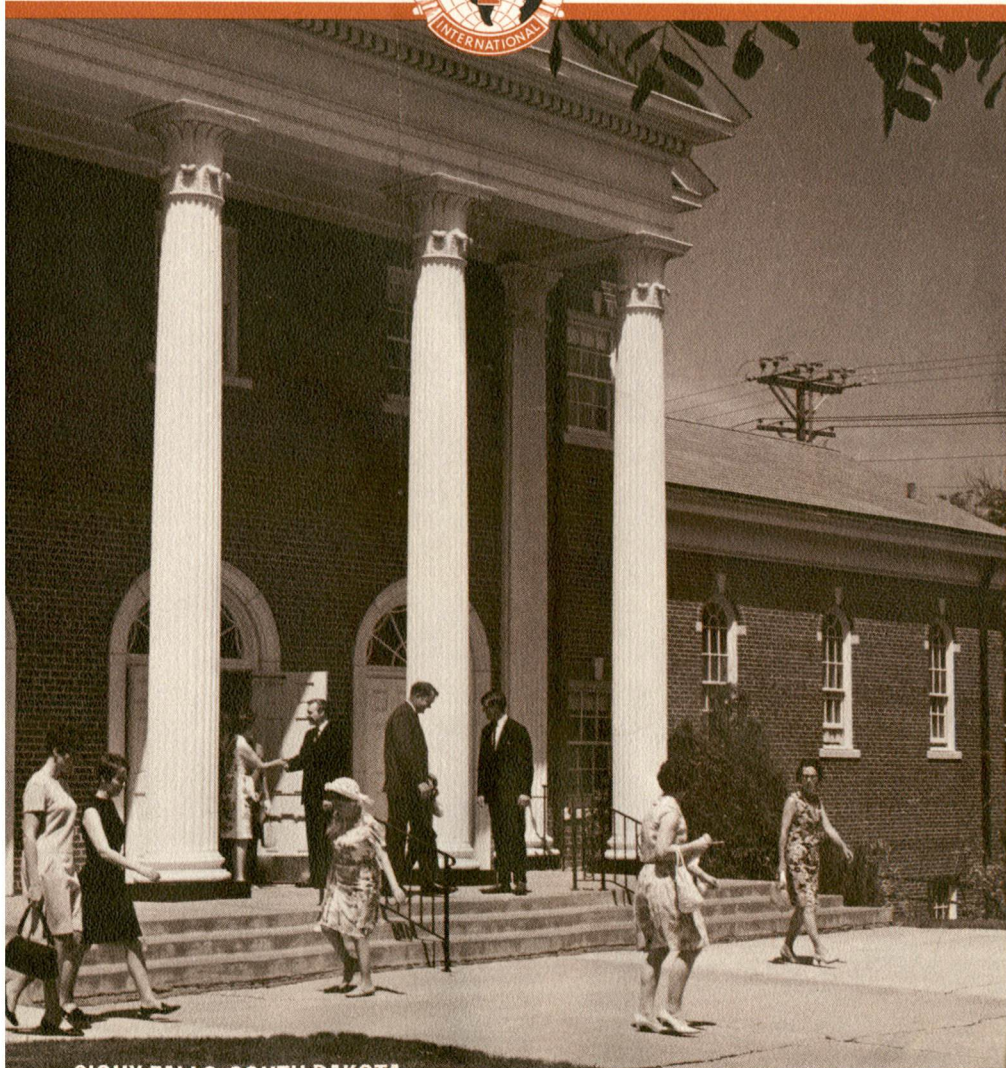


# THE TOASTMASTER

JUNE

1971



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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 provide opportunities to develop skill in listening, thinking, speaking, and leadership by participating in a series of oral communication projects, constructive evaluation, and leadership experiences. These and many other opportunities to develop leadership potential are presented in the fellowship of an organized group of men — the 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

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE



VOL. 37 NO. 6

JUNE 1971

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THE TOASTMASTER Magazine is published monthly at Santa Ana, California. Copyright ©1971 by Toastmasters International, 2200 N. Grand Ave., Santa Ana, California, U.S.A. 92711. All articles submitted, and the right to copyright same, shall belong to Toastmasters International unless the person submitting the article expressly reserves such rights for himself. Opinions expressed in the articles in this magazine reflect the views of the writers and do not necessarily indicate the attitude of the organization. Entered as second-class matter October 25, 1941, at the Post Office, Santa Ana, California, Act of March 3, 1879. Second-class postage paid at Santa Ana, California, and additional mailing offices. POSTMASTERS: Send all notices of change of address to: Toastmasters International, Santa Ana, California. The names "Toastmasters" and "Toastmasters International" are Registered Trade Marks of Toastmasters International, Inc. Marca Registrada en Mexico.  
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## In This Issue...

**NOMINEES INTRODUCED** — The 1971 International Nominating Committee submits its list of nominees for election as 1971-72 TI officers at the International convention in Calgary, Alta., Canada, August 4-7. Know your candidates. See page 6.

**MARCH BOARD MEETING REPORT** — The TI Board of Directors' March, 1971, meeting involved several items of interest to Toastmasters around the world. Among those items is the board's consideration of changing the membership criteria. See page 10.

**CONVENTION NEWS** — Plans have been completed for your 40th International convention, to be conducted in Calgary, August 4-7. Many fine educational programs, along with a variety of fun, recreational, and social activities await Toastmasters and their families when they attend the convention. See page 13.

**TRAVELING WITH PRESIDENT DIAMOND** — Toastmasters International President Arthur M. Diamond has visited nearly one-third of the Toastmasters districts in North America. He has traveled from the east coast to the west coast, and from the southernmost point into Canada. He's still *on the move*. See page 18.

**FROM THE BETTER HALF** — Nancy Covert Smith, Toastmaster's wife, speech contest listener, mother, and lecturer, discusses the value of words — the correct words — for Toastmasters. See page 32.



SUCCESS  
IS...



## Summertime Club Blahs?—No Way!

Summertime brings about the moment of truth for many Toastmasters clubs. Either your club goes dormant for three months or you discover the opportunity for unique club programming possible only during the summer months — To Go . . . To Fun . . . For Summer.

Yes, it's outside for the members, the officers, and the families. Don't disappoint your fellow members and families by allowing your club to stop meeting. Don't short-circuit your club programming by falsely accusing summer of blowing your attendance fuse.

TI's standard of excellence is meeting the year around. Yes, move outside or to new meeting sites for your club, and yes, reduce the number of meetings if necessary. Maintain your momentum with joint meetings with other clubs.

I hear from many clubs about their exciting new summertime meeting places — a meeting started in a bus to a nearby national park . . . a golf tournament meeting . . . an on-the-campus meeting . . . an in-the-park meeting.

These meetings are fun, and they're all aimed at the same target — the development of your communication and leadership abilities. And don't forget the family — they too can enjoy both the outdoors and Toastmasters.

Keep your club intact. Keep your members *on the move* with theme meetings . . . imaginative summertime "clam bakes." Toastmasters is the name, and enjoyable progress is the game.

*Success Is . . . on the move in the good ole summertime.*

International President Arthur M. Diamond

# HOW LONG

## To Determine Members' Needs: A Survey

A survey of the communication and leadership goals of members of Huntington Club 1964-46 in Huntington, N.Y., was conducted using TI's Member Program Planning Guide (405). It helps educational vice-presidents and educational committees plan effective meetings.

# HAS IT BEEN

## Motivating Members To Greater Achievement

Huntington Club members are aiming high in their communication and leadership goals. The survey revealed that 69 percent of them want opportunities to speak before audiences other than a Toastmasters club. They can get manual project credit for their outside speeches when their educational vice-president arranges for a Toastmaster to be in the audience to complete the written evaluation.

# SINCE YOUR

## It's Fun And It's Functional To Find Out...

### IF...

your members want more outside speaking engagements...

more evaluation...

more vocabulary improvement...

greater debate experience...

# CLUB CAME

# UP WITH

humor, audiovisual, and parliamentary procedure...

more extemporaneous speaking opportunities —

# A NEW IDEA?

The survey accurately reports what you and your fellow members want. Ask your educational committee to conduct a Member Program Planning Guide survey at least every six months.

Ideas change.

## ABLE TOASTMASTER REQUIREMENTS MODIFIED

### Notice to all Toastmasters . . .

Effective July 1, 1971, all Toastmasters must complete the following requirements before submitting their *Advanced Communication and Leadership Program* "Record of Your Progress" (page 77) for their Able Toastmaster (ATM) certificate. These requirements were approved by the TI Board of Directors:

1. Completion of the *Communication and Leadership* and the *Advanced Communication and Leadership Program* manuals.
2. A minimum of three years continuous membership in Toastmasters International.
3. A minimum of three speaking engagements before non-Toastmasters audiences.
4. Service as an elected club officer.

These requirements were expanded in recognition that the Able Toastmaster (ATM) status symbolizes the recipient's leadership ability as well as his speaking ability.

Be sure to have your club's educational vice-president add to the "Record of Your Progress" form the date you joined Toastmasters International, the club and district numbers, and his certification that your membership has been continuous for at least three years.

