

The Toastmaster

AUGUST 1979



TOASTMASTERS... A BRIGHT WORLD FOR THE BLIND

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A Joyful Journey



"Learning is a journey, not a destination." Who can describe the top level of achievement within man's reach? That level keeps rising as we gain more knowledge through involvement in Toastmasters.

In 1952, as an aspiring personnel manager, I saw a need to develop and polish my communication and leadership skills. The job required me to lead a staff and to make many verbal and written presentations to employees and community organizations.

I was eager to learn and highly motivated when I secured an invitation to join a Toastmasters club. My first exposure to Toastmasters was awesome and inspiring. It was just what I wanted — an opportunity to learn all about effective communication, plus a stage on which to practice. The first speech, though a frightening experience, made me feel like I was climbing a mountain out of a valley of discontent. A journey through the well-structured communication manuals looked challenging. The potential rewards ahead were beyond imagination.

Then I discovered leadership opportunities existed in the club and throughout the organization. When this picture came into view I saw many more mountains ahead, each a little higher than the first. And each represented an exciting opportunity to expand my knowledge and become a more effective communicator.

As I contemplated my future in Toastmasters, this thought came to mind: "Man, in order to succeed, must first help others." Then I realized that Toastmasters is organized in a way that encourages members to help each other achieve their personal goals. What a revelation! I was about to start a learning process that incorporated a basic law of success: "Cast thy bread upon the waters and it will be returned manyfold."

Toastmasters has far surpassed the expectations I had when I made my decision to join. Each step of my journey through Toastmasters' programs has unfolded more exciting challenges. From the nervous moments of that first speech through my term as president, I have scaled many mountains of knowledge, each a little more rewarding. I have discovered that those who want to reach the top in their field can do so; the secret is in giving and getting help.

"Where do we go from here?" you ask. On to a higher mountain, of course. "How do you climb a higher one?" That's easy. When you reach one lofty peak, set new and higher goals, then hit the ground running. You've got to have momentum to climb a mountain.

On reflection, I have enjoyed a happy and rewarding journey through Toastmasters — thanks to thousands of helpers. It is my sincere hope that in some small way my meager efforts have helped the many Toastmasters who have supported me. In the poetic words of Robert Browning, "The year is closed, the record made; The last deed done, the last word said. The memory alone remains; Of all its joys, its griefs, its gains; And with purpose full and clear, I turn to meet another year."

Oh yes! My Toastmasters journey will continue — there is no end to this learning process. The trails ahead look exciting, challenging and rewarding. ■

Hubert E. Dobson



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COVER

"When you're blind, you have to constantly struggle to be patient, hopeful and to stick to your faith," says Vesta Johnson, the 92-year-old Toastmaster pictured on this month's cover. Some blind people feel so insecure that they cut themselves off from life. But people like Vesta, who lost her sight 13 years ago, are discovering that blindness doesn't have to mean loneliness. In the supportive environment Toastmasters provides, they are finding acceptance, understanding and courage. (Cover photo by Gene Selig, DTM)



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Help for Stutterers

Allow me to thank you for publishing the June article on stuttering which describes my work. I wish to make one correction and several additions to the story by Michael Snapp.

First, I do not merely recommend that my patients join Toastmasters, I insist upon it. Not only does Toastmasters provide an excellent opportunity to practice public speaking but I also find that it helps my patients reduce their fears and serves as a powerful support group.

Secondly, in comparing my program with others, allow me to make the following points. The program I espouse includes extensive and elaborate follow-up (18 months of weekly cassette tape homework assignments plus bimonthly meetings at the clubs I have established for my patients in practically every major city in America). In addition, my program allows patients to have eight hours of treatment *absolutely at no charge* before deciding whether they wish to continue. This is an important citizen right in this age of consumerism. I believe this opportunity is unique.

Finally, individuals who stutter or who know someone who does may obtain further information by writing me at New York University Medical Center, 550 First Ave., New York, NY 10016 and requesting the information packet on stuttering.

Martin F. Schwartz, Ph.D.
New York, New York

Toastmaster Overcomes Stammering Problem

When I received my copy of the June issue I turned right to the article, "Overcoming the Fear of Stuttering." Although I've been known to trip over my tongue on occasion, stuttering has never been a problem for me. However, my son, now 19 and in the Army band, had this trouble in his earlier years and on occasion still tries to "talk as fast as he is thinking."

I think everyone who has a stuttering problem would be inspired by the accomplishments of Robert Dodgson, a member of the Mount Vernon Toastmasters Club in Washington. I recently had the opportunity of attending Mount Vernon's 35th anniversary party and heard this young man speak. While he may at times stutter during a one-to-one con-

versation, he showed no signs of any speech impediment during his formal talk. While he did go through extensive breathing therapy, he attributes much of his success to Toastmasters and his friends in the Mount Vernon Toastmasters Club.

