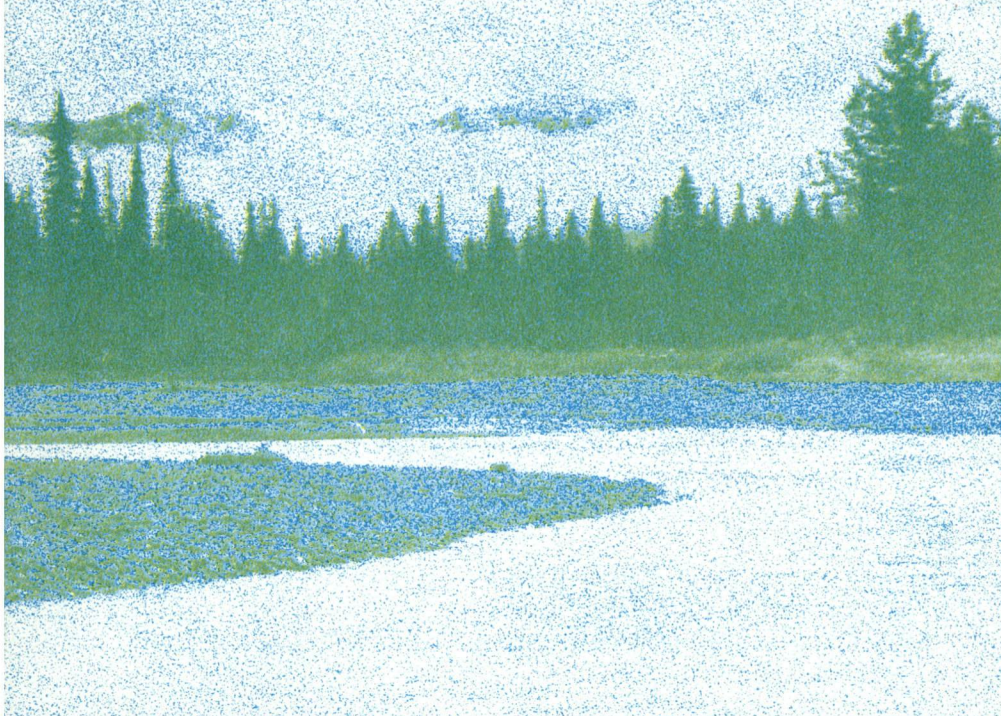


# THE toastmaster **MAY** **1973**



**ANCHORAGE, ALASKA**  
**TOASTMASTERS**  
**TOWN OF THE MONTH**

**1972-73 OFFICERS**

- President — DONALD W. PAAPE, DTM 10508 Mapleridge Crescent S.E.,  
Calgary, Alta. T2J-1Y7, Canada
- Senior Vice-President — DAVID A. COREY, DTM 4617 Duke Dr., Portsmouth, Va. 23703
- Second Vice-President — JOHN F. DIAZ, DTM 2808 S. Dorsey Place, Melbourne, Fla. 32901
- Third Vice-President — GEORGE C. SCOTT, DTM 109 Standard Plaza Bldg., Portland, Oregon 97204
- Past President — DR. RUSSELL G. HERRON 228 Camino Castenada, Camarillo, Calif. 93010
- Executive Director — ROBERT T. BUCK ENGLE 2200 N. Grand Ave., Santa Ana, Calif. 92711
- Secretary-Treasurer — HERBERT C. WELLNER 2200 N. Grand Ave., Santa Ana, Calif. 92711

**DIRECTORS**

- Adam F. Bock R.R. #2 Lincoln, Illinois 62656
- Win Chesley, DTM 1559 Plunkett St., Hollywood, Florida 33020
- Donald J. Costello, ATM 439 William St., Racine, Wisconsin 53402
- Roger A. Cuadra, ATM 3260 Benton St., Santa Clara, California 95051
- Grafton H. Dickson, DTM 62 Field St., Clifton, New Jersey 07013
- Durwood E. English, DTM 4580 Mt. Alifan Drive, San Diego, California 92111
- Salvatore A. Fauci, ATM 43 Washington Ave., Endicott, N.Y. 13760
- J. Robert Gaul, ATM 5426 Winston Road, Burlington, Ontario, Canada
- Robert G. Glenn, DTM 808 Hodge Avenue, Ames, Iowa 50010
- Jack M. Hartman, DTM 5306 Mississippi Bar Dr., Orangevale, California 95662
- Thomas M. Marchant III, DTM P.O. Box 5656, Greenville, S.C. 29606
- George S. Moses, DTM 2040 West Main, Suite #110, Rapid City, S.D. 57701
- Patrick A. Panfile, ATM 78 Stoneleigh Court, Rochester, New York 14618
- Conrad R. Peterson, ATM P.O. Mendon, Utah 84325
- Richard E. Schneider, DTM 2417 N.W. 112th Terrace, Oklahoma City, Oklahoma 73120
- William W. Steele, DTM 711A E. Country Club Dr., Apt. 6, Yuma, Arizona 85364

**FOUNDER**

DR. RALPH C. SMEDLEY 1878-1965

TOASTMASTERS INTERNATIONAL is a non-profit, non-partisan, non-sectarian, educational organization of Toastmasters clubs throughout the free world.

Toastmasters programs prepare you for today's communication and leadership demands and put you up front in your occupation and in your community. You participate in programs designed to develop your ability to communicate effectively and improve your leadership capabilities through participation and fellowship of a Toastmasters club.

Each club is a member of Toastmasters International. The club and its members receive services, supplies, and continuing guidance from the World Headquarters, Santa Ana, California, U.S.A. 92711.

# THE TOASTMASTER

**FEATURES**

- 2 "LEARN THROUGH ENJOYMENT"
- 4 YOUTH LEADERSHIP! . . . An opportunity for your club.
- 6 ANOTHER EPISODE FROM "HOW TO" . . . Ideas you can use.
- 12 A SUCCESSFUL NEWS RELEASE CAMPAIGN . . . is not difficult if you follow these suggestions.
- 18 SPECIAL CONVENTION SECTION . . . Have A Holiday In Houston!
- 30 IS THIS YOUR CONFERENCE? . . . A word to the wise about advance planning.
- 38 TOASTMASTERS TRAINING IS TOPS . . . by Congressman David Towell.

**DEPARTMENTS**

The Action People .....	3	Clubs in Action .....	34
Hall of Fame .....	25	New Clubs .....	36
Anniversaries .....	27	Blooper Quiz .....	37
Town of the Month .....	29	Project Fun .....	40

Published monthly by Toastmasters International. Copyright © 1973. Second Class postage paid at Santa Ana, California, and additional mailing offices. Toastmasters International, 2200 North Grand Avenue, Santa Ana, California, 92711. All material submitted shall belong to Toastmasters International unless otherwise stated. Author's opinions are not necessarily those of the organization. The names "Toastmasters" and "Toastmasters International" are registered trademarks of Toastmasters International, Inc. Marca Registrada en Mexico. PRINTED IN U.S.A. Address all communications to THE TOASTMASTER, Santa Ana, California.

**PAUL TAYLOR**  
Editor

**BRUCE L. ANDERSON**  
Managing Editor

**PHIL INTERLANDI**  
Art Director



LEARN  
THROUGH  
ENJOYMENT

Donald W. Paape, DTM  
International President

Take a moment and reflect upon your life during the last six months; what highlights immediately come to mind? A warm, fun and friend-filled Christmas? A smashing New Year's Eve welcoming 1973? A ski weekend with perfect snow? The drive to the country when the sky was so clear and the air seemed to sparkle? The basketball game jammed with action until the last second? The year's final golf game? Chances are that most or all of your personal reflection included episodes which were pleasant. Yes, generally, we remember best those things we enjoy. Our Founder, Dr. Smedley, realized this when he stated that Toastmasters is most effective when we are learning in moments of enjoyment. Reflect again and recall those Toastmasters meetings that you believe helped you to grow the most. Chances are they were meetings that were well-planned, well-programmed, and ones that you really enjoyed.

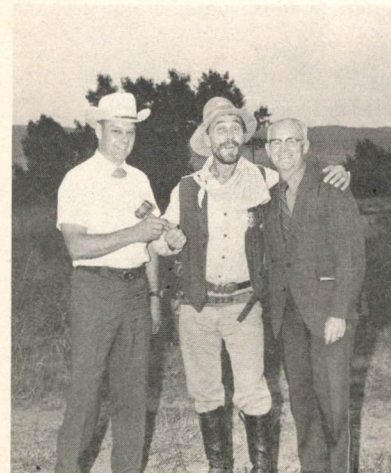
Let's strive to make all our Toastmasters meetings meaningful and enjoyable, filled with warmth, friendship, good fellowship, fun, and a refreshing and relaxed atmosphere. They should be the types of gatherings that a visitor "cottons to," that makes him feel welcome, a part of the group, and eager to return.

Through the years, as one visits clubs and districts throughout International, it becomes quite evident that the strong, vibrant and healthy clubs are those that *enjoy* their Toastmasters involvement.



**MATERIALS SCIENTIST** — **Alan Wolfenden** of Fountain City Club 1266-63 in Knoxville, Tennessee, has been named materials scientist at the Physics and Engineering Laboratory, Dept. of Scientific and Industrial Research, New Zealand.

**COSTAR CURTIS COPS COVETED CASPER CLUB CLUNKER** — **Ted Lee** (left), president of Pioneer Club 97-26 in Casper, Wyoming, presents a club gavel to **Ken Curtis** of TV's *Gunsmoke*; **David Foote**, who helped charter the club in 1936, was also present.

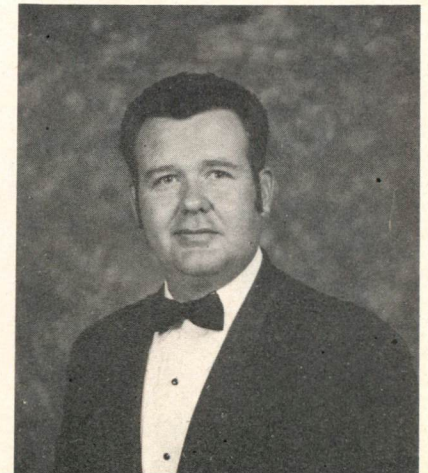


**OUTSTANDING EMPLOYEE**—**Lee Evers, ATM**, past president of Ardmore Club 1320-16, Oklahoma, received a commendation in recognition of outstanding achievement as a field representative of the Social Security Administration.