Also ask your educational vice-president to certify that you have served as an elected club officer (list highest office held, club and district numbers), and that you have presented at least three talks before non-Toastmasters audiences. Be sure to designate each of the three engagements — name of the group, date, occasion, and location.

educational happenings

for you and your club



1971-72

# TI OFFICER CANDIDATES ANNOUNCED

*The following report of the 1971-72 International Nominating Committee is presented in accordance with Article VIII, Section I, of the bylaws of Toastmasters International.*

Eleven Toastmasters, including three International past presidents, were appointed to the nominating committee in November, 1970, by the TI Board of Directors. The nominating committee is under the chairmanship of Past International President (1967-68) Lothar Salin, ATM, of San Rafael, Calif.

The nominating committee submits the following candidates for election as officers of Toastmasters International at the annual business meeting to be conducted during the 40th International convention of Toastmasters in Calgary, Alberta, Canada, August 4-7, 1971. Additional nominations may be made from the floor at the business meeting.

*(Candidates for each office are listed alphabetically.)*

<b>For President</b>	<b>Dr. Russell G. Herron</b>
<b>For Senior Vice-President</b>	<b>Donald W. Paape, ATM</b>
<b>For Second Vice-President</b>	<b>David A. Corey, DTM</b>
<b>For Third Vice-President</b>	<b>W. Don Buckner, ATM John F. Diaz, DTM George C. Scott, ATM</b>

*(By) Lothar Salin, ATM, Chairman*

*Alex P. Smekta  
Charles C. Mohr, ATM  
Donald E. Anderson  
Cy Campbell, ATM  
Joe N. Westerlage Jr.*

*Dan H. Pyfer  
Everett D. Watson  
George F. Roesch, ATM  
Albert Nickerson  
Charles S. Swan*

It is the duty of all clubs to vote either by proxy or through their representatives at the International convention. Because the officers elected will direct the activities of Toastmasters International for the coming year, members should give careful consideration to the qualifications of each candidate.

Toastmasters International officers and directors will be elected at the annual business meeting, August 5, 1971, at The Calgary Inn, Calgary, Alberta, Canada. Director candidates are nominated at the eight regional conferences conducted in June.



**DR. RUSSELL G. HERRON**

is senior vice-president of TI and was a director in 1966-68. He is a commander in the U.S. Navy retired; an associate professor at St. John's College; and a space and strategic systems consultant. Dr. Herron was chairman of the educational committee and has served on the district-club operations committee. A former District 12 governor, he received a TI president's citation for conducting YLP class No. One. A Toastmaster for 19 years, he is a member of Los Caballeros Club 322-50 in Santa Monica, Calif., and Pt. Mugu Officers Club 3276-12 in Pt. Mugu, Calif. He is president of the California Council for Retarded Children.



**DONALD W. PAAPE, ATM**

is second vice-president of TI. He is an exploration superintendent with Amoco Canada Petroleum Corp., Ltd. A TI director in 1966-68, he was chairman of the district-club operations committee, the organization, planning, and administrative committee, and now is chairman of the educational committee. Mr. Paape was District 26 governor in 1964-65. A Toastmaster for 14 years, he is a member of Bow Valley Club 1494-42 in Calgary, Alta., and chairman of the Calgary Citizens for Better Schools. He is a former coordinator with the Colorado Speech Assn. and a former chairman of the Natrona County (Wyo.) United Fund Speakers Bureau.



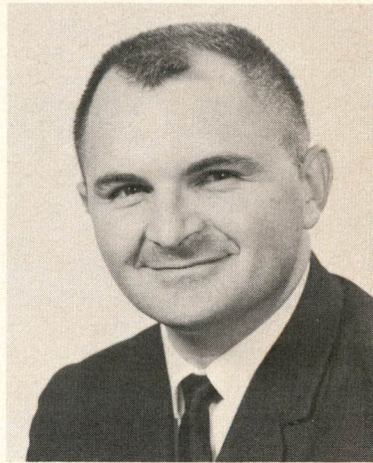
**DAVID A. COREY, DTM**

is third vice-president of TI. He is a commander in the U.S. Coast Guard, chief boating safety branch, 5th Coast Guard District, Portsmouth, Va. He was a TI director in 1966-68, served on the community relations committee, and now is chairman of the organization, planning, and administrative committee. A past president of Gosport Club 2896-66 in Portsmouth, Va., he was District 53 governor in 1964-65. A Toastmaster for 10 years, CMDR. Corey has been a member of the Citizens Advisory Committee to the City Council of Portsmouth, was a recipient of the United Fund "Good Citizenship Award," and has served on the Coast Guard Commandant's staff.



**W. DON BUCKNER, ATM**

was a TI director in 1967-69. He is an associate director of recruitment for the Phillips Petroleum Co. A former chairman of TI's International development committee and a Toastmaster for 14 years, Mr. Buckner was District 16 governor in 1962-63. He is a member of Phillips 66 Club 3266-16 in Bartlesville, Okla. While district governor he established an area governor coordinator and organized a 12-month area governor training program. He is a past president of the Bartlesville Chapter of the Oklahoma Society of Professional Engineers and the Engineers Club of Bartlesville and a former member and former director of the Bartlesville Junior Chamber of Commerce.



**JOHN F. DIAZ, DTM**

was a TI director in 1968-70. He is chairman of the board of Opto Mechanik, Inc., in Eau Gallie, Fla. He served on the organization, planning, and administrative committee for two years. He is an honorary member of Radiation Inc. Club 1423-47, a member of Harbor City Club 3042-47 in Melbourne, Fla., and he was District 47 governor in 1965-66. He has been a Toastmaster for 14 years. Mr. Diaz created "The Organizer," an area governor operational manual, for his district. He was recently elected to the board of directors of Bosbeck, Inc., and is on the board of Indian River Cablevision, Inc., Goodwill Industries, Inc., and the Brevard County American Red Cross.



**GEORGE C. SCOTT, ATM**

was a TI director in 1968-70. He is a partner in the firm of Niemi, Holland, and Scott, CPAs, in Portland, Ore. He was a member and then chairman of the district-club operations committee. A Toastmaster for 16 years, Mr. Scott was District 7 governor in 1965-66 and is a member of S.M. Chanticleers Club 622-7 in Portland, Ore. While district club extension chairman in 1963-64 he developed a long range club extension program. Mr. Scott has been president of his local Kiwanis club, is a director of the Oregon Society of CPAs, a member of the American Institute of CPAs, and of the governing board of the Portland West Stake, L.D.S. Church. He is a director of the Portland, Ore. Boys Club.

# TI

## Board of Directors Prepares For August Convention

The Toastmasters International Board of Directors conducted its spring meeting March 17-20 at World Headquarters in Santa Ana, Calif. Board members discussed many items of interest to Toastmasters around the world, and they made several plans for the forthcoming 40th International convention, August 4-7, in Calgary, Alberta, Canada.

The board first met in various business committees — Executive Committee; Educational Committee; Organization, Planning, and Administrative Committee; Community Relations Committee; and District-Club Operations Committee — to study and review policies and programs prior to the board meeting.

Actions of the board included a review and consideration of proposals from six Toastmasters clubs to amend the International Bylaws and the Club Constitution. The proposals would alter the Toastmasters club membership criteria.

### Delegates To Vote

Members of the board agreed that it would not be in the best interests of Toastmasters International to change the present membership criteria.

However, International Bylaws and Club Constitution amendments to change membership criteria will be submitted to the delegates at the 1971 annual business meeting. The proposed amendments will be accompanied by the board's recommendation that they not be adopted.

A copy of the proposed amendments, along with reasons for the board's accompany-

ing recommendations, will be mailed to all club presidents and district governors. This mailing is scheduled to arrive in sufficient time to inform all members of the proposals prior to the August 5 annual business meeting at the International convention.

### Revised Rules

In other action by the board, election rules for the annual business meeting were revised to eliminate the secret ballot in situations where a region has nominated only one director candidate.

The newly adopted procedure will allow the International President to entertain a motion to dispense with balloting for an uncontested directorship. Upon consent of the delegates, the President can instruct the secretary to cast a single ballot for the unopposed candidate.

The board reviewed the boundary lines of the eight Toastmasters regions in North America, but no changes were proposed.

Also reviewed by the TI directors were the district realignment schedule and reports of all districts' performance and activities since July 1, 1970.

A petition from the Toast-

masters Council of Australia was accepted and approved by the board, allowing the council to divide into two districts. The new districts were designated as District 69 and District 70. They will operate in provisional status until the board approves each for complete district classification.

In other action, plans for TI's 50th anniversary, October, 1974, were considered.

The board reviewed plans for the Distinguished District Award for 1971-72, various community relations projects, minimum club standards, membership sales incentives, the status of the Communication and

Leadership Program, and the application of speech contest rules and successful contest operation.

Directors continued consideration of greater utilization of *The Toastmaster* magazine by clubs and members, and they directed attention to current club and district operations. Programs and presentations scheduled for the 1971 regional conferences and the 40th International convention were reviewed by the board.

The next meeting of the TI Board of Directors will be conducted at The Calgary Inn, Calgary, Alberta, Canada, during the convention, August 4-7.