Mr. Dodgson won his club and area contests in the International Speech Contest and placed second in the division contest. With members like him, our organization will always be a winner.

Jack D. Howard, DTM
Seattle, Washington

More on Stuttering. . .

Your June article on stuttering was most interesting and informative. One of the serious difficulties in this general problem area is the lack of understanding demonstrated by most of the public. Articles such as this will go a long way in helping to instruct people in the various aspects of stuttering.

Ronald L. Webster, Ph.D.
Director, The Hollins Communications
Research Institute
Roanoke, Virginia

Learn to Communicate with Understanding

Before I joined Toastmasters a year ago I often found myself saying, "I never know what to say!" Now, I'm not only learning what to say, but *how* to say it.

Not only is Toastmasters teaching me how to improve my communication skills and gain confidence in myself, I'm also learning how to meet and understand people, *and I love it!*

When I think that I might never have found out about the kind of growth and self-fulfillment I've experienced in the last year I breathe a sigh of relief just knowing that I'm a part of such a worthwhile organization.

Heather G. Hodgson
Moose Jaw, Sask., Canada

Special Timing Device for Blind Speakers

I feel compelled to reply to Pat Kelly's letter in the June issue of *The Toastmaster* regarding timing signals for a blind Toastmaster in a speech contest.

I am a member of Orange County Braille Toastmasters Club 15-F. All the

Toastmasters in my club are, in various degrees, blind. We have competed in every speech contest in our area since our club received its charter. Some of us have gone on to compete on the division level. None of us ever uses notes.

In our club, a sighted volunteer is the timekeeper and we use a bell as a timing device. However, when we enter a speech contest, the timing arrangements are always carefully made in advance. Either a sighted volunteer from our club or the Toastmaster of the contest watches the lights and then simply touches the blind speaker as the lights change.

The sighted person *knows* he or she must watch the lights and the blind speaker *knows* he or she will be touched as the lights change color. There is no need for a distracting audible tone.

I hope this suggestion will help Pat Kelly as well as other blind Toastmasters around the world in future speech contests.

Elizabeth Hennings
Santa Ana, California

Magazine Design Causes No Eyestrain for Optometrists

In response to your reader who wrote in the June issue that he read your magazine with a great deal of "eyestrain," I would like to give you some professional input.

I analyzed the magazine carefully and found that it meets a great many requirements for the reduction of eyestrain. First, the paper is nonglare, slightly off-white and excellent for reading.

Secondly, the print is sharp and good size for people with normal vision. Subheads and periodic quotes from articles also make reading easy on eyes.

Your reader may be experiencing eyestrain for many reasons not related to the magazine's design:

- He could be reading in poor light.
- He could be reading in the evening after a fatiguing day.
- The prescription of his glasses could be due for a change.
- Any combination of the above.

I find the ragged-edged columns unusual and interesting. I guess that's why they make chocolate and vanilla

Dr. Byron Y. Newman, Optometrist
Van Nuys, California



Vesta Johnson



Evelyn-Jane Davis

For the blind, Toastmasters is a source of strength, courage and hope.

Toastmasters... A Bright World for the Blind

by Sherry Angel

Laughter is one of the finest things in the world," Vesta Johnson, the "grandmother" of her Toastmasters club, says sagely. At 92, she is blind and too frail to walk without support. But Vesta, also known as the "Champagne Lady," is outspoken, spunky and irrepressible — a symbol of strength to the other members of her club, which meets weekly at the Braille Institute in Anaheim, California.

Most of the members of this club are blind, but there's nothing grim about their gatherings. Vesta's spirit is contagious. These Toastmasters work

hard, appreciate deeply and laugh easily.

They joined Toastmasters for the same reasons anyone else does — to learn to speak before an audience and to

The blind have as much to contribute as they stand to gain.

develop leadership skills. But Orange County Braille Institute Club 15-F has become much more than a training ground for its members. They're such a

close-knit group that they call each other, send cards and make hospital visits when someone is ill. They recently celebrated the marriage of two members who first met at a club gathering.

"We specialize in trying to create friendships, understanding and to spread our love," says Vesta, a former school teacher who lost her sight about 13 years ago. "I have spent many delightful hours with Toastmasters. They could have been very lonely hours."

Though blind since birth, some of the Toastmasters in Vesta's club still felt angry and insecure when they joined. Others who lost their sight late in life as Vesta did were so full of fear that

they had retreated into painful solitude.

"When you're blind, you must constantly struggle to be patient, hopeful and to stick to your faith," Vesta explains, speaking slowly and firmly.

Sheila Taylor, a counselor at the Braille Institute in Anaheim, adds: "Blind people ask themselves, 'Why is this happening to me? I've been independent all my life and now I can't see. It isn't fair. I don't want to live anymore.'"

