove and burned to death, Riley immediately conjured up the perfect epitaph: *Well done, good and faithful servant*.

Among author Katie Karrich's favorite headstone inscriptions are: *I told you I was sick; Budded on Earth to bloom in Heaven*; and, on the grave of a woman who had an unusual concept of bliss in the afterlife, *Gone to Wal-Mart*.

"More people accept the idea that death is a part of life, and so they are more humorous about their epitaphs," Kerrich says.

Monsignor Francis J. Weber of the San Fernando Mission in San Fernando, California, was a grave digger in the 1950s and has since collected tombstone epitaphs. Among his favorites is a head stone in Schenectady, New York, which reads: *He got a fish bone in his throat, and then he sang an angel's note*.

Weber found another remarkable inscription over the grave of Anne Hopewill in Enosburg, Vermont: *Here lies the body of beloved Anna. Done to death by a fresh banana. It wasn't the fruit that laid her low, but the skin of the thing that made her go*.

"Besides an obituary in the local newspaper, about the only monument left on planet Earth by the great majority of people is a flat, rectangular gravestone marking the location of their burial," Msgr. Weber points out. So it's important that their epitaphs leave a lasting impression. **T**

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

Help Your Club Discover

# The Magic of Mentoring



Every successful Club has one thing in common —successful members. One way to help your new, and experienced, members get the most from their Toastmasters experience is by having a mentoring program in your Club. "Mentoring," part of the Successful Club Series, and the Club Mentor Program kit provide your Club with all the materials for a mentoring program.

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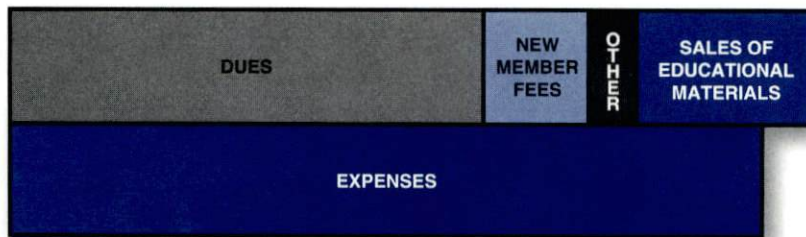
# TI Financial Report July - December 97

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

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

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

EXHIBIT A



## REVENUES/EXPENSES

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

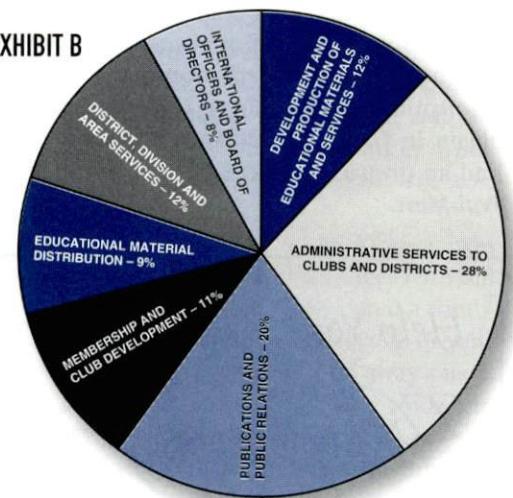
## MEMBERSHIP DUES

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

## GLOSSARY OF EXPENSES:

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

EXHIBIT B



**MARKETING, MEMBERSHIP AND CLUB DEVELOPMENT** – Includes processing new member and new club applications and developing and distributing new member and new club materials. Also membership and new club building program development, promotion and awards. Assistance to low-member clubs.

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

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



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

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

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

**DEPRECIATION** – The allocation of the cost of the fixed assets attributable to the current year. **1**

### THE RALPH C. SMEDLEY MEMORIAL FUND

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

The fund is comprised of donations from individual Toastmasters and Toastmasters Clubs and the interest earned on those donations. Contributions in from July 1 - December 31, 1997 totaled \$31,858. The fund had a balance of \$592,018 as of December 31, 1997.