Your 40th International convention theme, "*Success Is...TI AcTION in the Club,*" captures the educational emphasis that will be placed upon the variety of programs aimed at your development and enjoyment while you and your family are in Calgary, Alberta, Canada, August 4-7.

Your 1971 International convention is built around exciting new educational programs.

#### **Tuesday, August 3 —**

Arrive a day early . . . check in at the convention registration desk and the hospitality room . . . attend the evening's Proxy Prowl where International President Arthur M. Diamond will introduce the 1971 officer and director candidates. It's social and casual.

#### **Wednesday, August 4 —**

The traditional, colorful, and exciting convention opening ceremonies . . .

**Then everyone's invited to the District Governor's Luncheon to view the presentation of the Golden Gavel Award — TI's highest international award — to internationally known author and lecturer Wallace Jamie.**

## Toastmasters International Board of Directors August Meeting Set

The Toastmasters International Board of Directors will conduct its August meeting at The Calgary Inn, Calgary, Alberta, Canada August 4-7, 1971.

# At Your 1971 Convention In Calgary





A former member of the TI Educational Advisory Committee, Mr. Jamie is director of public relations for the Carnation Co. The luncheon also is occasion for honoring TI's 1971-72 district governors.

After lunch, your International officers and the TI Board Committee chairmen will form a panel to discuss Toastmasters policies and programs.

An afternoon period is provided for regional representative caucuses. Later, attend the evening "Action Rap Session" to discuss a variety of Toastmasters subjects with friends and fellow Toastmasters from around the world — optional, informal, and unstructured.

#### Thursday, August 5 —

Bright and early... attend the annual business meeting which includes the election of International officers and directors. It also includes voting on proposed International Bylaws and Club Constitution amendments.

Break for lunch and return for the afternoon's traditional Idea Fair and educational sessions. Visit the educational center. This is where *advance convention registration* pays off. Your advance registration packet contains coupons which can be exchanged for Toast-

masters educational and promotional materials — Free!

**Highlight of the afternoon's educational session is Francis C. "Bud" Rebedeau's presentation, "Communication Gap?" Mr. Rebedeau is a management consultant and well-known to Toastmasters for his professional communication and leadership programs presented at the regional conferences in June.**

Mr. Rebedeau's "Communication Gap?" is a multi-media, high-impact presentation telling about communication intensity of the younger generation — how they say it and how it's heard.

Also participate in the "Conferences and Meetings" program and the "TI AcTION in the Club Through the Executive Committee," presented by the officers of Bow Valley Club 1494-42 in Calgary.

Then attend the evening's "Stampede Stomp," a western-frontier fun night banquet featuring prime Alberta beef, fried chicken, dancing, and professional entertainment...

— dress in frontier-western style!

#### Friday, August 6 —

All-day educational sessions aimed at the convention theme — *Success Is... TI AcTION in*

*the Club* — and your educational development:

**\*Idea Input Session — preparation for TI's 50th anniversary in 1974...**

— *All delegates participate*

**\*"Time Management" — a unique presentation by management consultant David Schmidt. He specializes in management development with emphasis in communication training. Mr. Schmidt was well received for his "Read to Remember" presentation at the 1970 Toastmasters convention...**

**\*New Club Development — how to meet community communication and leadership needs...**

**\*Meeting Members' Needs Through Club Resources — members in acTION...**

**\*District Assistance — what your district team provides for your club.**

The traditional President's Dinner Dance, Friday night, draws the attention of every Toastmaster at the convention — an inspirational and fun occasion.

#### Saturday, August 7 —

The TI Hall of Fame Breakfast and International Speech Contest at 8:15 a.m. will cap off an exciting five days of educational and fun activities.

**Be sure to bring your family. Toastmasters' ladies are invited to all the convention's educational presentations, as well as the variety of social and fun activities planned for your entertainment.**

Don't forget the kids. Convention planners didn't. There's a variety of daily activities and a professional youth activities director throughout the convention. There's also a heated swimming pool at The Calgary Inn, one of the most modern hotels in North America.

Toastmasters ladies: don't forget —

— **Wednesday morning coffee hosted by Dagny Diamond, with special presentation by Doug Johnson, executive vice-president of the Calgary Tourist & Convention Assn.**

— **Thursday morning "Hoof-to-Home" tour of the famous Calgary-area beef processing industry... Free.**

— **Friday morning Banff tour and luncheon at the glamorous Banff Springs Inn, in the middle of the northern Rockies.**

There you are, Mr. Toastmaster. Your 1971 convention schedule is packed and ready to go... *on the move with you!*

**ADVANCE CONVENTION REGISTRATION  
1971 TOASTMASTERS  
INTERNATIONAL CONVENTION**

**AUGUST 4-7, THE CALGARY INN  
CALGARY, ALBERTA, CANADA**

*(This form is not to be used by International Officers, Directors, Past International Presidents, or District Governors elected for 1971-72.)*

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.

To: Toastmasters International

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

- \_\_\_\_\_ Member Registration @ \$7.00 .....\$\_\_\_\_\_
- \_\_\_\_\_ Ladies Registration @ \$2.00 .....\$\_\_\_\_\_
- \_\_\_\_\_ Youth Registration (9 years and older) @ \$1.00 .....\$\_\_\_\_\_
- \_\_\_\_\_ Tickets District Governors' Luncheon @ \$4.50 .....\$\_\_\_\_\_  
(Wed., noon, Aug. 4)
- \_\_\_\_\_ Tickets Stampede Stomp @ \$8.00 .....\$\_\_\_\_\_  
(Thurs., 6:30 p.m., Aug. 5)
- \_\_\_\_\_ Tickets Ladies Banff Tour and Luncheon @ \$7.50 .....\$\_\_\_\_\_  
(Fri., 9:30 a.m., Aug. 6)
- \_\_\_\_\_ Tickets President's Dinner Dance @ \$9.00 .....\$\_\_\_\_\_  
(Fri., 7:30 p.m., Aug. 6)
- \_\_\_\_\_ Tickets Hall of Fame Breakfast and  
International Speech Contest @ \$3.50 .....\$\_\_\_\_\_  
(Sat., 8:30 a.m., Aug.7)

Enclosed is my check for \$\_\_\_\_\_ (U.S.) payable to Toastmasters International.

*(Cancellation reimbursement requests not accepted after July 23, 1971.)*

(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, please indicate office \_\_\_\_\_

COMPLETE

CLIP

MAIL

**APPLICATION FOR  
HOTEL ACCOMMODATIONS**

40th Annual Convention  
August 4-7, 1971  
Toastmasters International  
Calgary, Alberta, Canada

Reservations Manager  
The Calgary Inn  
Fourth Ave. West at Third St.  
Calgary, Alberta, Canada

Please reserve \_\_\_\_\_ single room(s) at \$16 each.

Please reserve \_\_\_\_\_ double room(s) at \$20 each.

Please reserve \_\_\_\_\_ twin room(s) at \$20 each.

All rates European Plan (no meals included).

One, two, and three-bedroom suites available.

For additional information, please write the hotel reservations manager.

(Rates apply for duration of convention only).

I will arrive approximately \_\_\_\_\_ a.m. \_\_\_\_\_ p.m. on Aug. \_\_\_\_\_, 1971.  
(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 Calgary Inn, this form must be mailed by July 20.

# Meeting Toastmasters With President Diamond



**IN DISTRICT 13** — During his visit to the District 13 fall conference, President Diamond (right) tours the Westinghouse Nuclear Energy Systems (NES) Division with District 13 Governor W. R. Castonguay, ATM, (center) and NES Operations Services Manager H. C. Amtsberg.

International President Arthur M. Diamond is completing a busy year of promoting improved communication and leadership in Toastmasters clubs across North America. He has shaken hands and talked with thousands of Toastmasters, civic leaders, and governmental dignitaries.

When President Diamond's term ends in August, he will have personally talked Toastmasters with thousands of members and community leaders in 15 districts. He has traveled from San Diego, Calif., to Boston, Mass., to bring greater recognition to Toastmasters and greater community awareness of the *Success Is . . .* in Toastmasters International.

His travels from Louisiana to Montana and from Texas to Minnesota and to Maine have not only allowed him to talk to Toastmasters and community leaders, but also to be heard on radio and television and to be read about in newspapers and magazines.

In addition to the four district visits pictorially reported on these pages, President Diamond also made official visits to District 6, District 10, District 12, District 13, District 17, District 24, District 31, District 45, District 53, District 54, District 56, and District 68.

President Diamond gained significant community awareness in his home District 11 and in nearby District 30, Chicago, Ill., area. His activities in his home state of Indiana generated a variety of broadcast interviews for Toastmasters and many articles in the print media, including a two-page photo-feature in *Michiana*, the Sunday magazine of "The South Bend (Ind.) Tribune."

The president's visits produced a variety of reactions among both civic leaders and Toastmasters preparing receptions for him. His visit to District 56 resulted in a Toastmasters Day proclamation by Houston, Tex., Mayor Louie Welch. In Ohio, Akron Mayor John S. Ballard designated the day of President Diamond's visit as "Arthur M. Diamond Day." In Hartford, Conn., 13 members of Travelers Club 1389-53 completed their *Communication and Leadership Program* projects in time for President Dia-

mond to present them their individual Certificate of Progress.