**ORGANIZATION PRESIDENT** — **John A. Olejar** of Youngstown Club 1986-10, Ohio, has been elected president of the 55,000-member Slovak Catholic Sokol Fraternal Organization.

**NEW DIRECTOR** — **Lee Pollock**, past president of Verdugo Hills Club 434-52, California, has been promoted to Director of Meat Buying and Merchandising for the Ralph's Grocery Company.

**STUDENTS' WHO'S WHO** — **Thomas J. O'Brien**, charter member of Dolphin Toastmasters Club 3170-58, Charleston, South Carolina, has been selected to appear in the 1973 Who's Who Among Students in American Universities and Colleges, a directory honoring outstanding campus leaders.



# YOUTH LEADERSHIP!

Summer is fast approaching and school will be out. Why not consider a club community project this summer—like the Toastmasters Youth Leadership Program?

This is an opportunity for you to pass along some of the skills you have learned as a Toastmaster to the young people of your community. You will benefit from the great satisfaction of helping eager young people in their self-development; your club will benefit by an improved community image and increased interest in club membership; and the community will benefit by improved communication between the generations.

YLP prospects are everywhere: Scouts, 4-H, church groups, vocational training groups, summer employees.

Want to give it a try? Write to World Headquarters for a registration form and an explanation of procedures. Since the class must be registered before materials can be shipped, allow at least four weeks before the class is scheduled to begin for processing and shipping.

Start planning now for a Youth Leadership class **this** summer! Get the parents involved and you have a natural source for new members.

WASHINGTON, D.C.—CIESCO Club 3594-36 held its fourth YLP for summer employees of the U.S. Civil Service Commission, and graduated 26 participants. Shown here are (from left) USCSC Personnel Director Anthony Hudson, YLP winning speakers Linda Brown and Janet Pegues, Area Governor Craig Pettibone, and Club President Laurence Lorenz.



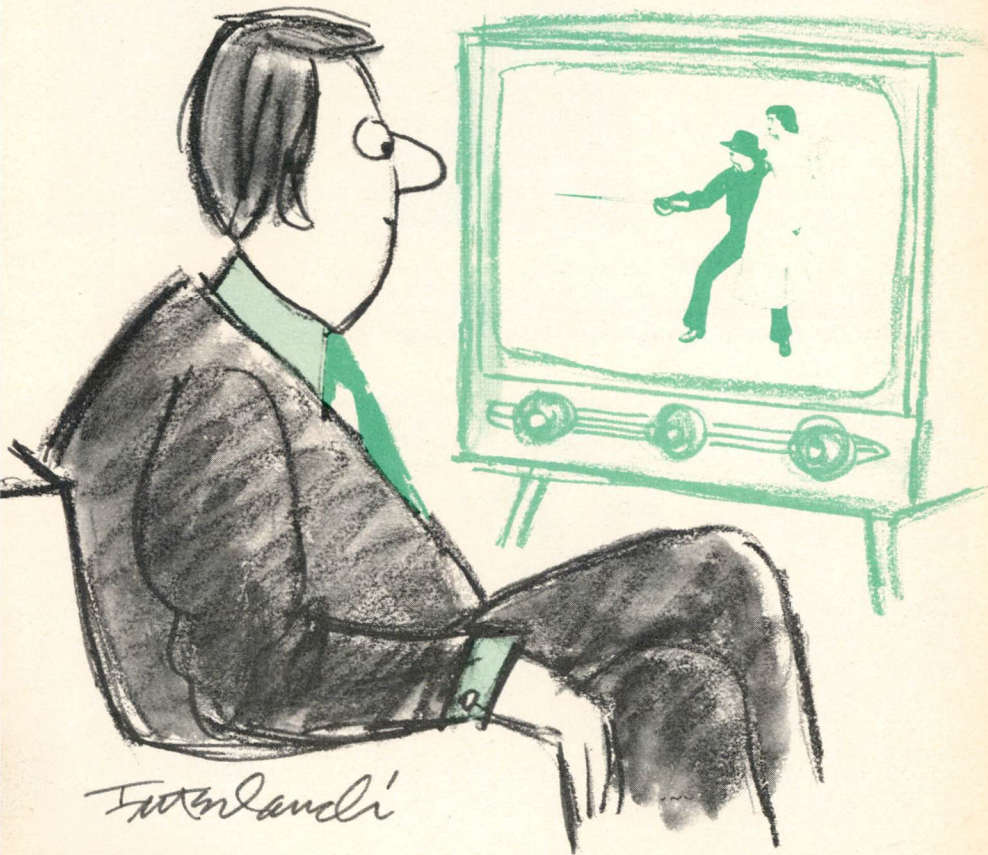
WILMINGTON, DELAWARE—Rufus Barber (center), educational vice-president of Delaware Club 1378-18, congratulates YLP graduates Cheryl Guers and Larry Newton. In all, twelve Toastmasters shared in the program, involving twenty students.



ST. LOUIS—Aerospace Club 2753-8 conducted YLP for the Boy Scouts, combining the Toastmasters program with the Scout Public Speaking Merit Badge requirements. The first program graduated twelve Scouts.



## Another Episode in



## The continuing story of

# "HOW TO"

Joseph Eden, DTM, sent us information about a great club program he discovered at Waltham Federal Toastmasters Club in Massachusetts. Read what he said and see if you can use the idea in your club!  
"Coaaaht Riiize!!!"

With this familiar cry, the bailiff brought the entire room to its feet. His Honor entered slowly and ponderously, resplendent in robe and wig, and took his place on the bench. With a bang of the gavel the court was now in session and the case of 'Charlie Brown, Libelee vs. Lucy Brown, Libelant' began.

And it was some trial! The judge lost his temper several times, two people were evicted from the courtroom, a 'surprise witness' claimed to be the bigamous wife of the defendant, cat calls and hooting from the spectators' seats interrupted the trial, and the

tears and sobs of an overly emotional plaintiff brought the court proceedings to a halt several times.

By now you will have guessed that this was no ordinary process in our courts: indeed it was unique, for the participants and spectators in this 'trial' were members and guests of Waltham Federal Toastmasters Club 2566-31.

I consider this to be the most original meeting of any club I have seen, in Waltham, Massachusetts. Forty members—yes, you read this correctly—and 24 guests were present at an educational experience which is worthy of repeating here.

In its constant search to improve club meetings, this club came up with the idea of holding a trial. They planned for several weeks to make this one of the most successful meetings and,



Facing off for the trial in Waltham are (from left) Donald Martin, attorney for the libelee; Janet Pinault, libelee; Peter Murphy, judge; Ladislaus Jodaitis, bailiff; Joseph Miliario, "unruly spectator"; and Morris Phillips, attorney for the libelant.

because of all the planning and the work which went into this effort, it was an enormous success.

The educational vice-president did not wish to deprive any of the members of an opportunity to speak so he decided to have the principals in the trial played by those who would normally have been scheduled as five to seven minute speakers. The judge, the bailiff, and the counsel for the plaintiff and defense fell into this category. The witnesses were on the stand for no longer than two minutes at any time.

The jury, which was asked to participate with 'comments' during the proceedings, was also actively involved. An attorney acted

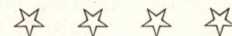
as a guide to the judge to keep the trial within some reasonable bounds of good order and legal accuracy. But what caused the biggest test of the counselors' ability to think quickly and to change their content was the unexpected appearance of surprise witnesses in the court room. Only the educational vice-president was aware of this part of the program and it became a true test of resourcefulness by these participants when new developments had to be taken into consideration.

The timing was handled by the judge and as soon as a speaker had reached his limits he was gavelled down by His Honor. As an observer, I must comment that

I have seldom seen a club audience so involved at a meeting. The quick pace of the activities at the bench and at the witness chairs allowed no time for anyone to become bored or lethargic. The guests were amazed at the expertise of the speakers, at their humor and quick wit, and at their

amazing ability to alter their trend of thought in mid-stream.

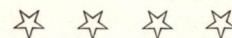
As a result of this success, future meetings in a similar vein are planned, such as a simulated political convention, or a town meeting, or a board of directors meeting."



Some interesting Table Topics subjects came out of a joint meeting of Space Center Club 2189-1 and Inglewood Club 114-1 in Inglewood, California. In this program, you are a famous person from the past who has returned to life to comment on "today." They include:

- Abraham Lincoln on civil rights
- Thomas Edison on television programs
- Mozart on pop music
- Isaac Newton on science
- Pocahontas on the Indians' problems today
- Al Capone on crime and society
- George Washington on the presidency today
- Don Juan on Joe Namath
- Knute Rockne on football

Why not take this as a starting point for your next Table Topics?



Professor Gustav White of Quakertown Toastmasters Club 19-F in Whittier, California, sent us his Prescription For a Good Speech. He assures us that taking this medicine will guarantee a good speech:

1. Decide on an interesting subject.
2. Gather ample material, preferably on 3 x 5 paper slips.
3. Arrange the material logically.
4. Write the speech in full.
5. Read it aloud three times.
6. Write on a card the key word for each paragraph.
7. From the key words, practice the speech aloud three more times, preferably to your wife or a sympathetic listener. (Time it).

You are now ready for a good speech!

Roger Langley, president of Gold Coast Club 2727-47 in West Palm Beach, Florida, sent us a plan called "How To Increase Your Club's Publicity." Although it's not exactly club programming, it is the first step toward club excellence. This is what he wrote:

"Here's an action plan to multiply your club's publicity and attract new members. Club 2727 of West Palm Beach has put this plan into operation and has received more printed, aired and televised publicity in two months than it has in the past two years.

Your club can do the same by following this simple, proven plan.