## TI FINANCIAL STATEMENT JULY-DECEMBER 1997

### STATEMENT OF FINANCIAL POSITION AS OF DECEMBER 31, 1997

ASSETS	
Cash and temporary investments .....	\$ 3,243,189
Restricted cash and short term investments .....	\$ 1,331,035
Accounts receivable, net of allowance for doubtful accounts of \$10,000 .....	\$ 91,199
Marketable securities .....	\$ 8,829,817
Inventory .....	\$ 718,811
Deposits, prepaid postage and other .....	\$ 240,777
Property, building and equipment, net of accumulated depreciation .....	\$ 3,883,743
<b>TOTAL ASSETS .....</b>	<b>\$ 18,338,571</b>
LIABILITIES AND NET ASSETS	
Liabilities:	
Accounts payable .....	\$ 341,003
Funds held for Toastmasters International Regions .....	\$ 68,861
Deferred revenue .....	\$ 61,270
<b>Total Liabilities .....</b>	<b>\$ 471,134</b>
Net Assets:	
Unrestricted .....	\$ 7,706,969
Temporarily Restricted .....	\$ 9,909,529
Permanently Restricted .....	\$ 250,939
<b>Total Net Assets .....</b>	<b>\$ 17,867,437</b>
<b>TOTAL LIABILITIES AND NET ASSETS .....</b>	<b>\$ 18,338,571</b>

### STATEMENT OF ACTIVITIES FOR THE SIX MONTHS ENDED DECEMBER 31, 1997

INCOME:	
Membership charges:	
Membership fees .....	\$ 2,107,559
New member service charges .....	\$ 464,832
<b>Total membership charges .....</b>	<b>\$ 2,572,391</b>
Other income:	
Charges for educational materials and supplies .....	\$ 778,323
Charter fees .....	\$ 20,995
Interest .....	\$ 122,000
Other .....	\$ 53,740
<b>Total other income .....</b>	<b>\$ 975,058</b>
<b>Total income .....</b>	<b>\$ 3,547,449</b>
OPERATING EXPENSES:	
Executive Director, Officers, Directors .....	\$ 224,380
Marketing .....	\$ 314,011
Finance and Policy Administration .....	\$ 985,240
District and Club Administration .....	\$ 1,092,512
Cost of Educational materials and supplies .....	\$ 604,652
Depreciation .....	\$ 101,014
<b>Total expenses .....</b>	<b>\$ 3,321,809</b>
<b>INCREASE IN UNRESTRICTED NET ASSETS .....</b>	<b>\$ 225,640</b>

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

## Keep the Legacy *Alive!*

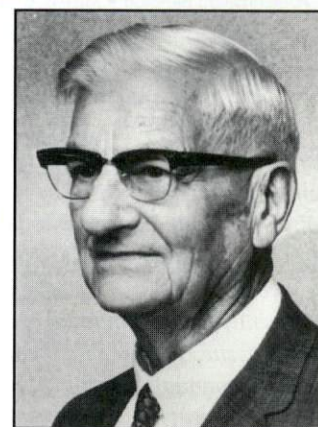
All contributions are tax deductible. Your support will result in more people learning, growing and achieving through Toastmasters. Why not discuss this during your club's next business meeting? Contributions should be sent to:

### **The Ralph C. Smedley Memorial Fund**

TOASTMASTERS INTERNATIONAL

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

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



*Ralph C. Smedley*





## TOPICAL TIPS

By Mark Majcher

**Toastmasters share their lessons learned.**

# Get the Toastmasters Fever

**T**ell someone you have a fever and that person usually will assume it is a bad thing. But Toastmasters fever is good! We want to catch it – to boldly approach a new project, endeavor or goal with a fervent attitude.

This is a forum for sharing ideas and “lessons learned.” Here are some recent reader tips:

■ A file of 3- by 5-inch cards, one for each day of the year, is handy! On one side I write important historical events that happened on that date. On the other side I write the names of people whose birthdays fall on that date. I update the cards through newspapers, television and other sources. When I go to a meeting, whether or not I am the Topicmaster, I look at that week’s cards and come up with ideas for questions. I even gain good speech ideas from them. Even the most obscure fact or event can be the seed for an interesting presentation.

CARLA AYCOCK, ATM • FARMERSVILLE, TEXAS

■ Great Topical Tips! In copying them onto my electronic card file, I often include the name and the contributor’s home town. This gives me the feeling that we are all helping each other communicate more effectively

RICHARD (DICK) BRANDT • MINNEAPOLIS, MINNESOTA

■ A great way to attract new members is to be seen reading *The Toastmaster* magazine on public transportation and in public places. By doing this, I have invited four people to our friendly club, and two of those are now members. Always stamp the magazine with the club address and phone number, and pass it on to anyone who is interested.

NICHOLAS GARLICK • MELBOURNE, AUSTRALIA

■ I recently gave 10 manual speeches on one subject. Why? As a long-term Toastmaster who has completed numerous advanced manuals, I enjoy returning to the basic manual. It is like the concert pianist who continues to practice scales to keep in musical shape.