President Diamond's travels have been of great inspirational value to individual Toastmas-

ters and of significant promotional value to achieve community awareness for you, your club, and TI.



**WELCOME TO SAN DIEGO** — President Diamond (left) and his wife, Dagny (right), are greeted by **District 5** Governor Harold O. Story, DTM, and International Directors Clarence C. "Pete" Petersen and John J. Schneider, ATM (background).



**MEETING THE NAVY** — Hosted by **District 5** Toastmasters on his tour of San Diego, Calif., President Diamond (left) is greeted by **U.S. Navy Capt. Harkins**, commanding officer of the Naval Air Rework Facility at North Island Naval Air Station.



**PRESENTING A MEMENTO** — President Diamond (left) presents San Diego Deputy Mayor Landt a remembrance from TI and **District 5** Toastmasters.



**PRESIDENTS MEET** — President Diamond (right) talks about old and new times with past International President (1953-54) Russell V. Puzey while visiting in **District 30**.



**PROCLAMATION IN BOSTON** — Boston, Mass., Deputy Mayor Edward P. Sullivan (third from left) presents President Diamond a Toastmasters Day proclamation in honor of his visit to **District 31**. Participating in the ceremonies are (from left) past International Directors (1968-70) Frank J. Hurst, ATM, and Albert Nickerson; **District 31** Governor Harry Landsman, and Lt. Governor Joseph Eden.



**CITED IN DISTRICT 30** — **District 30** Governor D. Curtis McKim (left) hosts President Diamond (center) and International Director Ray Eldridge, ATM, during a special **District 30** ceremony in their honor.



**WIVES TRAVEL TOO** — Dagny Diamond, (left) wife of President Diamond, and Lynn McKim, wife of **District 30** Governor D. Curtis McKim, discuss the duties of a Toastmaster's wife.

A



## Of Recognition

TI's Project Spot, designed to coincide with *April Invitation Month* by achieving radio broadcast time to help promote Toastmasters club activities throughout North America, has turned into a giant success. Preliminary reports from the West Coast to the East Coast and from Canada to Florida indicate an enthusiastic reception from Toastmasters and broadcast media.

Toastmasters spread the word about Project Spot throughout their clubs, areas, and districts. The most effective method was club and district bulletin reports to each member about what is being done in his locale. However, Toastmasters also wrote letters about this unique project, both to each other and to World Headquarters.

The comments about the program are encouraging. District officers, area governors, and Toastmasters eager to promote their club's activities responded to Project Spot with almost unanimous approval. One district governor wrote early in the program, "This looks like an

aggressive, go-getting program. I can't wait to see how it works."

Sixty-three districts participated in Project Spot; 246 cities and nearly 500 radio stations throughout North America were represented.

Another district governor, in letters to his Project Spot coordinators, requested their "best effort" in this Toastmasters experience.

"This program appears to offer an excellent opportunity to get our message to the public," he wrote. An International director wrote, "Project Spot is probably the single best community awareness vehicle ever to come out of World Headquarters . . ."



### THE LEAGUE-LEADING DISTRICTS

At the end of nine months — July, 1970, through March, 1971 — nine districts surpassed the 30 percent level of new members, and several districts were pushing to pass that mark by the end-of-April tally. A heated competition has developed for first place between District 39 and District 33, which are separated by less than a tenth of a percentage point. District 33 held first place for three months — November to January — until being unseated by District 39 in February.

The end-of-March tally finds Founder's District returned to the 'board after dropping out in February. New to the 'board this time is District 44. District 3 moved into seventh position from 10th in February and 20th in January. District 25 returned to the top four in March after dropping as low as eighth in February. District 47 has remained in the top four since December.

<b>District 39</b>	34.57%	<b>District 3</b>	30.57%	<b>District 55</b>	27.88%
<b>District 33</b>	34.51%	<b>District 60</b>	30.35%	<b>District 16</b>	27.77%
<b>District 47</b>	32.77%	<b>District 41</b>	30.21%	<b>District 17</b>	27.68%
<b>District 25</b>	32.40%	<b>District 64</b>	28.98%	<b>District 51</b>	27.65%
<b>District 12</b>	31.22%	<b>District 15</b>	28.93%	<b>District 23</b>	27.05%
<b>District 57</b>	31.05%	<b>Founder's</b>	28.55%	<b>District 24</b>	26.99%
<b>District 21</b>	29.74%			<b>District 44</b>	26.86%

### THE LEAGUE-LEADING CLUBS

Congratulations to the following 23 clubs for their outstanding enthusiasm and participation in sharing their Toastmasters communication and leadership program. The fellowship and high standard of excellence of these clubs is an obvious attraction to guests. Five of these clubs are "President's 40" clubs. The clubs listed here lead the league for the period July, 1970, through March, 1971. The number of new members is in parentheses.

**Sharpstown Club 2243-56 (32)**  
Houston, Tex.

**Armed Forces Staff College Club 2865-66 (32)**  
Norfolk, Va.

**Pacesetters Club 1895-33 (31)**  
Walla Walla, Wash.

**Podium Club 2303-60 (29)**  
Toronto, Ont.

**RAAP Club 3633-66 (27)**  
Radford, Va.

**Fluor Club 124-51 (25)**  
City of Commerce, Calif.

**Hawthorne Club 2574-30 (23)**  
Chicago, Ill.

**Bow Valley Club 1494-42 (23)**  
Calgary, Alta.

**South Bay Club 280-50 (23)**  
Manhattan Beach, Calif.

**Kelowna Club 2796-21 (22)**  
Kelowna, B.C.

**WSTF Club 3242-23 (22)**  
Las Cruces, N.M.

**Triple Ah'z Club 1171-28 (22)**  
Detroit, Mich.

**Ponca City Club 1846-16 (21)**  
Ponca City, Okla.

**Reveilliers Club 2931-19 (21)**  
Davenport, Iowa

**Burrard Club 1892-21 (21)**  
Vancouver, B.C.

**Lonestar Club 1286-25 (21)**  
Ft. Hood, Tex.

**Winter Park Club 3674-47 (21)**  
Winter Park, Fla.

**Skyliners Club 831-64 (21)**  
Winnipeg, Man.

**Kaohsiung Club 1904-U (20)**  
Kaohsiung, Taiwan

**Forty Liners Club 2419-4 (20)**  
San Francisco, Calif.

**Engineering Club 3724-24 (20)**  
Lincoln, Nebr.

**Gaveliers Club 1277-52 (20)**  
La Canada, Calif.

**Brampton Club 2347-60 (20)**  
Brampton, Ont.

### PRESIDENT'S 40 CLUBS

The following 34 Toastmasters clubs have achieved and maintained the 40-member maximum club membership and have been designated "PRESIDENT'S 40" clubs. These clubs have the potential to provide their members with the entire realm of Toastmasters programs and experiences. (An asterisk indicates a continuing "President's 40" club.)

**\*Papago Club 2694-3**  
Mesa, Ariz.

**Demosthenes Club 1282-4**  
San Francisco, Calif.

**\*Professional Mens Club 624-5**  
San Diego, Calif.

**\*Dan Patch Club 1280-6**  
Richfield, Minn.

**Metropolitan Club 1696-6**  
St. Paul, Minn.

**Spartan Speakers Club 2376-6**  
Richfield, Minn.

**\*St. Clair Club 496-8**  
Belleville, Ill.

**\*Pittsburgh Club 144-13**  
Pittsburgh, Pa.

**Christopher Club 339-14**  
Atlanta, Ga.

**Pershing Point Club 2662-14**  
Atlanta, Ga.

**Uptown Club 527-16**  
Oklahoma City, Okla.

**\*Ponca City Club 1846-16**  
Ponca City, Okla.

**Towson Club 2707-18**  
Towson, Md.

**Westinghouse Gaveliers Club 3160-18**  
Baltimore, Md.

**The Big 'D' Club 713-25**  
Dallas, Tex.

**Lonestar Club 1286-25**  
Ft. Hood, Tex.

**\*Anthony Wayne Club 1380-28**  
Toledo, Ohio

**\*Schlitz Club 1989-35**  
Milwaukee, Wisc.

**\*UniRoyal Club 2510-35**  
Eau Claire, Wisc.

**\*Raleigh Club 843-37**  
Raleigh, N. C.

**\*DPSC Club 3403-38**  
Philadelphia, Pa.

**Bow Valley Club 1494-42**  
Calgary, Alta.

**Ridgewood Club 2639-46**  
Ridgewood, N.J.

**\*Ft. Lauderdale Club 2004-47**  
Ft. Lauderdale, Fla.

**Winter Park Club 3674-47**  
Winter Park, Fla.

**South Bay Club 280-50**  
Manhattan Beach, Calif.

**\*Water & Power Club 3629-52**  
Los Angeles, Calif.

**Stag Club 2908-53**  
Hartford, Conn.

**Sharpstown Club 2243-56**  
Houston, Tex.

**Napa Club 2024-57**  
Napa, Calif.

**Steeletown Club 755-60**  
Hamilton, Ont.

**Laemthong Club 1635-U**  
Bangkok, Thailand

**Takapuna Club 2506-U**  
Takapuna, Auckland, N.Z.

**New Plymouth Club 2833-U**  
New Plymouth, N.Z.

# Honor Roll

Congratulations to the following Toastmasters who have completed the TI Communication and Leadership Program.