In a supportive club environment, people who had bitterly cut themselves

off from life are now finding acceptance, understanding and courage.

"They discover that everyone else is saying the same thing and feeling the same feelings," Ms. Taylor says. "They realize they can go on."

And they excel.

People who were once terrified of public speaking now regularly give speeches in their communities as representatives of the Braille Institute's speakers bureau. Others have improved their communication skills in different ways. For instance, Toby

Weissmann, one of the youngest club members at 27, has learned to record the events of each meeting on a Braille ledger. She reads her minutes aloud for other members and later types her Braille notes so the club will have a written record of the meeting. Toby, blind since birth, learned those skills in classes at the Braille Institute, and Toastmasters gives her the opportunity to put them to practical use as she hopes to do eventually in a job in the community.

Help from Sighted Volunteers

Toby's club started as a class at the Braille Institute, and students there can still enroll and participate without becoming official members, even though the club is chartered. The club operates much like any other, but the link with the Institute is critical because the school provides sighted volunteers who transport club members to meetings, time speeches, guide speakers to the lectern and respond to a variety of other needs as they arise. First Braille Toastmasters Club 341-52, which



COMMUNICATING WITH BRAILLE — Toby Weissmann, a Toastmaster who has been blind since birth, reads her record of a previous meeting to the members of Orange County Braille Institute Club 15-F. As secretary of the club, Toby takes minutes on a Braille ledger during each meeting and later types her notes to give the club a permanent written record of its activities.

"Toastmasters has given me the most satisfying experiences of my life."

meets at the Los Angeles Braille Institute, operates under a similar arrangement.

Both of the Institutes have a library where Toastmasters can obtain the basic manuals in Braille and on tape. And the many blind Toastmasters who aren't members of clubs affiliated with schools for the blind can buy these materials from World Headquarters.

Public speaking is especially challenging for the blind because gestures, timing, eye contact and often written notes are so important to the success of a speech — and so difficult to use without sight. Blind Toastmasters depend on evaluations from sighted members for guidance in these areas. Their goal is to develop speaking styles so smooth that the audience won't even notice they can't see.

Evelyn-Jane Davis, the winner of Toastmasters' 1977 International Speech Contest, has shown other blind members just how far they can go despite their handicap. Ms. Davis, who holds a key management position in the IRS, says Toastmasters has made it possible for her to start a second career in public speaking. And she credits Toastmasters for helping her develop the skills she needed to sell herself when she left her law practice to seek her current position as Federal

Educational Opportunities for the Blind



Effective listening and speaking skills are essential to everyone, but especially to those who must communicate without sight. The need to develop these skills is a matter of basic survival for the blind, and Toastmasters is doing everything possible to respond to the special needs of its sightless members.

Because written educational materials are such a vital part of the Toastmasters learning experience, a number of manuals have been reproduced in Braille and on cassette tapes. Some of these materials can now be obtained from World Headquarters while others will soon be available. They include the following:

- **Communication and Leadership Program Tapes (239-A)** — A four-set package of cassette tapes that includes the basic C & L manuals (three tapes) and evaluation manual (one tape). Sent at no additional charge to sightless members in lieu of the basic C & L manual. \$8.

- **Communication and Leadership Program (Braille, 239-B)** — A three-book Braille version of the C & L manual. (Only available to sightless members.) \$20.

- **Advanced Communication and Leadership Program** — By 1980, this series will be expanded from three to five manuals and all will be available on cassette.

- **Patterns in Programming** — This handbook of ideas to help you plan exciting club meetings is now being recorded on cassettes, which will soon be available at World Headquarters.

To order materials, send check or money order to Toastmasters International, Order Department, 2200 N. Grand Ave., P.O. Box 10400, Santa Ana, CA 92711. Add 20% for postage and handling. California residents add 6% sales tax. For further information, contact Robert Tucker, Education and Club Administration Manager, Education Department, 2200 N. Grand Ave., Santa Ana, CA 92711.

How to Start a New Club

When a group of students at the Braille Institute in Anaheim, California, decided their school needed a public speaking course, they didn't waste time talking about the idea. They wanted experience as well as instruction and knew just how to get it — by joining Toastmasters. Since transportation was a problem for most of the students, they had only one alternative. They would have to start their own club at the Institute, a challenge they took on eagerly. They soon discovered that the process of starting a new Toastmasters club is very simple. Any group can do it just by following a few standard procedures.

How do you start? First, call or write World Headquarters for a *New Club Information Kit*. This kit contains

a helpful "How to Organize a Toastmasters Club" booklet, 25 copies of each of two different Toastmasters brochures to be distributed to prospective members, sample newspaper ads and an "Application to Organize" form. Before holding your first meeting, submit the application to World Headquarters and your district governor.