PAULA HORWITZ, ATM-B • NEW YORK CITY, NEW YORK

■ The deadline for your next speech is quickly approaching, but you can’t seem to get started writing. Try relaxing in a chair or on a sofa, close your eyes and visualize yourself standing confidently before your audience and listening to the applause and compliments. Picture yourself feeling euphoric as you leave the room. I discovered that this process stimulates me to complete the speech. It also

brings those wild butterflies into formation.

PAULA A. COPESTICK • AKRON, OHIO

■ For Table Topics, I clipped interesting-sounding job ads from the paper and pasted them on index cards. Then each club member spoke on why he or she should get the job.

GEORGE TOROK • BURLINGTON, ONTARIO, CANADA

■ One of the more difficult tasks of any new Toastmaster is overcoming the “ahs.” This can be done by focusing on every sound that comes out of your mouth. If you have access to voice mail, every time you leave a message, use the option to listen to your message before sending it. If you hear one “ah” or other vocal imperfection, re-record your message. The first few times you do it, you might find yourself recording the message over and over. But it will train you to listen to what you are saying, and the next time you go to a Toastmasters meeting your number of “ahs” will drop significantly.

CARL GRIFFIN • DOWNINGTOWN, PENNSYLVANIA

We want to hear from you! Share with us a favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

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



# HALL OF FAME



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

## DTM

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

Richard Regalado, Jr., 4222-F  
Joan M. Way, 7368-F  
Robert Alexander Cockburn, 2175-U  
Philip L. Taylor, 2924-1  
Gerald E. Weltner, Jr., 2889-2  
Juris J. Kursulis, 2083-3  
Connie C. Mendoza, 4634-3  
Bonnie K. Belden, 5641-3  
Jerry Balistreri, 4152-5  
Beryl Anderson, 5915-7  
Nathaniel H. Randall, 51-8  
Cindy Larm, 4043-8  
Carole E. Fleming, 1424-10  
Louise Barton, 7628-10  
Patricia M. Glenn, 4397-12  
Ida G. McLaughlin, 5849-14

Jan Samuels, 9130-14  
Anita R. Baker, 2066-16  
Delores Myles, 2761-16  
Keith A. Phillips, 272-20  
E. Diane Laub, 717-20  
Brad Cook, 7300-22  
Bonnie Buckley, 5385-23  
James G. Hammitt, 6881-23  
J. Robert Stahn, 2788-24  
Edward D. Cox, 5316-26  
Marcia K. McDaniels, 3965-28  
Erma T. Lamousin, 2095-29  
Betty J. Lindsey, 4378-30  
Francis H. "Hank" Fleming, 5738-31  
J. Dawn Hodson, 7352-33  
Justin A. Gottfreid, 1003-35  
Kenneth S. Krupa, 6687-36  
Larry D. Brown, 1835-37  
Sharon K. Bares, 4833-37  
Isaac Treadwell, Jr., 6520-38  
Merideth Hildreth Fody, 7305-40  
Audrey Wight, 1171-42  
Marvelyne Louise Yarmoloy, 3870-42  
Travis T. Thibeault, 7554-42  
Ian Barry, 1479-45  
James B. Kokocki, 1479-45  
Harry G. McClenaghan, 1479-45  
Peggy Neubig, 3540-46  
Margaret C. Foster, 8069-46  
Rick Holtmeier, 2413-46  
Dale Eugene Howard, 4051-47  
T. C. Lim, 2574-51  
Seow Looi Liew, 4388-51

Aziz Mustajab, 8743-51  
Turhan Anthony Johnson, 2692-52  
Laura A. Kopulsky, 2900-52  
David Soderberg, 919-53  
Arnold S. Grot, 919-53  
James E. Quick, 1196-54  
Mary Lynn Edwards, 8441-54  
Teresita R. Rodriguez, 4638-55  
Carol Heil, 4908-56  
James L. Groh, 7610-56  
David E. Wood, 9463-56  
Candice S. Clark, 6560-57  
Lorenzo R. Cuesta, 6560-57  
Linda Wright, 1355-58  
W. Barnwell Vaughan, 5497-58  
Raymond T. Kranyak, 1586-60  
James B. MacKay, 4537-60  
Patti Zettel, 7282-60  
Sandra B. Lundberg, 8535-62  
Sue Love, 1298-63  
Connie Gilliam, 6548-63  
Ali Zaidi, 2619-66  
Carl C. Perry, 1998-68  
George Douglas Morton, 3554-70  
Marcelle Bernard, 7426-70  
Marguerite C. Cullen, 7426-70  
Larry Slattery, 9301-70  
Denis McDonald, 3579-71  
David J. Hobson, 8580-71  
Margaret A. Kerr, 4518-72  
Anna Footer, 5029-73  
Wilhelmina Tinana Demesa, 5703-75