## ABLE TOASTMASTER (ATM) Certificate of Achievement

- |   |  |
|---|--|
| <b>Edmund J. Gunter, ATM</b><br>Foothill Club 116-F           | <b>Eugene Pellegrini, ATM</b><br>West Suburban Club 930-30   |
| <b>Peter A. Nebeker, ATM</b><br>Ontario-Upland Club 1506-F    | <b>Charles V. McClellan, ATM</b><br>Pacesetters Club 1895-33 |
| <b>Dalton B. Pittman, ATM</b><br>Blue Flame Club 2717-F       | <b>Mel W. Radmer, ATM</b><br>Allis-Chalmers Club 189-35      |
| <b>Leroy Jackman, ATM</b><br>Georgetown Club 2687-U           | <b>David S. Solovey, ATM</b><br>BHA Club 3231-36             |
| <b>Louis A. Bajkai, ATM</b><br>Needles Club 3917-3            | <b>Harry O. Doty Jr., ATM</b><br>USDA Club 3294-36           |
| <b>Robert H. Sturm, ATM</b><br>Early Risers Club 2117-4       | <b>Donald F. Zimmerle, ATM</b><br>Megacity Club 553-40       |
| <b>Durwood E. English, ATM</b><br>Mt. Helix Club 126-5        | <b>Clarence L. Roberts, ATM</b><br>Huntington Club 1964-46   |
| <b>David J. Lewis, ATM</b><br>Elgas Club 1508-5               | <b>Morris Schiff, ATM</b><br>Lakeland Club 2262-47           |
| <b>Alan S. Storton, ATM</b><br>Elgas Club 1508-5              | <b>Alf O. Barth, ATM</b><br>Civic Center Club 3077-47        |
| <b>Gerald D. Owens, ATM</b><br>Poway Valley Club 3685-5       | <b>Sidney A. Dozier, ATM</b><br>Civic Center Club 3077-47    |
| <b>Allen D. Parliament, ATM</b><br>South Suburban Club 2363-6 | <b>J. Malcolm Tagg, ATM</b><br>Mason-Dixon Club 2186-48      |
| <b>William C. Cutshaw, ATM</b><br>NAFI Club 3059-11           | <b>Roy E. G. Durham, ATM</b><br>Brampton Club 2347-60        |
| <b>Clem Dickson, ATM</b><br>Breakfast Club 563-15             | <b>Allan F. Coggon, ATM</b><br>Algoma Club 2648-62           |
| <b>Lewis Snake, ATM</b><br>Tinker Club 1362-16                | <b>Mert D. Bosiak, ATM</b><br>Brandon Club 293-64            |
| <b>Dean Henry, ATM</b><br>Park Ridge Club 381-30              | <b>Lawrence W. Falwell, ATM</b><br>Lynchburg Club 562-66     |
| <b>John Salisbury, ATM</b><br>Oak Park Club 614-30            | <b>Michael A. Mellick, ATM</b><br>Gaveliers Club 2323-TCA    |

## DISTINGUISHED TOASTMASTER (DTM)

Toastmasters International's highest member recognition, the *Distinguished Toastmaster* award, to the following 10 men since December, 1970.

- |  |  |
|--|--|
| <b>Donald S. Kearton, DTM</b><br>Salem Club 138-7  | <b>David Alex Rae, DTM</b><br>Bellwood Club 3282-66                                      |
| <b>Earl W. Drennen, DTM</b><br>McDonnell Douglas Club 2389-8<br>Daniel Boone Club 3536-8 | <b>William H. Richardson, DTM</b><br>Will Rogers Club 1032-16                            |
| <b>George Moses, DTM</b><br>Mount Rushmore Club 1326-41                                  | <b>Murray Shuff, DTM</b><br>Beckley Club 960-40  |
| <b>Richard E. Schneider, DTM</b><br>Ponca City Club 1846-16                              | <b>Paul H. Conner, DTM</b><br>Port Angeles Club 25-32                                    |
| <b>Robert A. Owen, DTM</b><br>Potomac Club 827-36  | <b>F. Thomas Starkweather, DTM</b><br>Chaparral Club 1205-23<br>White Sands Club 3422-23 |

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## DYNAMIC WHITTIER (CALIF.) CLUB 873-F IS FIRST WITH SPRING SEMI

Dynamic Whittier Club 873-F in Whittier, Calif., was the first club in Toastmasters International to submit its semiannual report for the current reporting period. It also was among the first ten in October, 1970. The next nine clubs to have their reports to World Headquarters were:

- |   |  |
|---|--|
| <b>Santa Ana Toasters Club 991-F</b><br>Santa Ana, Calif.     | <b>Emerald Club 3892-7</b><br>Eugene, Ore.                         |
| • <b>San Gabriel Valley Club 200-F</b><br>San Gabriel, Calif. | <b>Postal Toasters Club 1342-52</b><br>Glendale, Calif.            |
| <b>El Monte Club 352-F</b><br>El Monte, Calif.                | * <b>Chaparral Club 1205-23</b><br>White Sands Missile Range, N.M. |
| <b>Temple City Club 554-F</b><br>Temple City, Calif.          | <b>Bayou Pierre Club 2485-25</b><br>Shreveport, La.                |
| <b>Princeton Club 2974-40</b><br>Princeton, W. Va.            |  |

- Was among the first ten clubs to submit report in October, 1970.
- \* Was among the first ten clubs to submit report in October, 1970; April, 1970; and October, 1969.

# TOASTMASTERS ON THE MOVE



## New Responsibilities

Roger E. O'Connor of Bankoh Club 2074-49 in Honolulu, Hawaii, was promoted to vice-president of the **Bank of Hawaii's** International Division.

## Knight of the Road

Maine State Trooper **William C. Holman** of YMCA Club 1640-45 in Sanford, Me., was honored by an organization of traveling salesmen with the 1969 "**Knight of the Road**" award for making the greatest contributions to highway safety in Maine during 1969.

## For The Second Year

**Jules J. Albrecht** of Houston (Tex.) Traffic Club 3055-56 for the second consecutive year was named "Toastmaster of the Year" by his fellow club members.

## Article Published

**Dr. Melvin J. Rosenthal** of Delaware Club 1378-18 in Wilmington, Del., has had an article about the Toastmasters experience published in the March, 1971, issue of the **Journal of the American Chiropractic Assn.** The article encourages chiropractors to join Toastmasters.

## In The Philippines

Two members of Barangay Club 3128-U in Bacolod City, Philippines, are on the move. **Aster S. Pioquinto** was named manager of replacement sales for Goodyear-Philippines, **The Goodyear Tire & Rubber Co.**, Makati, Rizal. **Juanito M. Yap** was promoted to manager of the paper division of **Menzi & Co.**, Makati, Rizal.

## Named Outstanding

**Lee Bartlett Jr.**, a Brownfield, Tex., police officer and member of Brownfield Club 261-44, was named "Outstanding Law Enforcement Officer of the Year" at the 5th annual Terry County (Tex.) Officers Appreciation Banquet.

## New Zealand Radio

**Karl A. Voshaar** of Timaru (N.Z.) Club 3474-U was interviewed about TI and Toastmasters goals on the "Man About Town" show on station **3ZC** in Timaru.

## In Nicosia, Cyprus

Three members of Crusaders Club 3570-U in Nicosia, Cyprus, are on the move. **A. Christofi** represented Cyprus at the 40-nation **United Nations Cartographic Conference** in Teheran, Iran; **G. Christodoulides** was appointed principal of the **Higher Technical Institute**, the highest educational institution on Cyprus; and **Alex Pulcherious** was named principal officer of the Cyprus branch of the **New First Netherlands Insurance Co., Ltd.**

## Toastmasters Recognized

**W. Reed Severson** was named as one of **New York Life Insurance Company's** outstanding general managers — his third consecutive year. **Dr. Eugene Tsujimoto** was named a director-at-large for the **Alameda-Contra Costa Counties Optometric Society** for 1971. Both are members of Pathfinder Club 3635-57 in Fremont, Calif.

**GREETING THE WINNER** — Explorer Scout **Mark R. VanWagoner** (second from right) of Hilo, Hawaii, winner of the 1971 **Reader's Digest/Boy Scouts of America National Public Speaking Contest**, receives plaudits from (from left) **C. Robert Devine**, vice-president of the Reader's Digest Assn.; **Robert T. Buck Engle**, TI executive director; **Alden G. Barber**, chief Scout executive; and **Irving Feist**, president of the BSA.



**TOWN OF THE MONTH** — Huntsville, Ala., Mayor **Joe N. Davis** (left) declared February as Toastmasters Month when Huntsville was featured as Town of the Month in the February issue of **The Toastmaster** magazine. District 48 Governor **Clyde R. Ward**, ATM, helps Mayor Davis carry the massive document.