Make your first meeting with the new group an experience that will motivate participants to stay involved. The best way to do this is to conduct a meeting following the regular Toastmasters format, but gear Table Topics toward a discussion about what Toastmasters can do for members, and ask each prepared speaker to give a speech directly pertaining to Toastmasters.

An exciting demonstration meet-

ing will convince most of those attending to become official members of Toastmasters. Once 20 or more people have committed themselves to joining, only a few simple formalities — such as submission of fees and chartering forms to World Headquarters — are needed to charter the club.

Don't forget that you must sponsor a new club in order to earn a DTM award and your club can get points in the Distinguished Club Plan (DCP) by starting a new branch of Toastmasters.

Let the enthusiasm of the blind Toastmasters who started their own club be an inspiration to you — and take that first step by writing the Membership and Club Extension Department at World Headquarters for the free *New Club Information Kit*.

Toastmasters Clubs Present Kaleidoscope of Images

Because all Toastmasters participate in the same educational programs, follow the same standard meeting procedures and work toward the same organizational goals, you might expect the 3600 clubs now chartered to be very much alike — and indeed they are in many ways. But Toastmasters' clubs are as diverse as they are similar. There are singles clubs, evening clubs, monthly clubs, corporate-based clubs, small-town clubs, big-city clubs — and the list goes on and on.

In recent years, there has been a trend toward specialization in the formation of new Toastmasters clubs. As a result, the concept of what a Toastmasters club can be is broader than ever. Today, virtually any group of 20 or more people can form a club. Some of the more unusual clubs in operation around the world include the following:

- **Professional Speakers Clubs** — In the last two years, many districts have established so-called Professional Speakers Clubs. In some cases, only ATMs are allowed to join, but many clubs welcome all experienced speakers. Thus, many corporate executives and other professionals have been able to participate in a meaningful way in Toastmasters. Another type of member drawn to this kind of club is the professional public speaker — either someone already "on the circuit" or someone who hopes to become a professional.

- **College Clubs** — From the University of Southern California all the way to the University of Ibadan in Nigeria, more than 30 major colleges now have active Toastmasters clubs, and the growth of these college groups has been very rapid.

Most of those who belong to these clubs are graduate students, but many undergraduates are now joining as well. Most college clubs have found the key to success is an active faculty or staff advisor who can reactivate the club each fall.

- **Military Base Clubs** — While the number of military base clubs peaked in the early 1960s, many such clubs are now flourishing and a renaissance is beginning to occur. There are many clubs on U.S. bases in the States and in Europe and the Far East. There also are some active clubs on Canadian military bases in Germany. Recently, a club was formed on the U.S.S. Chicago guided missile cruiser.

- **Corporate Clubs** — The largest category of specialized clubs features corporate-sponsored groups. More than 340 corporations around the world now recognize Toastmasters as "the biggest bargain in training today." The list of companies that have established clubs for employees is most impressive, including such notables as Amtrack and Xerox.

- **Clubs in Correctional Institutions** — Toastmasters has provided communication training to hundreds of men and women in correctional institutions, where good speaking and listening skills are often needed most. Volunteer Toastmasters often visit clubs in medium-security institutions, giving inmates a vital link with the outside world. Some inmates have won area and district speech contests.

- **The Furthest-North Toastmasters Club** — Today, the affairs of business are truly international in nature. As a result, active Toastmasters are often transferred to overseas job assignments. Many of these "displaced" members have formed clubs in their new homes, thus staying in touch with Toastmasters while introducing the program to new coworkers. In this way, clubs have recently been formed in Germany, Saudi Arabia, Norway and Spain. What's the furthest-north club? Newly chartered 967-U, sponsored by SOHIO/British Petroleum Inc., Prudhoe Bay, Alaska!

These are just a few of the many ways in which Toastmasters is reaching people with special needs. Do you know of a special group that could benefit from Toastmasters? If so, consider the possibility of forming a new club. And don't be afraid to be different. That's what makes each club unique in its own special way. ■

Women's Program Manager for the IRS.

Working Together

Winning Toastmasters' top speaking award didn't stop Ms. Davis from continuing her involvement in Toastmasters as a member of Phenix Club 1152-36 in Washington, D.C. In fact, she says, the organization is as important to her as ever today.

"Toastmasters gives me an opportunity to create and try new things when I know my job and salary aren't at stake," she explains.

But, she stresses, the blind have as much to contribute to Toastmasters as they stand to gain.

"Blind people are very sensitive to vocal tone and pace, so they can be excellent evaluators," says Ms. Davis, who lost her sight as a teenager. "The blind and the sighted have a lot to share with each other. When we work together in Toastmasters, it makes us put ourselves in other people's shoes to experience the world as they do. That's the essence — the purpose — of communication."