1. Make up a media list by checking your Yellow Pages under the headings of newspapers (weekly and daily), shoppers, magazines, radio and TV stations. Don't pass any up. They are all important.
2. Address a business-size envelope to each news outlet.
3. Prepare your news release for some FUTURE event. Make sure your release is typewritten, double-spaced, on one side of the page. Do not send carbons; editors don't like them. Make sure your release tells the who, what, when, where and how of your event. Double check to see that you have the time, place and date correct. Make sure you've used complete names and addresses. Don't use nicknames (James, not Jim) or abbreviations (121 Sherman St., West Palm Beach, not W. Palm Beach). Correct all spelling errors. List a name, address and telephone number where the editor can obtain further information.

4. Buy a post card for each news outlet on your media list. Address all the cards to yourself; then on the other side write the following:

The name, address and telephone number of the news outlet.

Then write: Editor, please check the appropriate box:

Send Toastmasters news releases  Yes  No

Send photos  Yes  No

Feature ideas  Yes  No

Please list your deadlines:

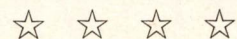
5. Stuff each envelope with a copy of your press release, a post card and a copy of TMI folder #100 "Here's News About the Action People," and mail.
6. Watch newspapers and listen to the radio and TV to check which of the media are using your releases. Keep records.

7. Collect returned post cards from those media which indicated they want TMI releases and make a file. (We sent out 34 and got back 15, including four radio stations, two TV stations and nine newspapers, all of which are using our releases regularly).
8. Note deadlines and other requirements and plan your press releases accordingly. Caution! Don't ignore deadlines. Don't send a release late and hope it will get in. It won't and the editor will put you down as an amateur and a pest. Get it out on time or don't send it!

This is a simple plan that works. Once you discover an editor's needs and requirements there is no trick to getting publicity—just give him what he wants and when he wants it.

This plan has increased the publicity for Club 2727 by 1000 percent. Increased publicity means you will attract more prospective members and more prospects mean more members. Club 2727 has added seven members in less than 60 days, after adopting this plan."

*Has your club found a successful "How To" program? If so, send it to THE TOASTMASTER, with photographs where appropriate, so other clubs may benefit from your experience.*



## COMING NEXT MONTH!

The first part of a series on problems you may encounter every time you speak in public . . . 17  
Presentation Pitfalls and How To Avoid Them.

by Walter Poindexter, Club 1728-25

When you read a news article you see who, what, when and where in the first paragraph—a complete summary in one or two short sentences. The next few paragraphs will fill in the details of why and how for complete coverage. Success in getting news articles printed requires *FIRST*, a determined interest on the part of the writer in having a successful news release campaign; *SECOND*, an active Toastmasters club to write about; and *THIRD*, and very important, the cooperation of the local papers.

Many clubs already have a good working relationship with the local papers. A comparison with what other clubs do, however, could reveal areas where improvements can be made. Local papers need local news for their readers. The larger papers usually limit the club or local news, emphasizing instead the national news. If the larger papers are the ones you submit information to, then the information should follow a certain pattern. It should be short and to the point, with no flowery words or advertising. These papers do not need much filler material, but it *is* important



# A Successful News Release Campaign

from the District 25 bulletin, "Hot Line"



that these papers get a regular flow of information.

A club news chairman should strive to get all club members' names in the papers within a reasonable period of time. In every article it is important to state the club president's name, to keep one person identified with the local club. The names of other clubs participating in the program is also a necessity. Not only will the articles have a different readership from week to week, but each Toastmaster whose name appears in print will be encouraged to become more active.

The job of club news chairman should go to the man who has the patience and the time to write articles regularly and plan the news release program. Consider all of the factors presented in this article when you map out your successful news campaign.

### **News Article Variety**

The task of the club news chairman is much easier when your club has a varied program. The papers want to print news which will attract the reader's interest; the same program theme will soon grow old—not only to the reader, but to the members. The write-up of news articles, from week to week, should be done slightly differently, with a new twist each time. Repetition should be kept to a minimum.

### **Program Variety**

TI has several booklets which outline how you can put variety into your programs. Check your copy of the Supply Catalog for the ones that interest you. These can form a solid basis for news articles. At least three articles can be written for each of the program types you plan. One article should be about the upcoming variety of programs. A second article should be timed for release the day before, or on the day of, the meeting, giving some of the background for the meeting (timing is important for this article to insure that it gets to the paper before their deadline). The third article should be written after the meeting, describing the details of the recent event.

Items representing upcoming events form excellent news releases for the paper. They represent a future story to generate interest in community activities. Lead-in stories build up and reinforce the next news release. Consistency and regularity are very important.

### **News Article Outline**

Review your local papers to see what types of club news are printed, and note the style of the articles as a guide for your contributions. Pattern your articles along these lines. This is an efficient way to determine the policy of a paper. Wording of the news article is important,

and you should talk to the club news editor on this subject. This is best accomplished after several of your articles have been printed.

### **Continual Flow of News**

Submit news releases to the paper on a regular basis. The paper may print only a part of each article at first. Do not give up, but keep sending information in a more concise form. Your article length may be a problem. Many papers use club articles as filler and will edit to suit their needs. This should be acceptable to you, since a continual flow of printed material in reduced form is better news coverage than one large article. This is another reason to keep the flow of news releases going to the papers. The object is to keep Toastmasters before the community in the form of a report on a current news event, without obvious advertising.

Additional information should be added to each article as the paper begins to print the news articles. Do this to find the saturation point of what the papers will print. Use variety in each article and keep repetition to a minimum. Add comments about significant parts of the program, additional names and occupations of program participants, and guests' names. Include short paragraphs on a segment of the program, which can be deleted in the article

without changing the overall meaning. This gives the paper flexibility in printing all or part of a given article.

### **Editor Judgment**

Never press an editor to print a specific article. Your best bet is to forget it and go on to the next. Available space, tone of the article, amount of re-write, other available club news, current news and local happenings—all are considered by an editor.

### **Staff Reporter**

The club news editor or staff reporter is responsible for the content of the printed articles. Meet him and discuss the form of the article, the content and his deadlines. The club news chairman should be interested in reporting news in a form suitable for print, with a minimum of re-writing by the staff reporter. Not only is your valuable time saved, but the staff reporter's job is made easier. Your discussion about improving the news articles will give the staff reporter more confidence in his source of news. It might be a good idea to take him to lunch, find out what he knows about Toastmasters, and fill in the gaps in his knowledge.

### **Minimum Re-Write**

Practice is needed to write an article which will need a minimum of change before going to press. Writing the article so the staff reporter will only make a

few changes will save you and the reporter time and trouble. The fewer changes he has to make, the better your chances of getting an article into the paper. Write only what the paper will print. This can only come from practice, and that is why it is important for the club news chairman to keep a steady flow of information going to the paper. Review the articles which are printed and see how their wording compares with what you have submitted.

#### **Prompt News**

Getting a news release to the paper promptly is a key factor in whether or not an item will be printed. For a meeting on Tuesday night, for example, the latest the article should be submitted is Thursday morning, in order to make the Saturday or Sunday paper. Obtain deadlines from your paper and be consistent in getting the news to the paper. If you are consistent, the reporter will begin to depend on your articles to help him in his search for news. Some articles can use the word "recently" in place of the date and still be printed. Advance planning must be made for news articles on upcoming programs to insure adequate news coverage before the event. Be sure to take into account newspaper deadlines, normal delay in typing and printing at the paper, the delay in getting the article to the

paper, and the time required to actually write the news item you have submitted.

#### **Be Specific**

Specify who, what, when, where, why, and how in the news article, without an advertising tone. A readable first paragraph or opening sentence is the place to put most of this information. This is what will catch the reader's eye and interest him in reading the rest of the article. Additional information about the meeting should then follow, to complete the news article and amplify the elements of why and how. The staff reporter, after he reads the article, will be able to create a title or headline to catch the reader's eye.

#### **Extra Words**

Modifiers, like "exceptional," "the best," or "outstanding," should only be used with an award. These words should not be used to amplify a task such as "an exceptional speech was made by Joe Hall," or "Bill Self did an outstanding evaluation of the speaker." These words used in this form express an opinion and the events, when viewed by a different person, may not have been outstanding or exceptional. Acceptable use of the words occurs when related to an award such as "Best Evaluator" or "Outstanding Toastmaster."

Elimination of these modifying words from the news article will result in a concise article which states facts and will be easy to read.

#### **Different Articles**

Send a different article to each paper even though they are written about the same event. The same wording should not be used. Never send a copy; rather, send an original to each paper. A news article sent to a paper is a "scoop" or exclusive for that paper. With different articles to the local papers, one will not have old news in the event that another paper has published the article in an earlier edition.

#### **Photographs**

Use photos for special recognition or emphasis. Remember, a picture is worth a thousand words. Clear, sharp black and white photos are required. Good Polaroid pictures are acceptable to most papers and offer the fastest method of getting the information to the press. Keep the number of people in the photograph to a minimum, preferably four or five. Get close to the subjects so that the picture is filled and shows no surrounding activity. Send different photos to the different papers. Treat the photographs like the news releases, as an exclusive for each newspaper. Write a caption for the picture to identify the sub-

jects and the purpose of the photo news release.

#### **Compliment Paper**

Assurance of a job well-done and recognition are important. If you receive good coverage from your paper, be sure to write a thank-you letter. Express your thanks to the editor of the paper for his and his staff's support of the local Toastmasters club. Be sure to send a copy of the letter to the staff reporter.

#### **Outside Speech Activities**

Many Toastmasters have outside speaking engagements. Some are job-related and some are community involvement projects. A short write-up describing these activities, saying that a Toastmaster made a speech about (a subject) to (a specific group), is needed. This will be a special news article that will present Toastmasters to the community. It should be slanted to emphasize the man's community involvement and his background. Emphasize to the club members the need to bring these activities before the community in a factual manner.

#### **Contests**

The speech contests conducted at club, area and district levels are a natural for a series

(Please Turn to Page 24)

# HOUSTON!

August 15 is the date . . . Houston, Texas, is the place . . . for the 42nd Annual Toastmasters International Convention.