# NEW CLUBS

Chartered during March, 1971

## District 12

TUESDAY EVENING Club 3647-12. Meets Tues., 7:00 p.m., Top-Ers Steakhouse, 843 W. Ave. 'T' LANCASTER, Calif. Contact: 942-3150. **Sponsoring Club: EYE-OPENER CLUB 1675-12.**

## District 21

SIKANNI Club 3008-21. Meets Mon., 6:45 p.m., Fort Hotel, Center Ave., FORT ST. JOHN, B.C. Contact: 785-3068. **Sponsoring Club: TRUMPETER CLUB 3642-42.**

CHILLIWACK Club 3486-21. Meets Thurs., 8:00 p.m., Carman United Church Lounge, Vedder Rd., SARDIS, B.C. Contact: 858-4193. **Sponsoring Club: EVERGREEN CLUB 973-21.**

## District 28

MIRACLE Club 544-28. Meets 2nd & 4th Tues., 6:45 p.m., Surf and Turf Rest., Miracle Mile Shopping Center, TOLEDO, Ohio. Contact: 475-0468. Area: Nine. **Sponsoring Clubs: MAUMEE VALLEY CLUB 1637-28 and ANTHONY WAYNE CLUB 1380-28.**

## District 31

BOSTON Club 1074-31. Meets 1st & 3rd Wed., 5:30 p.m., Rm. E 408, JFK Federal Bldg., BOSTON, Mass. Contact: 223-3160.

MIDLAND Club 1532-31. Meets alt. Thurs., 7:00 p.m., White Cliffs Rest., NORTHBORO, Mass. Contact: 481-2631.

DEC-CONTROL PRODUCTS Club 3830-31. Meets 2nd & 4th Tues., noon, Digital Equipment Corp., 146 Main St., MAYNARD, Mass. Contact: 897-5111, Ext. 3350. Area: Four.

## District 32

GRAYS HARBOR Club 3084-32. Meets Mon., 7:00 a.m., Smitty's Pancake House, 500 W. Wishkah St., ABERDEEN, Wash. Contact: 532-6524. **Sponsoring Club: SHELTON CLUB 1236-32.**

## District 35

GLADIATORS Club 1535-35. Meets 2nd & 4th Wed., 6:00 p.m. Townhouse Rest., 3820 N. Teutonia St., MILWAUKEE, Wisc. Contact: 274-2482 or 271-5060. **Sponsoring Club: SCHLITZ CLUB 1989-35.**

## District 36

NORBECK Club 367-36. Meets Thurs., 8:00 p.m., St. Patrick's Church Annex, Norbeck and Muncaster Mill Rd., ROCKVILLE, Md. Contact: 598-7480. Area: Six. **Sponsoring Club: C.P.A. CLUB 3094-36.**

AGRATOR Club 1889-36. Meets 1st & 3rd Mon., noon, U.S. Dept of Agriculture, Independence Ave., WASHINGTON, D.C. Contact: 656-5520 or 388-3273. **Sponsoring Club: POTOMAC CLUB 827-36.**

## District 40

H. E. DOBSON Club 2005-40. Meets 2nd & 4th Wed., noon, FMC Corp., Inorganic Chemicals Div., Tng. Center Bldg., SOUTH CHARLESTON, W. Va. Contact: 744-1581. Area: Fifteen. **Sponsoring Club: SOUTH CHARLESTON CLUB 1528-40.**

## District 42

FORESTERS Club 2511-42. Meets Thurs., 8:00 p.m., St. Basil's Public School, 102 St. and 115 Ave., EDMONTON, Alta. Contact: 452-2893. **Sponsoring Club: EDMONTON YMCA CLUB 2478-42.**

## District 46

GATEWAY Club 1988-46. Meets Tues., noon, Conf. Rm. #1, Navy International Logistic Control Office., BAYONNE, N.J. Contact 858-7234. Area: Five.

ATHENIA VETERANS Club 2423-46. Meets 2nd & 4th Mon., 9:00 p.m., Athenia Veterans Post, 147 Huron Ave., CLIFTON, N.J. Contact: 789-9139. **Sponsoring Club: CLIFTON CLUB 2664-46.**

## District 53

FARMINGTON VALLEY Club 2975-53. Meets alt. Thurs., 7:30 p.m., Executive Inn, Hopmeadow Rd., SIMSBURY, Conn. Contact: 658-2216. **Sponsoring Club: NORTHERN CONNECTICUT CLUB 3591-53.**

## District 62

LOGISTICS CENTER Club 2050-62. Meets 2nd & 4th Tues., 5:00 p.m., Hart Hotel, 31 N. Washington, BATTLE CREEK, Mich. Contact: 965-4487. **Sponsoring Club: CLARK EQUIPMENT CLUB 2210-62.**

## District 64

THOMPSON Club 2411-64. Meets Wed., 6:00 p.m., Cedar Rm., Thompson Inn, THOMPSON, Man. Contact 677-5293.

## District 67

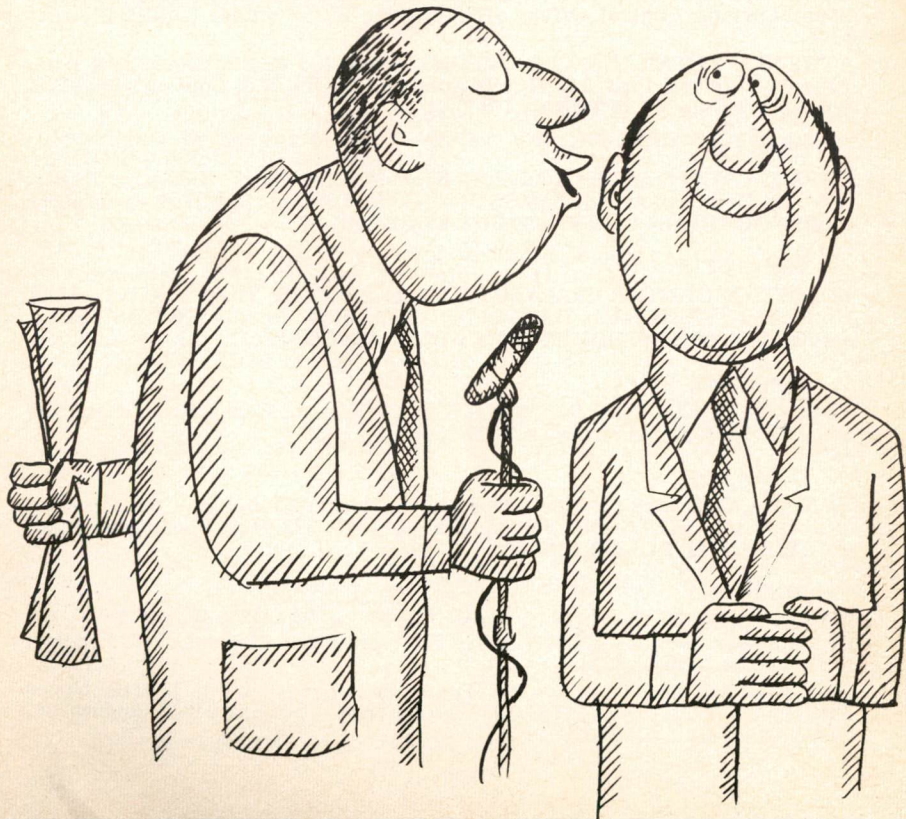
TUNDRA Club 1098-67. Meets Mon., noon, Rucker Club, Non-Commissioned Officers Club, EIELSON AFB, Alaska. Contact: 372-4112. **Sponsoring Club: GILDEN HEART CLUB 1240-67.**

## Undistricted

ZWEIBRUCKEN Club 975-U. Meets 1st & 3rd Wed., Buchheit Brauerei, 25 Landauer Strasse, ZWEIBRUCKEN, Germany. Contact: Zweibrucken Military Ext. 2281 or 8024.

HILLEL Club 1957-U. Meets 1st Thurs., 8:00 p.m., Leo Black Hall, Upper Dickens St., PORT ELIZABETH, South Africa. Contact: 24568. **Sponsoring Club: ALGOA CLUB 2457-U.**

# Speeches Are SAID, Not Read



By NANCY COVERT SMITH

Preparing written material is a unique situation. The preparation of an oral presentation is entirely different. There are different considerations for each situation. When preparing a speech, don't allow yourself to neglect the importance of word-sounds that will help you convey your message.

Printed material can be re-read. It interweaves narrative, dialogue, statistics, charts, graphs, and quotes in an attractive arrangement on the page. It is a visual presentation which is silently consumed individually by each reader. The pace is the reader's choice.

Speeches are different. They usually are heard only once. Speeches rely upon rhythm, cadence, thrust, alliteration, round sounds, tight sounds, and crisp consonants to convey a message or idea.

A speaker must use these tools to guide each member of his audience to his pre-determined goal at his pre-determined pace. It is one of the processes of effective speech presentation.

Many good speeches could have been great speeches if the speakers had been more conscious of the specific words

which are used to effect specific reactions within their audience. If a speaker chooses a subject of interest to him, his speech should not lack content. It is deficient delivery which usually loses contests and audiences.