Forsyth, 1278-37  
Tarheel, 1293-37  
Camden County, 1189-38  
49ers, 1230-39  
Toronto No. 1, 1289-60  
Kalamazoo, 1270-62

### 40 years

Harbor Lites, 1927-F  
Victoria, 2787-U  
Satanta, 2761-16  
Burrard, 1892-21  
Capital City, 2747-24  
Downriver Ambassadors, 2758-28  
Allentown, 2706-38  
Ridgewood, 2639-46  
Eureka, 2704-57  
Royal City, 2735-60

### 35 years

Spokesmen, 179-F  
Lake Greenwood, 1521-11  
NRL Forum, 3614-27  
NRL Thomas Edison, 3617-27  
Chicago, 3559-30  
OPM, 3594-36  
Bay Street Speakers, 3030-47  
Get Up and Go, 1869-55

### 30 years

Word Processors, 2866-3  
Gilroy TM, 3768-4  
Early Risers, 3265-16  
Surrey, 2590-21  
Nist, 3495-36  
Tuesday Toasters, 3004-63  
Forest, 1541-70  
Illawarra, 2822-70

## Anniversaries

### MAY

#### 60 years

Arcadia-Hoyt Curtis, 115-F  
San Pedro, 111-1

#### 55 years

Ashland, 246-40

#### 50 years

Point Loma, 198-5  
Roseburg, 604-7  
Blue Mountain, 618-9  
Riverside Prime Time, 130-12  
Los Alamos, 607-23  
High Point, 582-37

#### 45 years

Oregonian, 1226-7  
Filibusters, 1262-7  
State College, 1219-13  
Western Star, 894-20  
Northwood, 1329-28  
Chehalis-Centralia, 32-1290

#### 25 years

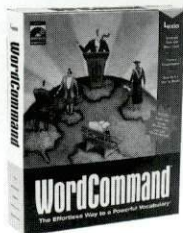
Munich, 2041-U  
Western Sages, 327-3  
King-Webster, 2491-6  
City of Atlanta, 3411-14  
Northern Nights, 3808-22  
City of Lakewood, 2554-26

#### 20 years

Positive Thinking, 949-4  
Tonka Talkers, 2119-6  
Toastburners, 997-7  
Cascade, 993-9  
Meadeators, 1746-18  
Spruce Capital, 2171-21  
Langley, 2743-21  
Patuxent River TM's, 1081-27  
Penthouse, 3618-36  
Settlement on Sturgeon, 1437-42  
Graceland, 3063-43  
Norwalk, 2785-53  
Speakers, 3447-60  
Windhoek, 3562-74

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# Club Essentials



**T**hese essential tools help your Club easily present professional, efficient meetings, making your meeting more enjoyable and informative for your entire membership.



Lectern, Wood (foldable).....#379.....\$ 55.00	Club Letterhead Stationery (set of 100).....#351.....\$ 6.00
Lectern Banner .....#235.....\$ 6.95	Envelopes (set of 100) .....#350.....\$ 6.00
Gavel.....#375.....\$ 9.95	Note Cards & Envelopes (set of 25).....#352.....\$ 5.50
Meeting Excellence Video Cassette.....#216-V, #216-P.....\$ 14.95	Invitation to Membership (set of 25).....#348.....\$ 5.25
Club Officer Handbooks (set of 7).....#1310-H.....\$ 8.00	Charter Program Cover (set of 25).....#97-A.....\$ 3.50
Master Your Meetings .....#1312.....\$ 3.00	Place Mats (set of 25).....#90.....\$ 3.00
Table Topics Game, Stand Up & Speak.....#1316.....\$ 6.50	Large Place Cards (set of 25).....#91-A.....\$ 3.50
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Mail to: Toastmasters International, P.O. Box 9052, Mission Viejo, CA 92690 USA or call (714) 858-8255 or FAX to (714) 858-1207.

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For orders shipped outside of the continental United States estimate Airmail at 30% of total, surface at 20% (minimum \$1.50). Any excess will be billed through your Club's account. California residents add 7.75% sales tax. See the Toastmasters International Supply Catalog for complete descriptions of these items.

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