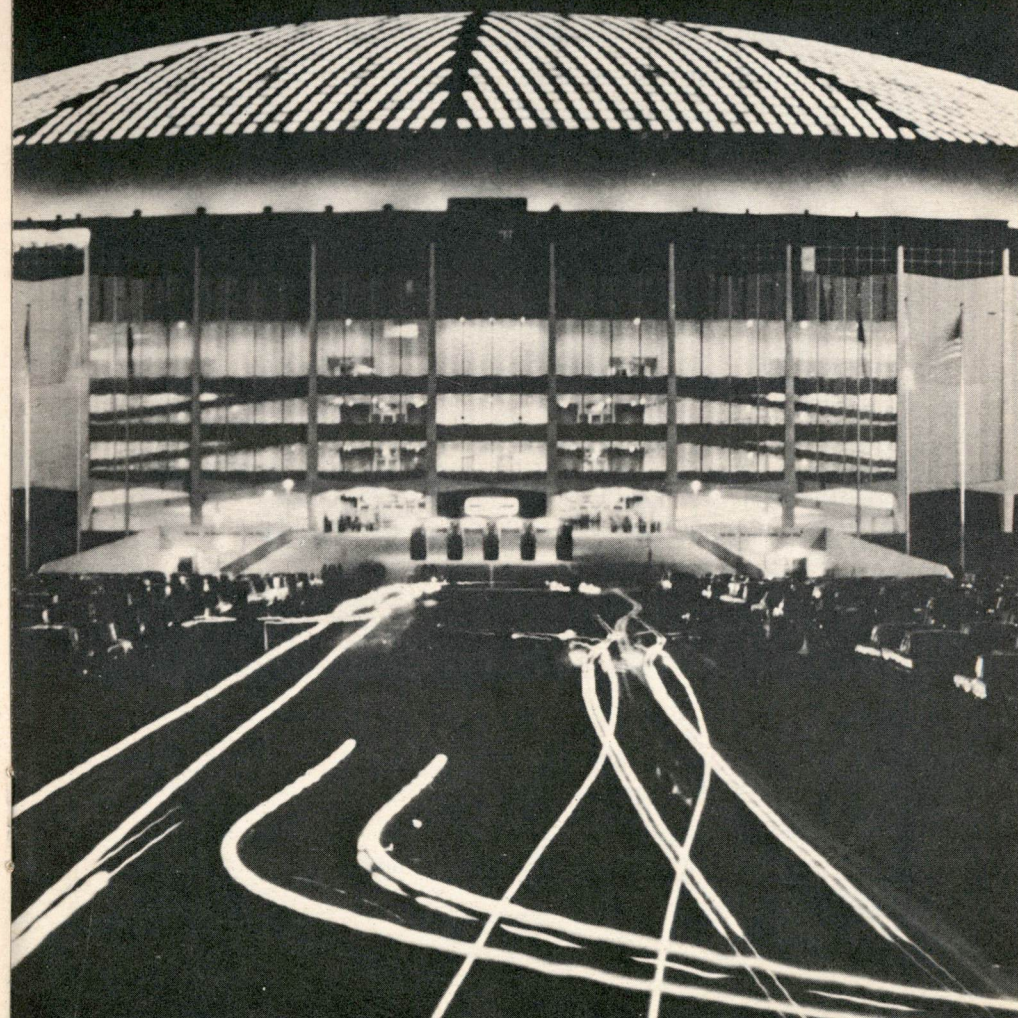
*There will be fun, education, ideas, workshops, guest speakers, dinners . . . everything to make this convention a memorable one.*

- The convention will open Wednesday, August 15, and the highlight of the day will be the presentation of the Golden Gavel Award to S. I. Hayakawa (see page 23).
- Thursday will feature the Idea Fair, including displays of new TI material and programs, and recognition of outstanding achievements. Dr. Richard Salzman of New York will be guest speaker of the day. Thursday night will be Host District Fun Night, with the theme of "Houston Holiday."
- All day Friday will be devoted to educational sessions on timely Toastmasters topics, such as the 50th Anniversary, excellence in club programming, membership and new club development. The speaker for Friday will be a longtime convention favorite, David Schmidt. Friday evening will feature the President's Dinner Dance and installation of the 1973-74 International Officers.
- While Hall of Fame recognition will continue throughout the convention, the highlight will come Saturday morning with the Hall of Fame Breakfast and International Speech Contest.

Be sure to bring your family. The hotel has a swimming pool and the city of Houston is full of attractions for sightseeing, shopping, and entertainment. And Toastmasters' wives should not forget the Wednesday morning coffee with Mrs. Paape.

Additional activities are being planned daily, so don't miss the convention! Mail the registration forms today! Have *your* holiday in Houston!

# HOUSTON!



**ADVANCE CONVENTION REGISTRATION  
42nd ANNUAL CONVENTION  
AUGUST 15-18, THE SHAMROCK HILTON  
HOUSTON, TEXAS**

(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1973-74.)

Registration will be required at all general sessions on Wednesday, Thursday, and Friday, Pre-register and order meal-event tickets now! ATTENDANCE AT ALL MEAL EVENTS WILL BE BY TICKET ONLY. Advance registrants will receive a claim ticket for a packet of Toastmasters materials.

Please have my advance convention registration packet and tickets to the following meal events waiting for me at the Advance Registration desk.

_____ Member Registrations @ \$7.00 .....	\$ _____
_____ Ladies Registrations @ \$2.00 .....	\$ _____
_____ Youth Registrations (9 years and older) @ \$1.00 .....	\$ _____
_____ Tickets District Governors' Luncheon @ \$5.00 ea. ....	\$ _____
(Wed. noon August 15)	
_____ Tickets "Houston Holiday" @ \$10.50 ea. ....	\$ _____
(Thurs.; Dinner, Dancing, Entertainment)	
_____ Tickets President's Dinner Dance @ \$12.00 ea. ....	\$ _____
(Fri.; Dinner, Dancing, Program)	
_____ Tickets Hall of Fame Breakfast and International Speech Contest @ \$4.50 ea. ....	\$ _____
(Sat.)	
TOTAL	\$ _____

Check enclosed for \$ \_\_\_\_\_ (U.S.) payable to Toastmasters International. All advance registrations must reach World Headquarters by August 3.

**(Cancellation reimbursement requests not accepted after Aug. 3)**

(PLEASE PRINT)

CLUB NO. \_\_\_\_\_ DISTRICT NO. \_\_\_\_\_

NAME \_\_\_\_\_  
 WIFE'S FIRST NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_ ZIP \_\_\_\_\_  
 NO. CHILDREN ATTENDING (Elementary School Age) \_\_\_\_\_  
 (Jr. High School Age) \_\_\_\_\_ (Senior High School Age) \_\_\_\_\_  
 If you are an **incoming** district officer, (**other than district governor**), please indicate office. \_\_\_\_\_

(PLEASE PRINT)



**FOR ADVANCE CONVENTION  
REGISTRATION...complete and mail to:  
TOASTMASTERS INTERNATIONAL  
P.O. Box 10400 • Santa Ana • California 92711**

**FOR HOTEL  
RESERVATIONS**

**...complete and  
mail to: Reservations Manager  
Shamrock Hilton • P.O. Box 2848  
Houston • Texas 77001**



**APPLICATION FOR  
HOTEL ACCOMMODATIONS**

42nd Annual Convention  
August 15-18, 1973  
Toastmasters International  
HOUSTON, TEXAS

- Please reserve \_\_\_\_\_ single room(s) at \$18.00 each
- Please reserve \_\_\_\_\_ single room(s) at \$22.00 each
- Please reserve \_\_\_\_\_ twin room(s) at \$24.00 each
- Please reserve \_\_\_\_\_ twin room(s) at \$28.00 each
- Please reserve \_\_\_\_\_ junior suites, single at \$26.00 each
- Please reserve \_\_\_\_\_ junior suites, twin at \$32.00 each

All rates European Plan (no meals included).

One and two bedroom suites available.

For additional information, please write the hotel reservations manager.

I will arrive approximately \_\_\_\_\_ a.m. \_\_\_\_\_ p.m. on August \_\_\_\_\_, 1973. (Rooms will be held until 6:00 p.m. on the date of arrival unless deposit is forwarded.)

I am sharing the room with \_\_\_\_\_  
 NAME \_\_\_\_\_  
 ADDRESS \_\_\_\_\_  
 CITY \_\_\_\_\_ STATE/PROVINCE \_\_\_\_\_  
 COUNTRY \_\_\_\_\_ ZIP CODE \_\_\_\_\_

**To be assured accommodations at the Shamrock Hilton this form must be received at the hotel by July 31, 1973.**

# FEATURED SPEAKERS

Houston '73

Convention

A longtime convention favorite, David L. Schmidt will be speaking on the subject of "Body Language." Mr. Schmidt is a management consultant specializing in market development and personnel training. He is a graduate of Wichita State University and has a Master's degree from the University of Kansas. He is the author of "Read to Remember," "Managing Management Time," "A Guide to Better Writing," and many journal articles.

Mr. Schmidt serves as guest lecturer at many universities, including the universities of Michigan, Utah, and Vanderbilt. He was active in sales with Good-year and Western Auto and served as a school administrator before turning professional attention to consulting in 1966.

Mr. Schmidt was co-founder of Schmidt, Pryor and Company in 1971. Each year he addresses over 150 meetings on various management, marketing, and communications topics.

Dr. Richard Salzman will also be speaking at the convention, on the subject, "Notes on the New Time, or A Look At What's Ahead." Dr. Salzman is Director-Editor of Research for the Research Institute of America, the largest industry-supported business advisory organization in the United States. The Institute studies issues affecting business, including taxes, foreign trade, government regulations, the status of the economy, industry development, new products, and management.

Dr. Salzman did undergraduate work at the University of Chicago, received a Master's degree from the University of Cincinnati, and did further graduate work at Columbia. He is a former vice-president of the People to People Foundation set up by President Eisenhower, and has spoken to business and association conferences and conventions throughout the United States on the subject of the future we face.

## DR. HAYAKAWA TO RECEIVE GOLDEN GAVEL



Samuel Ichiye Hayakawa, Ph.D., internationally known author and lecturer was selected by your International Board of Directors to receive the Toastmasters International 1973 Golden Gavel.

Dr. Hayakawa has lectured in Norway, Denmark, Sweden, and Germany in 1960 as American Specialist under the auspices of the U. S. State Department.

His books include *Oliver Wendell Holmes; Language in Action; Language in Thought and Action; and Symbol, Status, and Personality*. He has also edited and contributed to *Language, Meaning, and Maturity; Our Language and Our World; and The Use and Misuse of Languages*.