When a speaker's advance preparation is thorough, his mind is free to concentrate completely upon his audience. He is no longer preoccupied by hand gestures, voice inflection, and eye contact.

The Toastmaster who is tuned into sounds finds that proper word choice produces an effective presentation. The words have a tendency to effect some control over the physical expressiveness of your body. They raise or lower your voice, slow or quicken your tempo, lull or startle your listeners. Words can tighten your fist or encourage an imploring open palm.

**Consider vowel sounds. The speaker's friends are the open throat vowels (a, o, and u). They carry well in a room, allow for volume, or soften to soothing resonance. Say aloud these words: large... huge... voluminous... big.**

The first three words demand volume and expansive body gestures. However, *big* dies as it leaves your lips. Word meaning is not enough, by itself. The word also must be selected for sound.

Now, say aloud these words: *warm... gracious... comfortable... luxurious*. The open sounds are used to soothe and relax, to slow your tempo.

The closed throat vowels (e and i) are constricted. They strike in your listeners' ears as an irritant. Say aloud these words: *icy... bitter... pierce... smite*. These tight sounds adapt well to sarcasm, irony, and anger. They convey smallness. They tend to create visions of coldness and hardness.

Consonants also are useful tools. Crisp consonants pick up your tempo to drive home a point. The repeated use of sounds created by such consonants as *f, p, s, t,* and *v* tends to produce emphasis and urgency in your speech.

Each beat of a spoken cadence can be an oral exclamation mark.

As the tempo quickens, a speaker's entire body responds. His voice becomes sharp, his eyes are alert, and his hands move in short, emphatic gestures. Your listeners respond with emphatic emotion.

**If you want to lull an audience into a false security, search out words embracing the consonants' sounds of *mmm... nnn... wah*. The monotonous resonance is almost like a hum. Choose words of two or three syllables with the accent on the first syllable as in *usually... motionless... violence... quietly*.**

Allow the natural ebb and flow of the words to capture and hypnotize your listeners. Then, abruptly switch to quick, chopped words. This surprise break in rhythm, coupled with alliteration, carries you to a climax and makes your point indelible in the minds of your listeners.

**Remember:**

- Continued cadence is tiring.
- Change grabs attention.
- Repeated sounds produce a mental mark.

No one is capable of delivering an entire speech of noteworthy wisdom, but every

speaker can coin a phrase worth remembering. Winston Churchill said many things besides, "I have nothing to offer but blood, toil, tears, and sweat," but his *alliteration* in this phrase helps make it one of the best remembered.

Alliteration, or the repetition of the same sound at the beginning of two or more consecutive words or of words closely associated in a phrase, produces a rhythm which begs your listeners' attention. It draws them into your speech.

Notice the effective use of repeated sounds of the consonants *d, p, s,* and *t* in this phrase by William Cullen Bryant: "The horrid tale of perjury and strife, murder and spoil, which men call history..."

**Abraham Lincoln effectively used the open throat vowels in his well-remembered phrase, "...so conceived and so dedicated can long endure."**

These phrases stand out as poetry in the body of prose. Their rhythm and sound, coupled with their meaning, have etched themselves and their authors forever in our minds.

Toastmasters can't afford to be lazy. The use of "very, very" and "many, many" never is persuasive. No matter how hard you push "This is it!" you are left with weak words at a po-

tentially strong moment in your opportunity to move your listeners. A shouted sentence or a pounding fist on the lectern cannot camouflage weak words.

You are using your voice to feed the mental picture projectors of your listeners. Are you filling them with word pictures of action, color, drama, emotional concern? If not, you are allowing their minds to dwell upon personal thoughts of work and outside pressures.

Grip and hold your listeners with vivid verbs. Cull out meaningless idioms. Take away the adverb crutch. Consider the difference:

1. The man walks slowly. *No.*
2. The man ambles. *Yes.*
3. The man walks quickly. *No.*
4. The man races. *Yes.*

Before you are again scheduled to speak to your club or to another audience, become *word conscious*. Prepare your vocabulary with these three steps:

1. Sharpen your word consciousness by reading *aloud* famous speeches, plays, several pages of *Bartlett's Quotations*, or your favorite poetry. Listen to your voice, but also hear and appreciate the beauty and effectiveness of the spoken word.

2. Accumulate a multitude of words on a special list you can use and refer to each time you prepare a speech.

3. Arm yourself with a dictionary and a thesaurus. Then chisel and shape your speech into a form that sounds like what you intend to tell your audience.

Mark Twain said, "A powerful agent is the right word. Whenever we come upon one of those intensely right words in a book or a newspaper (or speech) the resulting effect is physical as well as spiritual and electrically prompt."

The correct word at the correct time is our most effective tool.

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#### ABOUT THE AUTHOR

*Nancy Covert Smith is the wife of James Smith, president of American Legion Club 637-10 in Canton Ohio. A free-lance writer and a lecturer about effective communication, Mrs. Smith is the winner of the 1970 Non-Fiction Award from the Indiana University Writers' Conference.*

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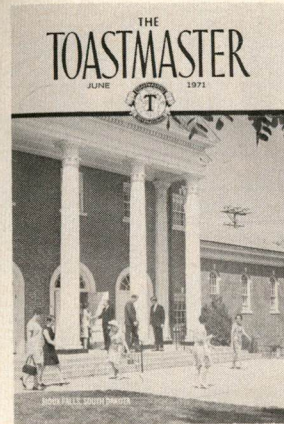
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## Toastmasters Town of the Month

### SIOUX FALLS, SOUTH DAKOTA

SIOUX FALLS, SOUTH DAKOTA, is a growing agri-business community with a metropolitan population of nearly 100,000. Sioux Falls residents are proud that their hometown is the largest community in five states — Idaho, Montana, North Dakota, South Dakota, and Wyoming — and that it is growing at a rate of 1,000 families a year.

Sioux Falls boasts a 70-piece symphony orchestra, a civic fine arts center, two colleges, a business school, and the Great Plains Zoo. A new air terminal was dedicated in late 1970 to serve flights to the east and west coasts. It accommodates 39 flights a day.

John Morrell and Company, meat packers, and Raven Industries, a balloon and parachute manufacturing firm, are among its principle employers.

An EROS (Earth Resources Observation Satellite) data receiving center is being constructed near the city and will be completed in time to process earth photographs from a satellite to be launched by NASA in 1972. The center's principle function will be to probe the earth's resources, agriculture, geology, hydrology, and pollution.

Downtown Sioux Falls currently is undergoing a massive remodeling. When completed, the 60-acre renewal project will feature a convention center hotel, high-rise apartment buildings, a library, and office building.

There are five Toastmasters clubs in Sioux Falls: Sioux Falls Club 210-41, Sunrise Club 224-41, Marquette Club 509-41, Yawn Patrol Club 1187-41, and Pre-Dawn Club 2952-41.



### Talk of the Town

The charter presentation ceremonies of **Last Word Club 3853-53** in Pittsfield, Mass., was the subject of a featured photograph in the "G.E. News," a weekly publication for **General Electric Co.** employees.

### For Community Awareness

A public panel discussion entitled "Taxation In The Seventies" was conducted by the members of **Navigation Club 1321-40** in Columbus, Ohio.

### Long Distance

Toastmasters attending the **District 48** conference in Decatur, Ala., participated in a long distance telephone conversation with **International President Arthur M. Diamond** by means of a public address system connected to the telephone.

### Popular Presentations

Two "mini" Toastmasters club meetings presented by **Piqua (Ohio) Club 2671-40** for the local Rotary and Kiwanis clubs have produced demands for additional presentations, along with increased membership.

### Distinguished Visitor

Southfield, Mich., **Mayor Norman Feder** attended the **District 28, Area Six**, speech contest and presented the winner's trophy to William Weil of **Northwood Club 1329-28**.

### Activities Reported

Reports about the activities of **Motorola Club 2083-3** in Scottsdale, Ariz., filled an entire page of the "Voice of Motorola," a publication for **Motorola, Inc.**, employees in Scottsdale.



**IN FRANCE** — Members of **Orleans Club 3510-U** in Orleans, France, toast the new year for their club before installing a new team of officers.

### Television News

**District 25 Governor Jerry L. Leonard, ATM**, was featured in an on-the-spot news broadcast of **KSLA-TV** in Shreveport, La., during YLP graduation ceremonies sponsored by Bayou Pierre Club 2485-25 in Shreveport.

### What To Do With Them

In a recent **Speechcraft** program conducted by Schlitz Club 1989-35 in Milwaukee, Wisc., 13 of the 18 Speechcrafters became Toastmasters. The course featured video tape replays for evaluation purposes.

### Charter Recognition

The **All-American Transport Club 2988-41** (Sioux Falls, S.D.) charter application, signed by 30 home-office employees of **All American Transport, Inc.**, was the subject of a full-page photo-feature article in the company publication, **All American Activities**. General Office Manager Chuck Iddings posted the club charter prominently on his office wall.

### Contest Judges

Twelve **District 49** Toastmasters judged the annual **Debate Festival** of the Kamehameha Schools in Honolulu, Hawaii.