Many other blind members share Ms. Davis' enthusiasm for Toastmasters. Some say the benefits they've gained from Toastmasters have surpassed their expectations.

Liz Henninger, a member of the Orange County Braille Institute's speakers bureau, recently told her club "My eyesight and my marriage of many years failed at the same time. I felt rejected and lost. I didn't have any self-esteem. Toastmasters has given me courage and confidence, and now I do feel that I have some self-worth. I can say enough for my friends in Toastmasters. I love them all."

Ed Wright, also a member of the club at the Braille Institute in Anaheim, gave up a promotion he really wanted years ago because of his fear of public speaking. He promised himself then that someday he would overcome that fear, and he says he has done so through Toastmasters. But Wright, who is legally blind but still has partial sight, has gained much more than that from this organization. In a recent letter to World Headquarters, he wrote:

"Toastmasters has given me confidence to progress and grow in many fields of endeavor. I have learned to sculpt, paint and I enjoy performing in amateur theater. Believe it or not, at the age of 60, I have taken up the challenge of learning to tap dance. Toastmasters has opened all of these doors and more. It has given me the most satisfying and rewarding experiences of my life." ■

Sherry Angel is editor of THE TOASTMASTER.

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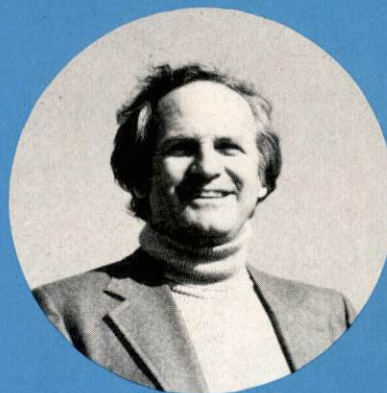
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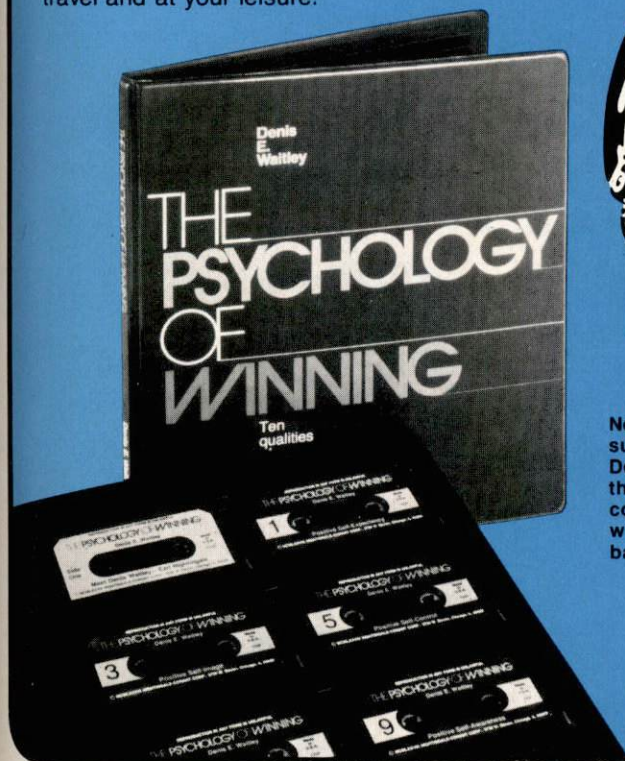
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You can criticize your audience without generating hostility — if you know how to deliver a negative message in a positive way.

How to Criticize Your Audience

by Michael Klodnicki

This scene is fictional but consider it. . . An organization of more than 1000 truck drivers has assembled for its annual banquet. You have been invited to give a speech on driving conditions and highway safety. You have always believed most truck drivers are careless and create safety hazards for others on the road. In fact, on your way to the banquet, a truck almost blew your car off the highway. As it sped past you, it nearly ripped the side-view mirror off your car.

In your speech, you want to lambaste truck drivers who jeopardize the lives of others. You want to make the truck drivers in your audience aware of hazards they may be causing inadvertently. But the trick is — how do you do that without needing a bodyguard to escort you from the banquet hall?

It's called critical speaking, the art of knocking something someone does while still remaining friends with the person you're criticizing.

Critical speaking techniques can be very useful in a variety of situations. For instance, managers must know how to criticize employees tactfully. If managers are too harsh, they may alienate workers. But if they're too careful, the employees may not get the message. Many Toastmasters have learned the value of critical speaking techniques when evaluating speeches given by fellow club members. In a more informal manner, the art of critical speaking is

important to parents trying to teach their children.

Should a public speaker ever criticize his or her audience? Yes — when you really feel strongly about an issue. You'll lose your credibility instantly if your criticism is petty. But your audience will respect you for speaking your mind if you can justify your concern.

Critical speaking is not as difficult as

It's very important to use logic when criticizing an audience.

it seems. Here are seven easy steps to follow when criticizing an audience.