*Language in Thought and Action* has been translated into Swedish, Chinese, Japanese, Korean, Portuguese, Finnish, German, French and Spanish.

Dr. Hayakawa was born in Vancouver, B.C., Canada, was graduated from the University of Manitoba, and received his M.A. degree (English) from McGill University, Montreal. He earned his Ph.D. in English (American Literature, linguistics) at Wisconsin. He has taught at the University of Wisconsin, Illinois Institute of Technology (Chicago), University of Chicago, and is President of San Francisco State College.

Dr. Hayakawa is a former member of the TI Educational Advisory Committee.

of articles. You can write several articles about the club speech contest and the winner at the club level. Additional news can be written about area contests. These require a schedule to insure complete coverage at each level and timing as to when each article will be sent to the paper. These are types of articles that can be outlined ahead of time, since a series of known steps will be followed. They should be planned out by dates of release to the paper, then rough drafts should be made, with a final draft after the winner is known. This will allow the article to be written more easily and given to the paper as current news.

#### Highlight Local Club

Bring out club member names and local areas as soon as possible in the article. News of local interest is what the papers want, and outside activities should therefore have second place. Beginning news stories with the name of the hometown and then the Toastmaster's name is a way to bring this out quickly. An activity which occurs in another town should be written to emphasize how the hometown member participated in the activities, instead of saying that the activities in the adjacent town were attended by the local members.

#### Special Emphasis

All the proceedings in a Toastmasters club meeting could not

be told effectively in a short news article. Single out a particular segment for each article and explain briefly what the segment is and how it benefits the members. Take care to minimize the advertising tone. Only a few sentences are needed to add variety. A different segment can be covered in the next article.

#### Top Billing

The goal of the Toastmasters Communication and Leadership Program is to develop the speaker's ability, and therefore news articles should give top billing to the speakers. The winning speakers have the spotlight, and progressively fewer words should be said about the other speakers, such as the Table Topics winner or Best Evaluator. Emphasis should not be given to other items of club business or future activities if it will take away from the winners. If these other activities are of major importance, you should write a separate article.

#### Quotes

Quotes used in the news article are effective eye-catchers and bring out the special emphasis made by the speaker. This technique will set the speaker apart for his unique choice of words. This provides variety for the news article and a challenge for future speakers

to come up with a phrase that is worthy of quoting. However, continual use of quotes in each article becomes ineffective for the readers. Only the best, the unique phrase which will add emphasis in the article about the speaker, should be used. Make a quote something the speaker will be glad he said.

*EDITOR'S NOTE: Clubs are encouraged to carefully consider*

*the suggestions presented in this article, and then put them into practice. Publicity for your club or district is not an easy job, but it is a necessary one and the guidelines in this article will help you avoid the mistakes that are usually made by someone new to the job. Portions of this article will be included in the new TI publicity and promotion manual, to be available for the Spring conferences.*

---

*Walter Poindexter is Assistant Governor of Area 10, District 25, and a member of Arlington Club 1728-25, Texas. He is employed by Vought Systems Division of LTV Corporation.*

---

## hall of fame

#### DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International highest member recognition, the Distinguished Toastmaster award, has been presented to the following:



**Thomas H. McKerie**  
Smedley No. 1 Club 1-F

**Wesley E. Colley**  
Twin Cities Club 735-39

**Al Fahlman**  
Edmonton YMCA Club 2478-42

**Raymond E. Cooper**  
TMC of Newington Club 3509-53

**Thomas L. Eure**  
Merrimac Club 3125-66

## ABLE TOASTMASTER (ATM)

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

**Howard E. Chambers**  
Narrators Club 1398-1

**Robert K. Martin**  
Davis Monthan Sagar Club 16-3

**Leon Van Wynsberghe**  
Sun City Club 1643-3

**Frederick H. Jacobs**  
San Mateo Club 191-4

**Melvin Steiner**  
San Mateo Club 191-4

**William J. Scheler, III**  
TGIF Management Club 3328-4

**Jerome T. Crane**  
Pacific Beach Club 54-5

**Thomas J. Phillipp**  
Convair Club 3745-5

**Dr. William N. Dudley**  
Early Birds Club 3907-6

**George D. Jentsch**  
St. Clair Club 496-8

**Chuck Shaw**  
Sunrise Club 160-9

**Neil W. Eft**  
Alliance Club 767-10

**Earl J. Buchheit**  
St. Marys Club 1309-13

**Leo F. Simbeck**  
St. Marys Club 1309-13

**Roger W. Tilbrook**  
Monroeville Club 2954-13

**George M. Deen**  
Capitol Hill Club 709-16

**Edward C. Rogers**  
Capitol Hill Club 709-16

**Leo Herlacher**  
Duncan Club 978-16

**Melvin J. Swenson**  
Roadeo Club 1339-19

**W. A. Malaski**  
Lincoln Club 370-20

**Mark Motis**  
Belcourt Club 2453-20

**Ben Chambers**  
Ancient City Club 616-23

**Ben A. Belk**  
Caddo Club 1435-25

**James W. Shelton**  
Littleton Club 2177-26

**Robert F. Happel**  
Ellsworth Park Club 2745-30

**William L. Bowen**  
Auburn Morning Club 329-32

**Valti W. Powell**  
Science Center Club 2133-36

**David S. Friedman**  
Revenooers Club 3653-36

**Nirmal S. Cheema**  
Tracy Club 1353-39

**Donald L. Schelegel**  
Carthage Club 553-40

**Robert M. Muzzerall**  
Dartmouth Club 3119-45

**Leslie E. Cabe**  
Cosmopolitans Club 2655-46

**Chauncey Euffa**  
Cosmopolitans Club 2655-46

**John J. Dugan**  
Orlando Club 1066-47

**John E. Pierce**  
Happy Valley Club 2096-47

**Wilford D. Thompson, Jr.**  
Palatka Club 2310-47

**Lawton M. Green**  
Nomad Club 2593-47

**Irvin I. Corwin**  
North Hollywood Club 147-52

**Stuart H. Wilson**  
DSD Club 3757-52

**Walter J. Duncan**  
Columbia Club 1393-58

**Moe Rudner**  
Mount Royal Club 2827-61

**Jimmie D. Turner**  
Oak Ridge Club 1858-63

**Leslie T. Harden**  
Eastside Club 1076-72

**George L. Olson, Jr.**  
Bangkok Club 2010-U

**Louis D. Strong**  
Ramstein Club 2442-U

# anniversaries

## 35 YEARS

**Arcadia 115-F**  
Arcadia, California

**San Pedro 111-1**  
San Pedro, California

**Cactus Gavel 120-5**  
El Centro, California

## 30 YEARS

**Ashland 246-40**  
Ashland, Kentucky

## 25 YEARS

**Jaycee 130-F**  
Riverside, California

**Occidental Club 613-1**  
Los Angeles, California

**Point Loma 198-5**  
San Diego, California

**100 Valleys of Umpqua 604-7**  
Roseburg, Oregon

**Blue Mountain 618-9**  
Walla Walla, Washington

**412 Lakes 615-20**  
Detroit Lakes, Minnesota

**Los Alamos 607-23**  
Los Alamos, New Mexico

**Ancient City 616-23**  
Santa Fe, New Mexico

**High Point 582-37**  
High Point, North Carolina

**Orlando 28-47**  
Orlando, Florida

## 20 YEARS

**Oregonian 1226-7**  
Portland, Oregon

**Filibusters 1262-7**  
Portland, Oregon

**State College 1219-13**  
State College, Pennsylvania

**Williston 894-20**  
Williston, North Dakota

**Gavellers 1302-24**  
Omaha, Nebraska

**Northwood 1329-28**  
Pleasant Ridge, Michigan

**Chehalis-Centralia 1290-32**  
Chehalis, Washington

**Menomonie 1272-35**  
Menomonie, Wisconsin

**Forsyth 1278-37**  
Winston-Salem, North Carolina

**Tarheel 1293-37**  
Raleigh, North Carolina

**Camden County 1189-38**  
Haddonfield, New Jersey

**49ers 1230-39**  
Sacramento, California

**Toronto No. 1 1289-60**  
Toronto, Ontario, Canada

**Kalamazoo 1270-62**  
Kalamazoo, Michigan

# anniversaries

## 15 YEARS

**Harbor Lites 1927-F**  
Newport Beach, California

**Cloquet 2771-6**  
Cloquet, Minnesota

**Kellogg 245-9**  
Kellogg, Idaho

**Explorer 2723-14**  
Chamblee, Georgia

**William E. Borah 2701-15**  
Idaho Falls, Idaho

**Santanta 2761-16**  
Fort Sill, Oklahoma

**Burrard 1892-21**  
Vancouver, B.C., Canada

**Trail & District 2776-21**  
Trail, Canada

**North Platte 2739-24**  
North Platte, Nebraska

**Capital City 2747-24**  
Lincoln, Nebraska

**Downriver Ambassador 2758-28**  
Ecorse, Michigan

**Bay De Noc 2754-35**  
Escanaba, Michigan

**Cavalier 2765-36**  
Arlington, Virginia

**Allentown 2706-38**  
Allentown, Pennsylvania

**Ridgewood 2639-46**  
Ridgewood, New Jersey

**Greater Victoria 2736-56**  
Victoria, Texas

**Eureka 2704-57**  
Eureka, California

**Early Bird 2174-58**  
Charleston, South Carolina

**Royal City 2735-60**  
Guelph, Ontario, Canada

**Tuesday 1611-63**  
Nashville, Tennessee

**Victoria 2787-U**  
Hong Kong, British Crown

## 10 YEARS

**Spokesmens 179-F**  
Westminster, California

**Idaho County 285-9**  
Grangeville, Idaho

**Magnavox 2568-11**  
Fort Wayne, Indiana

**Philipsburg 2949-13**  
Philipsburg, Pennsylvania

**Monumental City 3465-18**  
Baltimore, Maryland

**Dockyard Recreation 867-21**  
Victoria, Canada

**Silvertones 3559-30**  
Chicago, Illinois

**Tower Talkers 3575-30**  
Chicago, Illinois

**Windjammer 3576-30**  
Chicago, Illinois

**Ciesco 3594-36**  
Washington, D.C.

**NRL Forum 3614-36**  
Washington, D.C.

**NRL Thomas Edison 3617-36**  
Washington, D.C.

**Tall Town Toasters 3189-44**  
Midland, Texas

**Corps of Engineers 3030-47**  
Jacksonville, Florida

**Get Up And Go 1869-56**  
Austin, Texas

**West Berkeley Y 3609-57**  
Berkeley, California

**Columbia 1146-63**  
Columbia, Tennessee

# town of the month

## ANCHORAGE, ALASKA

Anchorage, the largest city in Alaska, with half the state's population, is also the air, sea, and rail center of the state. It was founded in 1915 as a construction port for the Alaska railroad, but its boom period was during and after World War II when the city became a key aviation and defense center.