### Popular Visit

**District 45 Governor M. E. (Bill) Chase** was interviewed on radio station **CFBC** and on **CHSJ-TV**, and was presented a memento by **Deputy Mayor Art Gould** when he visited Saint John, N. B., to attend a joint meeting of Saint John Club 1479-45 and Fundy Club 2709-45.

### Three Elected

Three members of **MATS Club 636-20** in Minot, North Dakota, were elected to the state legislature. **Leonard Rice** and **Jerome Walsh** were elected as state representatives and **Wayne Sanstead** as state senator. Toastmaster Sanstead was named the "Outstanding Freshman Senator" during the current legislative session.

**ANNIVERSARY PRESENTATION** — Bob Anthis presents former Toastmaster Will Hedden, age 91, with honorary membership in **New Albany (Ind.) Club 410-11**. Also participating is brother Earl Hedden, age 89. The two Heddens each have been Toastmasters more than 24 years.



**TI FLOAT** — Gaining community awareness, members of **Foxboro (Mass.) Club 1315-31** entered this communication and leadership float in their city's Fireman's Day Parade.



**A GOOD START** — International Director Francis J. Butler, ATM, (left) presents the club charter to Gene Roberts, president of State Comptroller's Club 2651-18 in Annapolis, Md.



## CLUB ANNIVERSARIES — JULY

### 25 YEARS

- Bell Club 393-51**  
Bell, California
- Executive Club 412-50**  
Los Angeles, California
- Dayton Club 405-40**  
Dayton, Ohio
- Albany Club 307-7**  
Albany, Oregon
- Thunderbird Club 396-21**  
Victoria, B.C., Canada

### 20 YEARS

- Town and Country Club 62-F**  
Azusa, California
- Cornhuskers Club 955-24**  
Omaha, Nebraska
- Ambassador Club 936-28**  
Windsor, Ontario, Canada

### 15 YEARS

- Westerners Club 1117-52**  
Canoga Park, California
- Hayward Club 207-57**  
Hayward, California
- McMinnville Club 522-7**  
McMinnville, Oregon

### Two At A Time

Members of **UniRoyal Club 2510-35** in Eau Claire, Wisc., conducted two Youth Leadership Programs simultaneously in separate groups.

### A Day In Fort Worth

Forth Worth, Tex., **Mayor R. M. Stovall** declared a special "Plus Two Toastmasters Club Day" in his city in recognition of the 25th anniversary of **Plus Two Club 349-25**.

### Peaches 'N Cream

A special **District 3** speakers bureau visited more than 30 organizations to promote Arizona State University's Peach Bowl. Members from 17 clubs participated.

## DISTRICT GOVERNORS 1970-71

- F. Max R. McVay, ATM  
4645 Genevieve St., San Bernardino, Calif. 92407
2. William V. Shumate  
14709 N.E. 4th Pl., Bellevue, Wash. 98007
3. Kenneth S. Jagolinzer, ATM  
6735 First Ave., Scottsdale, Ariz. 85251
4. Roger A. Cuadra, ATM  
3260 Benton St., Santa Clara, Calif. 95051
5. Harold O. Story, DTM  
3078 Mercer Lane, San Diego, Calif. 92122
6. N. William Hamlin  
Rte 4, Box 455, Grand Rapids, Minn. 55744
7. Carroll E. Hermanson, ATM  
1615 N.W. First St., Gresham, Ore. 97030  
414 7th St., Lincoln, Ill. 62656
8. Ross L. Poggenpohl, ATM  
P.O. Box 793, Moses Lake, Wash. 98837
9. Harold E. Aldrich, ATM  
3141 Meadowwood St., Massillon, Ohio 44646
10. Angelo J. Sturrett  
R.R. 1 Box 147, Walkerton, Ind. 46574  
1341 Elder St., Oxnard, Calif. 93030
11. Carl E. Nickles  
4220 Greensburg Pike, Pittsburgh, Pa. 15221
12. Theodore A. Olcovich, ATM  
2859 Parkridge Dr. N.E., Atlanta, Ga. 30319
13. W. R. (Casey) Castonguay, ATM  
813 Medoland Dr., Brigham City, Utah 84302
14. John P. Lister  
4312 N.W. 19th St., Oklahoma City, Okla. 73107  
152 Fairway Drive, Helena, Mont. 59901
15. Richard C. Meyer  
Box 297, RD 1, Hockessin, Del. 19707
16. Jack B. Wilson Jr., ATM  
7 South 4th St., Marshalltown, Iowa 50158
17. Levi M. Loss  
1506 South 17th St., Grand Forks, N.D. 58201
18. Thomas C. Dunn, ATM  
#113-6020 Vine St., Vancouver 13, B.C., Canada
19. George W. Hertema, ATM  
3406 Shorewood Dr., Topeka, Kans. 66605
20. Ben T. Hennessy, ATM  
5320 Chateau Ave., El Paso, Tex. 79924
21. John B. Hicks  
8714 Evans, Omaha, Nebr. 68134  
P.O. Box 1526, Shreveport, La. 71102
22. Joe D. Hall  
501 South York, Denver, Colo. 80209
23. F. Thomas Starkweather, DTM  
322 West Kanai Ave., Porterville, Calif. 93257
24. Richard D. Hileman  
2880 Sorrento, Ann Arbor, Mich. 48104  
P.O. Box 8004, Pensacola, Fla. 32505
25. Jerry L. Leonard, ATM  
159 Brantwood Ave. West, Elk Grove Village, Ill. 60007
26. Ralph Fowler  
25 Walker Rd., Swampscott, Mass. 01907
27. Peter J. Varkoias, ATM  
3848 Tacoma Ave. So., Tacoma, Wash. 98408
28. Dale A. Davis  
P.O. Box 1521, Pendleton, Ore. 97801
29. D. E. (Doc) Wilson, ATM  
408 Elm St., Fayetteville, N.Y. 13066
30. D. Curtis McKim  
4030 W. Green Tree Road, Milwaukee, Wisc. 53209
31. Harry Landsman  
9019 Spring Hill Lane, North Chevy Chase, Md. 20015
32. Boyd Roth  
3753 Crosland Road, Winston-Salem, N.C. 27106
33. Leland E. Maust  
8200 MacArthur Rd., Wyndmoor Phila., Pa. 19118
34. Carmen S. Spadaro  
1960 Monarch Ave., Sacramento, Calif. 95832
35. Terry A. Wunsch  
5938 Sedgwick Rd., Worthington, Ohio 43085  
Box 591, Deadwood, S.D. 57732
36. Levi E. Bottens  
517 2nd Street, Saskatoon, Sask., Canada
37. William T. Robinson Jr.  
P.O. Box 30169, Memphis, Tenn. 38130
38. Paul J. Cathey  
3519 W. Wadley, Midland, Tex. 79701
39. Kenneth B. Peters, ATM  
P.O. Box 161, Lr. Sackville, N.S., Canada
40. Carl M. Harrington  
333 Bane Road, Garden City, N.Y. 11530
41. Richard Ward, ATM  
709 N.W. 29th St., Ft. Lauderdale, Fla. 33311
42. Eugene R. Thompson  
310 Rosemont Rd., Huntsville, Ala. 35803
43. Thomas M. Seale Jr.  
5308 Halapepe St., Honolulu, Hawaii 96821
44. Alvin H. Smith  
3316 Shelby Drive, Los Angeles, Calif. 90034
45. Merlin E. Chase  
11231 Tigrina Ave., Whittier, Calif. 90603
46. Joe F. Boland, ATM  
17947 Burbank Blvd., Encino, Calif. 91316
47. John W. Bowman, DTM  
Cedarcrest Hospital, Cottage 25, Newington, Conn. 06111
48. Clyde R. Ward, ATM  
3528 Ferndale, Danville, Ill. 61832
49. Yutaka Nakahata  
937 S. Lincoln, Casper, Wyo. 82601
50. Albert J. Mayo, ATM  
Box 1929, Kenedy, Tex. 78119  
Box 710, Eureka, Calif. 95501
51. Robert W. Cockrell, ATM  
1217 Eastwood Ave., Hanahan, S.C. 29406
52. Stanley P. Conover  
1931 S. Calif., Carson City, Nev. 89701
53. Raymond E. Cooper  
916 Condor Drive, Burlington, Ont., Canada
54. Donald Story  
St. W., Apt. 407, Montreal, 262, Que., Canada
55. Warren J. Wallace  
3229 Peck St., Muskegon Hts., Mich. 49444
56. R. Russell Heaner  
4126 Gaines Rd., Knoxville, Tenn. 37918
57. Fred E. Stockbridge, ATM  
756 Beaverbrook St., Winnipeg 9, Man., Canada
58. Harold P. Dickinson  
190 Melrose St., Rochester, N.Y. 14619
59. Thomas Wall  
2408 Grandy Ave., Norfolk, Va. 23509
60. J. Robert Gaul, ATM  
Box 919, Anchorage, Alaska 99501
61. Charles A. MacMillan  
3836 Kent St., Slidell, La. 70458
62. Chester R. Cecot  
19 Montague St., NE Valley, Dunedin, New Zealand
63. Dr. Kenneth R. Walker
64. Gil Wilde
65. Patrick A. Panfile
66. Morgan C. Martin
67. James C. Falconer
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