- Discuss the difficulty of the job or the task of the group.
- Discuss the good that the group has done.
- State your opinions or beliefs, supporting them with examples and facts.
- Do not antagonize your audience by belaboring a point.
- Make suggestions for the improvement of the group.
- Identify yourself with the group.
- Be humorous.

Sure, you're saying, those steps are easy to identify, but how do I use them? Well, in explaining them, I'll return to the example of a speech delivered for an audience of truck drivers. Also, to give you a real life example, I'll refer to a speech given by Milton Shapp, the

former governor of Pennsylvania. Near the end of his term in office, Shapp gave a speech criticizing the way the press covered his administration. About 100 news reporters were in the audience, but Shapp still was rewarded with a round of applause at the end of his talk.

Amazing? Maybe. But it wasn't luck. Shapp's approach was methodical. And you can criticize an audience just as effectively by using these techniques:

- *Discuss the difficulty of the job or task of the group.* Compliment the truck drivers for taking on such a tough job. Long, lonely hours on the road are tiresome. "Sunday drivers" often do get in the way, annoying truckers and placing them in hazardous situations.

Shapp used this technique by calling the press the opinion leader of the nation. The press has the awesome responsibility of reporting the truth to the general public, Shapp told his audience. And, he continued, it is not always easy to know what the truth is, or to know how to present what you believe to be the truth in a fair and equitable manner.

- *Discuss the good that the group has done.* Praise the trucking industry for its accomplishments. List ways in which truckers bring benefits to others, using statistics to support your statements. Speculate on how businesses would suffer if the trucking industry didn't exist.

Shapp praised the press by discussing several major accomplishments, including Watergate. He also recited this

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quote from Thomas Jefferson's writings: "...Were it left to me to decide whether we should have a government without newspapers, or newspapers without government, I should not hesitate to prefer the latter."

• *State your opinions or beliefs, supporting them with examples and facts.*

It's very important to use logic when

Your listeners will be more attentive if you make them laugh.

criticizing an audience. Explain to the truckers that it scares drivers when a truck whizzes past them or tailgates. Fright can cause a driver to lose control, and what started as a diversion for a truck driver can end in an accident resulting in serious injury or even death. That kind of argument is emotional as well as logical, a combination that can be very powerful.

How did Shapp use logic in his speech to the press? The former governor once

again quoted Jefferson, saying, "Ignorance is preferable to error." He noted that it isn't fair for the press to question a public official's character on the front page one day and then clear him or her somewhere in the back pages six months later.

• *Do not antagonize your audience by belaboring a point.*

When criticizing the truck drivers, don't list every single little thing they do that you think is wrong, just the major faults. And when using examples, list just one or two. Don't go through a list of 48 accidents that happened that way. Remember, too much criticism is liable to make your audience feel hostile toward you.

Shapp avoided antagonizing his audience by limiting his examples to two cases in which newspapers printed false allegations against public officials.

• *Make suggestions for improvement of the group.*

Ask the truckers to be considerate in slow-moving traffic. Ask them to keep a reasonable distance from cars they are passing, rather than buzzing them. But remember, convince your audience

with your reasoning. Don't make demands.

Shapp asked the news reporters to be mindful of their responsibility to report the truth. He also pointed out that the damage that can be done to an individual's reputation by careless mistakes or malicious reporting can be just as serious as the damage done to the public by a corrupt official. He asked the reporters to recognize the fact that they have a responsibility to undo any damage done unjustly to a person's reputation, rather than just reporting an alleged wrongdoing and then forgetting about it once the individual is found innocent.

• *Identify yourself with the group.*

Show the truckers you share their interests. You're all motorists, and you're all concerned about safety.

The former governor pointed out that the press and public officials have at least one thing in common — a responsibility to be truthful to the public.

• *Be humorous.*

Don't talk down to your audience. Show and tell your listeners that you know you are not perfect even if it means cutting yourself down a bit.

Tell the truck drivers what a lousy driver you are. Tell them about an accident in which you were involved, perhaps one you caused. Make the audience laugh. Humor puts people at ease, and they'll be more ready to listen to you if you can make them laugh.

Shapp did this in his speech by referring back to his very short — and very unsuccessful — campaign for the 1976 presidential nomination. He said, "I have to get back to the (Governor's) Mansion for a meeting with Dick Schweiker and Bill Scranton (two other Pennsylvanians who made an unsuccessful bid for the presidency). We're writing a book together called *Successful Presidential Politics*. To be edited by Harold Stassen."

You may still think those seven points are easier said than done. And you may be right. But remember, it did work for Shapp.

Those truck drivers may not see you as a friend when your speech is over, but if you use these techniques, you won't be seen as an enemy either — and you just might have a very positive influence on your audience. ■



Michael Klodnicki is a freelance writer from Scranton, Pennsylvania.