By the late 1950s, Anchorage was third among U.S. cities in volume of air traffic, because of its location as "Air Crossroads of the World" and its favorable flying weather. The deep water Port of Anchorage serves 80% of Alaska's needs and last year handled more than two million tons of cargo.

A variety of cultural and recreational facilities is also available to the citizens of Anchorage, with libraries, concerts, movies, a museum, parks, trails and scenic areas.

The Anchorage area has three Toastmasters clubs: Ptarmigan Club 979, Kashim Club 3243, and Polaris Club 2985, all in District 67.

Congratulations to Anchorage as the May Toastmasters Town of the Month!





"Fellow Toastmasters," said the District Governor, "we have already run forty-five minutes overtime. The hotel requires the room to prepare for another event. Therefore, the remaining program must be cancelled."

You sat there stunned. This was the District Spring Conference. As Area Governor, you had urged all five clubs in the area to send their officers to attend the conference, in order to learn how to run successful meetings. Already, a couple had to leave

because of other commitments. Others had become restless, waiting for the event in which they were interested to get under way.

"Why had this happened?" you asked yourself. "Why hadn't the meeting followed the schedule so that all pertinent subjects could be covered? Was there something that you could have done to speed things up?" A couple of times you had mentioned to others that things seemed to be dragging.

Later that night you reviewed the events of the day and checked the notes you had made. Gradually, the picture came to light. The printed program had indicated that this was to be an illuminating and successful conference. However, it was clear that several costly mistakes had been made.

#### **Mistakes Were Made**

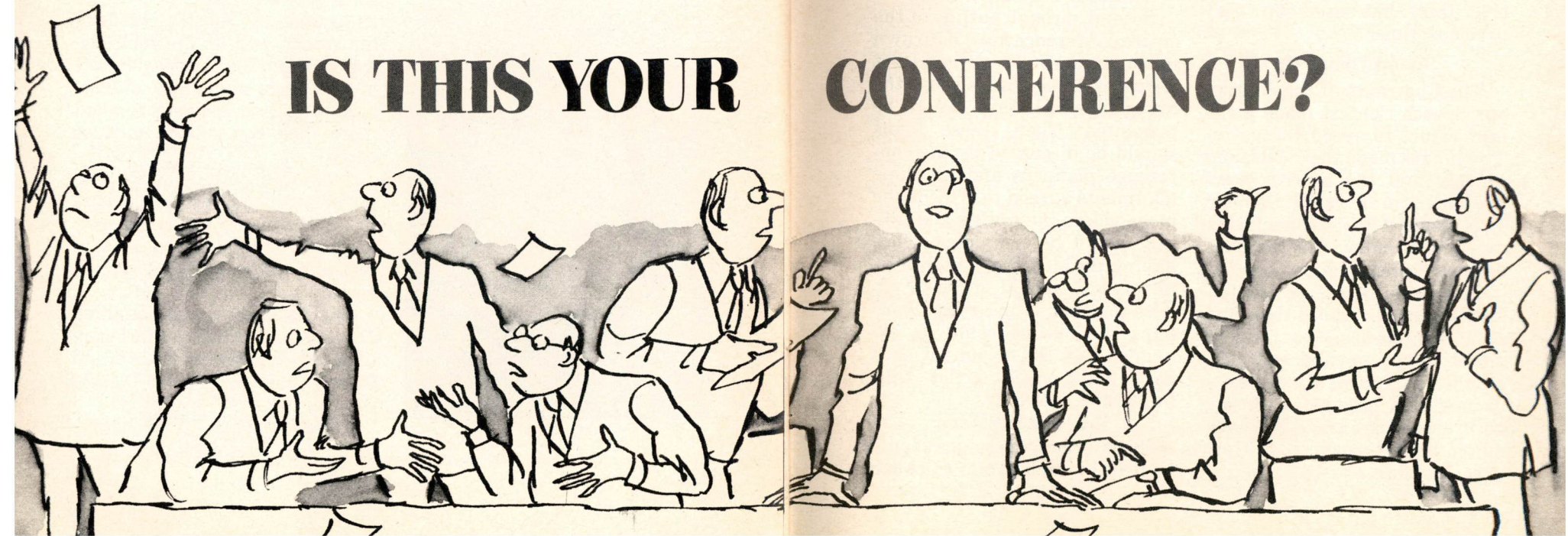
First, the opening ceremonies were almost a half hour later than scheduled. The Conference Chairman had been ready to start on time, but the District

Governor told him to delay "because others will be attending." Then, there were a number of announcements about what would take place. This could have been left out because everyone had the printed program. Also, there had been announcements about the Ladies' Program, which had already started in another room. Your wife had later said that this program had run like clockwork. The chairman was connected with the production-end of the local television station and knew

by Walter W. Leonard, Club 3507-46

## IS THIS YOUR

## CONFERENCE?



the importance of adhering to a schedule.

A fifteen-minute break had been scheduled between the morning session and the luncheon. This time and more was used up in lengthy discussions on each item of the program. It was only after the head waiter insisted that the luncheon began.

Here, again, there was havoc. The Luncheon Chairman, when introducing those at the head table, expanded upon the reason each guest was seated there. The local mayor was guest speaker; not having been advised of the fact that we were running behind time, he spoke for over half an hour. It was a good, informative talk, but used up very precious time.

### **Speed Things Up**

The Chairman of the Humorous Speech Contest made a valiant effort to speed things up. The judges made their decisions quickly and the awards were presented in a rapid manner. This resulted in picking up seven or eight minutes. But the damage was already done.

The Administrative Lieutenant Governor chaired the afternoon conference. He tried to speed things up and each session-leader cut his presentation as much as possible. It looked as if every item could be covered, if only superficially. However, because the hotel needed

the room, this was not possible, and several items had to be left out. These were the ones that had been left for the end of the program in order to leave a lasting effect on the audience.

### **Avoid These Problems**

How can you avoid a fiasco like this at your next conference? First, you should remember that every item of interest cannot be explored to its fullest extent. Only the highlights can be presented and this must be done as dramatically as possible. Those who desire more detailed information can secure it from the participants later on. These men are always glad to expound on their favorite subjects.

### **Outline the Conference**

Second, a rough outline of the entire conference must be drawn up in advance. This should list all items to be covered and the order in which they are to be presented. Then, these items should be discussed by the conference planners and the time allotments agreed to. This is the place where the giving and taking should be completed. Once having decided the time limits, all present should agree to adhere to them. If necessary, perhaps the outline could be expanded to a full script for each participant, with strict time limits for everyone.

### **Practice Sessions**

Third, practice sessions should be held by each group to polish

its presentation. This is the time to consider each item very carefully, to determine which facts will be most informative and interesting. Those which seem to be of only minimal importance should be eliminated. After these sessions, each group should be ready to make its finest presentation, within the time allowed.

### **Start on Time**

Finally, the great day arrives. The Conference Chairman should begin promptly on time. As we all know, 85% to 90% of those attending will be there at that time. They are the ones to be considered—not the few who will arrive later. Similarly, those in charge of the conference should also be in place at the starting time, with tables and materials set up and ready to go. Announcements should be kept to a minimum. The chairman should stop each presentation when the time limit has been reached. Each succeeding group should be prepared to begin promptly. A ten or fifteen minute break, provided at the end of the morning session, will allow everyone sufficient time to be in the dining room for the luncheon.

The time required for serving the luncheon should be discussed

with the management. To this should be added enough time for such items as invocation, introduction of the dais, any pertinent awards, and the guest speaker. The speaker should be advised of the time he may use for his speech. You will find that such people will always be glad to cooperate.

Your afternoon program can now proceed in an orderly manner. Sufficient time will be available so that each presentation may be effective. Remember that the image and attitude of the opening ceremonies will set the tone for the whole conference. They should be run in a precise manner and always on time. There should be a logical development between the tone-setting opening and the final events, which will stand out most in the audience's memory.

By following this format, those attending your conference will look back on it as one which was most valuable to the district and to all who were present. Isn't that really what you want?

*EDITOR'S NOTE: If you are involved in planning your district conference, or any large meeting, be sure to read TP's MEMBERS, MEETINGS, AND MEALS (No. 220).*

---

*Walter W. Leonard is a charter member of Equitable Club 3507-46, New York City, and former area governor. He is retired from Equitable Life.*

---

# clubs in action

**Bangkok Toastmasters Club 2010-U**, Thailand, has elected a truly international officers' committee this term. Its seven members come from seven different countries: India, Thailand, Holland, Laos, the Philippines, Sri Lanka, and the United States.



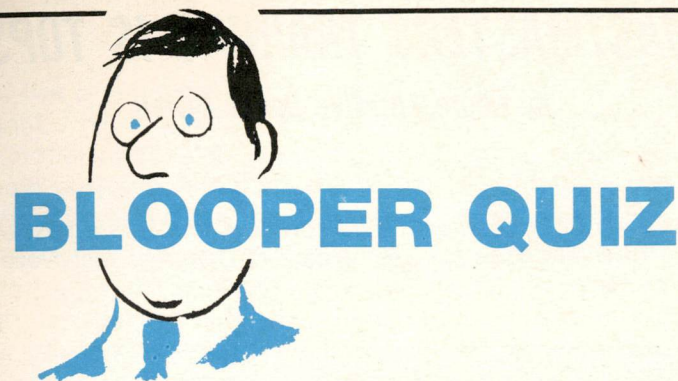
OPPOSITE PAGE: *Top*—Congratulations are extended at the chartering of the **Morning Nights Club 2875-65** in Endicott, New York. At the presentation were (from left) Robert Borsching, District 65 governor; Blinn Spohn, club sec.-treas.; Salvatore Fauci and Patrick Panfile, International Directors; and Eugene Camadella, club ed. vice-president. *Center*—The **Social Security Administration Toastmasters Club 2884-18** in Woodlawn, Maryland, has a new member. He is U.S. Senator J. Glenn Beale (third from right), shown here with the club founders at their fifth anniversary celebration. *Bottom*—**Los Angeles Club 3** recently celebrated its 45th anniversary and honored its 91 year-old founder, J. Gustav White (second from left), still a very active psychologist. Others are (from left) President Bernie Weinberger and Past Presidents Don Conroy and Newman Dorr.



# new clubs

Chartered During February and March, 1973

- 3278-2 **SEATTLE SPIKES CLUB**—Seattle, Wash.—Thurs., 6:15 p.m. Conference Room, 201 S. King Street. (624-1900) **Sponsored by NORTHEAST SEATTLE CLUB 1161-2.**
- 3401-2 **ENUMCLAW CLUB**—Enumclaw, Wash.—Sat., 7:30 a.m. Harolds Restaurant, Griffin and Blake. (TA5-4383) **Sponsored by DALBERT RYCHTER.**
- 2685-7 **CITY HALL CLUB**—Medford, Oregon—Thurs., 7:30 a.m. City Hall, Room 338. (773-7355) **Sponsored by MEDFORD CLUB 67-7 and JACKSON CLUB 2319-7.**
- 3367-7 **EARLY FLYERS CLUB**—Vancouver, Wash.—Tues., 6:15 a.m. Airport Inn, 9113 N.E. 117th Avenue. (892-6540) **Sponsored by TOTEM POLE CLUB 610-7.**
- 2135-8 **COLUMBIA CLUB**—Columbia, Missouri—Sat., 8:00 a.m. City County Building, Broadway. (882-6693).
- 417-11 **KENTUCKY LAKES CLUB**—Murray, Kentucky—Wed., 6:45 a.m. Triangle Inn Restaurant, South 12th Street. (753-2962).
- 2957-11 **MARTINSVILLE CLUB**—Martinsville, Ind.—Mon., 7:00 a.m. First National Bank Hospitality Room. (342-3344) **Sponsored by CHECKER FLAG CLUB 2007-11.**
- 3777-17 **TOP O' THE MORNIN' CLUB**—Butte, Mont.—Mon., 6:30 a.m. Harrington's Cafe, 45 West Broadway. (773-6581) **Sponsored by BUTTE CLUB 378-17.**
- 2686-18 **ENGINEERING SOCIETY CLUB**—Baltimore, Md.—Tues., 12:00 noon. Engineering Center, 11 W. Mount Vernon Place. (825-6621) **Sponsored by GUNPOWDER CLUB 2562-18 and TOWSON CLUB 2707-18.**
- 2366-20 **LINTON CLUB**—Linton, N. Dak.—Tues., 6:30 p.m. Renschlers Cafe. (254-4441) **Sponsored by BISMARCK CLUB 717-20.**
- 2202-24 **A ROUSERS CLUB**—Omaha, Neb.—Tues., 7:00 a.m. Hinky Dinky Supermarkets, 4206 So. 108th Street. (331-7103) **Sponsored by OMAHA TRAFFIC CLUB YAWN PATROL 1852-24.**
- 2337-30 **FAA GREAT LAKES CLUB**—Des Plaines, Ill.—Tues., 11:30 a.m. FAA Regional Office, 2300 E. Devon. (694-4500) **Sponsored by PARK RIDGE CLUB 381-30.**
- 594-40 **REYNOLDSBURG CLUB**—Reynoldsburg, Ohio—Thurs., 6:45 p.m. Ohio Federal Savings & Loan, 7110 E. Main. (235-2085) **Sponsored by DCSC OFFICERS CLUB 1740-40.**
- 1071-44 **ABILENE CLUB**—Abilene, Tex.—Mon., 6:00 p.m. Bartons Cafeteria, River Oaks Shopping Center. (692-5643) **Sponsored by BROWNWOOD CLUB 3461-44.**
- 2903-47 **EVERGLADES CLUB**—Fort Lauderdale, Fla.—Thurs., 5:30 p.m. Florida Dept. of Transportation, 780 S.W. 24th Street. (524-8621) **Sponsored by WEST BROWARD CLUB 2903-47.**
- 2791-48 **SELMA CLUB**—Selma, Ala.—Mon., 6:30 p.m. (874-6271) **Sponsored by MONTGOMERY CLUB 1334-48.**
- 2306-56 **CHAPARRAL CLUB**—Conroe, Tex.—Thurs., 7:30 p.m. River Plantation Country Club. (273-2777).
- 2237-64 **THE PAS CLUB**—The Pas, Manitoba, Canada—Mon., 6:00 p.m. Cambrian Hotel. (623-3844).



Well gang — after a month of rest we're back with more BQ. You've all been practicing your grammar in the meantime, right? Here is another chance to match wits with world leaders in the spirit of better communication, with slips of pen and lip collected by Toastmaster Billy Blooper.

**Test your BQ (Blooper Quotient) by circling the incorrect word or words.**

- (1) "I want to express my own personal thanks . . ."
- (2) "Loan me one."
- (3) "The look is contemporary, yet traditional in tone."
- (4) "It's hard for we in the rural areas . . ."
- (5) "Prior planning . . ."

#### ANSWERS:

- (1) One can express his thanks without adding **own, personal** — words that are redundant.
- (2) Hold on, and I'll **lend** you one — a dictionary, that is. You lend something — a loan — if you are speaking carefully.
- (3) Only a schizoid furniture dealer could sell something that was both **contemporary** and **traditional**. Please choose one.
- (4) It's hard for us in the city to understand poor grammar. Use **us** as the object of the preposition **for**.
- (5) Nonsense. **Planning**, by definition, is **prior**.

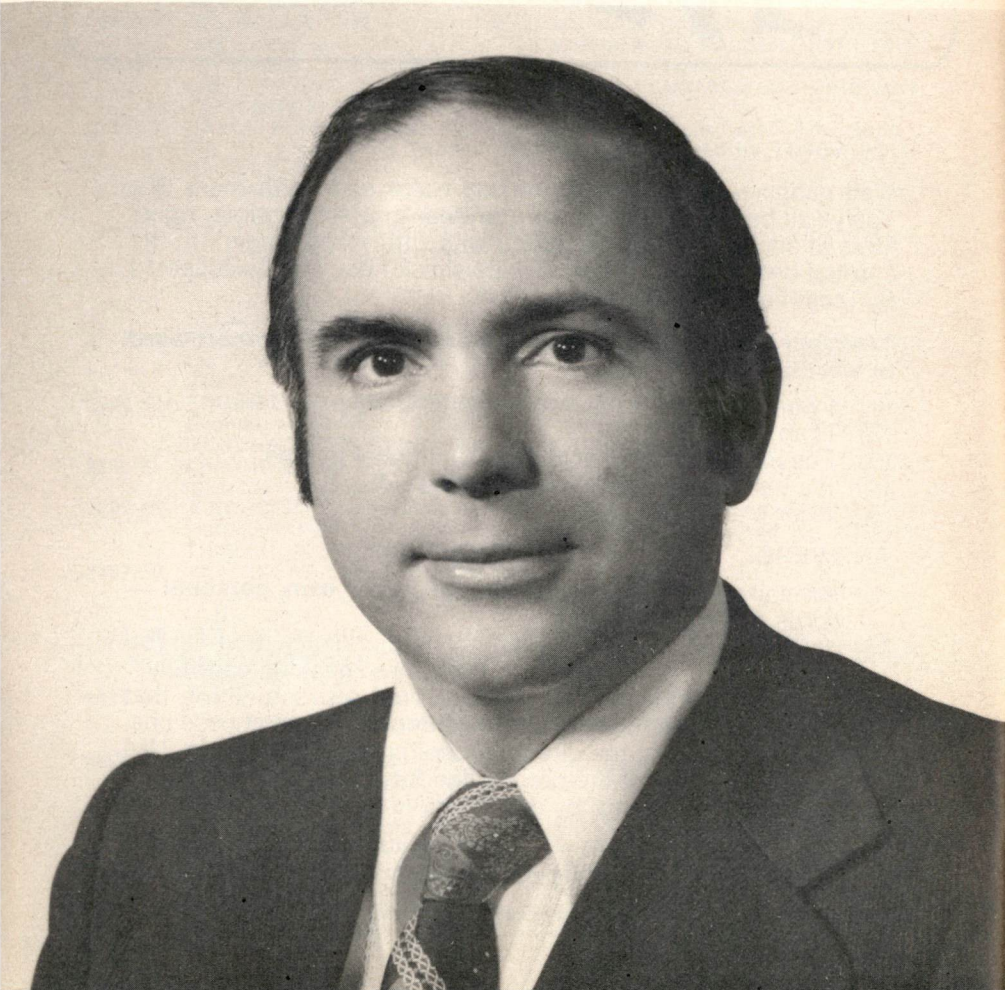
SCORE: 5 correct — perfect; 4 correct — most nearly perfect; 3 correct — more nearly perfect; below that, not even close!

Copyright Roll Call Newsfeatures

# TOASTMASTERS TRAINING IS TOPS!

*by Representative David Towell*

*Nevada's only Congressman, David Towell is immediate past district governor of District 59. He was elected to Congress last November.*



We live in a world of fast pace and change, where time is all-important. I have found Toastmasters training tremendously helpful to me in making the best use of my time, both in public office and in private business. And I will go even further. I believe that Toastmasters training has been helpful to me in all aspects of life.

Toastmasters experience has given me a constant source of new and constructive ideas. When I served as District Governor, I traveled through Nevada and Northern California, meeting with clubs and people. I found that each club had a number of imaginative and worthwhile ideas in speaking, programming and self-improvement—ideas I continue to find useful.

I found, for example, that I benefited immensely from Table Topics. Impromptu speaking is an excellent background for public office, where you're facing the press, answering questions, and responding to people on the spur of the moment.