You'll always have more than enough material for your speeches if you follow the advice of this popular public speaker.

Where to Find Great Speech Material

by Art Fettig



Where do you find your material?" That's the most common question people ask after hearing my speeches. "Where do you find enough material to last a half hour or even an hour?"

As I tell those who ask that question, my problem is no longer finding material — it's getting rid of it. I recently addressed a group of teachers at Bowling Green University. I spoke for three hours and then did an eight-hour session for the same audience the following day. When I approached that assignment I was filled with doubts. How would I fit in with the college scene, especially with school principals and

Personal stories must be very powerful — or terribly funny.

teachers? And where would I ever find enough material to last 11 hours? As it turned out, I had no reason to be concerned. I remember looking at my notes after the evening session and realizing that I could do another eight hours without stretching. Great material has a way of accumulating.

At a meeting of the National Speakers Association in Chicago, an exciting young speaker named Keith DeGreen once gave a very memorable talk on goal setting. He drew his material from the movie "Rocky." It was a brilliant example of how a speaker can take a moving performance and use it to inspire an audience. Bob Richards, the great Olympic champion who coaxed

many of us into eating Wheaties when we were growing up, thrills audiences with his stories of the great accomplishments of famous athletes. Those stories unfold daily before your eyes as you watch sporting events on television. Your job as a speech researcher is to capture those moments of greatness so you can share them with your audiences. You can find material for your speeches in the movies you see and in the newspapers and magazines you read. Just this morning I found three interesting articles in the morning mail. They go into my "possibility file" and when I am doing my homework for a new type of audience I will take out some of the ideas that appeal to me and tailor them for that particular speech.

Personal Stories

You can find a lot of speech material in your own personal life. I use a lot of stories about my children in my speeches. Now let me warn you, when you talk about your children you just naturally think they are a lot more interesting than others find them. So before you use personal stories, make sure they are very powerful — or terribly funny.

The other night I received a call from a speaker in Florida, a motivational wizard who conducts seminars for professional football coaches. During the phone call, he said, "Art, I have just traveled across the state of Florida and my tape recorder was going all the way. I listened to your tapes for 11 hours and they were great, but the best thing, the thing that hit me the hardest, was that story you told about your son playing on a black basketball team."

I could hardly remember the story

because I had only used it one time before other material crowded its way into my lineup. My friend asked for permission to tell that story at a convention for all of the top football professionals, and I was thrilled to grant his request. That story began to haunt me after that phone conversation. I dug it out and now it is chapter 31 in my book, *Selling Lucky*. Already, I've received letters from a dozen readers who were touched by that story.

Using the Tape Recorder

Taping your speech is a marvelous way to keep track of how your material is working. My friend, George Raveling, head basketball coach at Washington State University, has a system of rating each joke in his presentation. He tries to work in a little new humor in every talk he gives and then after every presentation he listens to the tape and evaluates the audience's reaction. If a joke doesn't bring a big audience response, it is quickly replaced with material that works.

Some nights a joke or a bit of humor will bring down the house while another audience may respond to the same material with blank stares. Now and then you even get a great laugh when you weren't trying to be funny. Still, with George's system you quickly

find out what works and what doesn't and you overcome the urge to reuse bad material.

Yesterday morning a program chairman called me and asked me to do a 20-minute presentation. That was all the time he felt he could give me. "Can you do the job without exceeding that time limit?" he asked. I said yes without hesitating, remembering when I had given a similar speech in just seven minutes. But after I hung up the phone I shook my head and remembered how

Great material is all around you — in books, newspapers, movies. . .

tough it was to cut to that time frame. Nevertheless, I'd rather have to worry about having too much material than to face an embarrassing moment of silence because I don't have enough to say.

In every speech I give, I refer to notes to help keep me on track. I don't read material, but the cards contain quotes or statistics and some key words to keep me going. I find that no matter how hard I try, I nearly always include more than double the material I can possibly

cover within the allowed time. I don't run over, mind you. I generally complete my presentation within a minute of the requested time, but when I finish I find that about half of the material I planned to use hasn't been touched. I've tried to understand why I follow this procedure. It might be nice to someday finish right on time and find out that I had used all of my material, but then I think that just striving to handle more material than is possible gives me a sense of urgency. It helps me set a fast tempo that keeps the audience's attention. Too often, I have seen speakers use the same presentation so many times that they bore even themselves. What they fail to realize is that the audience will sense their mood and become as bored as they are. Keep your speech moving at an exciting pace. That's the real key to great speech-making.

Building Creativity

The next time you read a set of statistics that seem interesting, write them down. While too many statistics make for a boring presentation, a few carefully chosen and cleverly reported figures can add to the credibility of your talk.