Moreover, I think others can benefit in the same way. Last year, four or five of us would travel together, going from club to club, talking among ourselves about the value of Toastmasters training. It often occurred to me that Toastmasters clubs throughout the country might offer courses in speaking—perhaps in the spring of the year—to help political candidates improve their platform presence. Clubs could offer speech clinics for Democrats and Republicans to give prospective officeholders guidelines for communicating with others. These training sessions would be particularly useful for candidates running for local office. Many people entering the political field have never had any speech training, and today's emphasis on radio and television, along with the need to meet people, requires poise and confidence. I've seen very good men, on both sides of the political fence, who were completely lost—and lost elections—because they didn't know the rudiments of effective public speaking.

For my own part, I am going to be active on environmental issues during the 93rd Congress. To be effective, to earn the respect and attention of my colleagues and, above all, to communicate with the public, I'll be attending club meetings—and drawing on my Toastmasters training from first to last.



# PROJECT FUN

Here are the names of additional Key Men, and the number of certificates awarded since the last issue of THE TOASTMASTER.

NAME	CLUB NO.	NO. OF CERTIFICATES
Rulon M. Wood	3791-15	4
Arthur Cormier	3319-61	3
Raymond D. McClung	3401-2	2
Jack Petellin	3401-2	1
William D. Hamilton	3527-3	1
Len Van Regenmorter	185-6	1
Robert L. Peterson	208-6	1
Glen W. Meek	3788-7	1
Rueben R. Little	2060-29	1
Anthony V. Perrella	1189-38	1
Joseph E. Bennetch	2314-38	1
John Preece	735-39	1
Phil Cooke	735-39	1
Robert Benson	405-40	1
Morris G. Middleton	3504-47	1
Edward Y. Ulmer, ATM	3170-58	1
Paul Keleher	3568-60	1
David S. Flewitt	3568-60	1
Vic Jendruska	1332-64	1

## DISTRICT GOVERNORS 1972-1973

- |                                  |  |
|----------------------------------|--|
| F. Stephen A. Douglas            | 511 E. Princeton St., Ontario, Calif. 91764                |
| 1. Norbert E. Schmidt, ATM       | 4054 W. 129th Street, Hawthorne, Calif. 90250              |
| 2. Edgar B. Mercy                | 9832 Rainier Ave. S., Seattle, Wash. 98118                 |
| 3. James V. Quinn Jr., ATM       | 3201 W. Gelding Dr., Phoenix, Ariz. 85023                  |
| 4. Guy V. Ferry, DTM             | P.O. Box 3, Moffett Field, Calif. 94035                    |
| 5. Guy B. Shackley, ATM          | 824 Taft, El Cajon, Calif. 92020                           |
| 6. Robert J. Simonsen, ATM       | 4900 17th Ave. S., Minneapolis, Minn. 55417                |
| 7. Robert L. Jantz               | 4530 S.E. Roswell St., Portland, Ore. 97206                |
| 8. P. J. Hill, ATM               | 30 Woodside Dr., Belleville, Ill. 62223                    |
| 9. Orville G. Lee, ATM           | W. 1505 Fourth, Spokane, Wash. 99204                       |
| 10. Donald C. Seager             | 16712 Ernadale Ave., Cleveland, Ohio 44111                 |
| 11. Wayne L. Henderson, DTM      | 9011 Bingham Dr., Louisville, Ky. 40222                    |
| 12. Norman Young                 | P.O. Box 753, Atascadero, Calif. 93422                     |
| 13. Lawrence R. Guenin, ATM      | 5022 Clifton Dr., Aliquippa, Pa. 15001                     |
| 14. Raymond J. Young             | P.O. Box 432, Albany, Ga. 31702                            |
| 15. Warren C. Reeves             | 4999 Burch Creek Dr., Ogden, Utah 84403                    |
| 16. Wayne R. Rogers              | 5887 S. Joplin St., Tulsa, Okla. 74135                     |
| 17. Julian J. Fugere Jr.         | 1514 E. Ames, Glendive, Mont. 59330                        |
| 18. Harvey N. Aviles, ATM        | 1238 Knightswood Rd., Baltimore, Md. 21239                 |
| 19. Gerald B. Winget, ATM        | 4239 40th St., Des Moines, Ia. 50310                       |
| 20. Robert W. Anderson           | Rt. 1 So. Big Darling, Alexandria, Minn. 56308             |
| 21. R. Bernard Searle, ATM       | 304-1306 Haro St., Vancouver 5, B.C., Canada               |
| 22. Raymond J. Schaffer          | 4300 W. 74th Ter., Prairie Village, Kans. 66208            |
| 23. Vincente Fresquez, ATM       | 9217 Roanoke Dr., El Paso, Tex. 79924                      |
| 24. Elmer T. Straube, ATM        | 1034 N. Sherman, Grand Island, Neb. 68801                  |
| 25. Edward L. Kitchens, ATM      | P.O. Box 1770, Shreveport, La. 71166                       |
| 26. Richard G. Milne, ATM        | 5751 W. Eimhurst Ave., Littleton, Colo. 80123              |
| 27. Bernard A. Dean, ATM         | 3332 E. Clinton Ave., Fresno, Calif. 93703                 |
| 28. Keith T. Hullinger, ATM      | 8301 16½ Mile Rd., Apt. 236, Sterling Heights, Mich. 48077 |
| 29. Ralph D. Villeneuve          | 8030 No. Pinus Lane, Pensacola, Fla. 32504                 |
| 30. Kenneth F. Bjorkquist        | 591 Sunnyside Ave., Elmhurst, Ill. 60126                   |
| 31. Eugene E. Keller, ATM        | 57 Winter St., Chelmsford, Mass. 01824                     |
| 32. David R. Lewtas              | 4712 N. Mullen St., Tacoma, Wash. 98407                    |
| 35. Norman R. Maier              | 5660 No. Lydell, Milwaukee, Wisc. 53217                    |
| 36. Robert A. Owen, DTM          | 3917 Woodbine St., Chevy Chase, Md. 20015                  |
| 37. Oscar Olive                  | 2827 Shelly Lane, Ellenwood, Ga. 30049                     |
| 38. James D. Beissel Sr., ATM    | RD #1 East Boehm Road, Willow Street, Pa. 17584            |
| 39. Phillip A. Cooke             | P.O. Box 1111, Marysville, Calif. 95901                    |
| 40. John E. Pappas               | 5067 Glenmina Dr., Dayton, Ohio 45440                      |
| 41. John H. Hirsch, ATM          | IAS-SDSM&T, Rapid City, S.D. 57701                         |
| 42. Robert L. Jones              | 1411 24th Street S.W., Calgary, Alta, Canada T3C-1H9       |
| 43. Woodard W. Pearson, ATM      | P.O. Box 0850, Jackson, Miss. 39218                        |
| 44. Robert C. Gleason, ATM       | 4517 Princeton, Amarillo, Tex. 79109                       |
| 45. Robert L. McKinley           | 204 Whitney Ave., Moncton, N.B., Canada                    |
| 46. Clarence L. Roberts, DTM     | 10 Village Dr., Huntington, N.Y. 11743                     |
| 47. Charles L. Jones Jr., ATM    | 124 Lake Otis Rd. S.E., Winter Haven, Fla. 33880           |
| 48. James H. Johnson             | 3814 Thomas Rd., Apt. 8, Huntsville, Ala. 35805            |
| 49. Harold Wong, ATM             | 531 Hoomalu St., Pearl City, Hawaii 96782                  |
| 52. Edward R. Casper, ATM        | 17042 Enadia Way, Van Nuys, Calif. 91406                   |
| 53. Richard L. Hilliard, ATM     | 5 Hillcrest Rd., Glastonbury, Conn. 06033                  |
| 54. Floyd R. Kisner              | 2407 Winnetka Dr., Rockford, Ill. 61108                    |
| 56. John A. Shults               | 1217 Heights Blvd., Apt. 6, Houston, Tex. 77008            |
| 57. David A. Roberts, ATM        | 225 Clifton St., #213, Oakland, Calif. 94618               |
| 58. William R. Calamas, ATM      | 2910 Rainbow Dr., W. Columbia, S.C. 29169                  |
| 60. Al Hodgins                   | Rural Route 2, Thamesford, Ont., Canada                    |
| 61. Lionel Masse                 | 896 De la Colline, Sainte-Foy, Que., Canada                |
| 62. Dr. W. Richard Dukelow, DTM  | 3801 Willoughby Rd., Holt, Mich. 48842                     |
| 63. John L. Tolbert Jr., ATM     | 305 Hamilton Dr., Kingsport, Tenn. 37660                   |
| 64. Eric K. Stuhmueller          | 168 St. Vital Rd., Winnipeg R2M 1Z9, Man., Canada          |
| 65. Robert R. Borsching Sr., ATM | 118 Aberdeen St., Rochester, N.Y. 14619                    |
| 66. Thomas F. Waters             | 140 W. Gilpin Ave., Norfolk, Va. 23503                     |
| 67. George A. Denison, ATM       | P.O. Box 190, Soldotna, Alaska 99669                       |
| 68. William C. Siegel            | 9110 Hermitage Pl., New Orleans, La. 70123                 |
| 69. Robert J. Kenworthy          | 198 Schmidt St., Frenchville, Rockhampton, Qld, Australia  |
| 70. Graeme L. Allen              | 23 Payten St., Kogarah Bay, N.S.W., 2217, Australia        |
| 71. R. B. Marriott               | 40, Montague Ave., Leigh-on-sea, Essex, England            |
| 72. Raymond L. Morse             | 2 Hewlings St., Timaru, New Zealand                        |

*WHY SHOULD YOUR  
NEW MEMBER  
WAIT FOR HIS*



*MEMBERSHIP KIT*

*YOUR CLUB SHOULD HAVE THE SPECIAL  
COMMUNICATION AND LEADERSHIP  
LIBRARY KIT!*

Here's a special that offers clubs a **savings of \$2.00** when you order the Special Library Kit containing four Communication & Leadership manuals (individually priced at \$3.00 each). Club price, \$10.00 (includes shipping and packing). Why should your new member wait for the mailman? Order code 1555 and put your new member up front today!