The same goes for quotations. Try to keep your quotes short and to the point.

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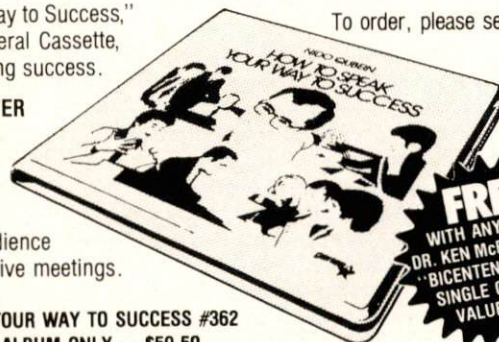
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had be sure to identify the sources of your quotes. When a young speaker addressed the National Speakers Association, he closed his speech with a very famous quote, but he said it as if it was his own idea. The young man had done an outstanding job but that one oversight somehow lowered his credibility. Use the best quotes you can find, but never without giving credit to your sources.

It has been said that poetry has the power to soothe the savage beast. Or is it music that does that? I generally use both poetry and music in my speeches. If you decide to do the same, make your selections carefully. I use poetry to add humor and emotion to my speeches.

Poetry can be one of the most powerful elements of your presentation. Learn the words of the poem with your mind and then learn the meaning with your heart.

Last week I had the honor of speaking to 800 members of Junior Achievement. Now I have talked to a number of young audiences, so I thought I knew what to say to those young people. But for the first 30 or 40 seconds I really had to struggle for the right words. As it turned out, they warmed up quickly and when I finished my speech they gave me the most enthusiastic standing ovation I have ever received. Of course, the right material delivered with enthusiasm and sincerity was the key to it all, but the material I used with that audience was not a great deal different from material I would use with a more adult audience. The actual tailoring of the material made the difference.

Background Research

The process of tailoring a speech for a particular group is itself a quest for material. Prior to my talk for the Junior Achievement group, I had an opportunity to discuss my speech with leaders of that organization. They gave me little bits of insight to help me assure my audience I knew who they were and why they were attending that meeting. The information I jotted down included the names of the states where the members of my audience were raised.

It never fails to amaze me how much an audience appreciates the fact that you did your homework.

Let me illustrate how I tailored some humor for the Junior Achievement group. I pulled out a series of "loser" jokes from my files and personalized this one for my audience: "A loser is a Junior Achievement counselor who makes the bed checks and then plays hide-and-seek but can't get anyone to look for her." Then I added, "I understand that your bed checkers have nothing to do since Cincinnati didn't come."

Now that line may look pretty flat on paper but that audience went wild. They roared and then they cheered. I had learned that the members of Junior Achievement from Cincinnati had another meeting to attend and could not make it to ours. One of the Junior Achievement officers told me that if I said anything at all about Cincinnati it would get a laugh.

At nearly all meetings you attend you will discover that there is an "inside" joke making the rounds. If you can discover it and refer to it, then you will become a welcome member of that group. And your audience will be more eager to listen to what you have to say.

Material is something you must think about and look for every day. It's vitally important to keep your material up-to-date. I know one speaker who did a dozen "Kennedy" jokes just a few hours after the President was shot. He had been on an airplane and then in a cab and hadn't heard the news.

Times change quickly. Material travels fast. If you are the fourth speaker on a program, it is wise for you to find out what the other three speakers said before you. If you fail to keep up you will suddenly realize that the parade has passed you by.

Where do you get great speeches? I collect cassette tapes of outstanding speeches. I listen to those tapes again and again and when something inspires me I try to incorporate that message or technique in my speeches. I also read *Vital Speeches* at the library, and subscribe to *Quote Magazine*, which provides a wealth of motivational material.

Great material is all around you — in the newspapers you read daily, in great books and movies, in the sporting events you see on television.

Read everything you can find that appears to be worthwhile. And when something moves you, file it for future reference. Work up several great poems that you can recite with feeling. Develop the habit of saving and cataloging material for future use.

Some preachers I know claim they spend one hour preparing for every moment of a Sunday sermon. How long are you willing to work on a talk that could influence multitudes? ■



Art Fettig, better known as "Mr. Lucky," is a popular public speaker who contributes articles regularly to a number of self-improvement magazines. Fettig, who spoke at Toastmasters' 1977

Convention in Toronto, is also the author of *Selling Lucky and How to Hold an Audience in the Hollow of Your Hand*.

Update



Tribute to a Former President. . .

George J. Mucey, Toastmasters' 1960-61 International President, died recently at his home in Washington, Pennsylvania. He was 66.

Mucey, a retired insurance executive, was widely known in the sports world as a former player for the St. Louis Browns and a scout for the Pittsburgh Pirates. He also was a founder of Pony League baseball.

Toastmasters will remember him for his personal dedication to helping others as well as for his service to the organization. Mucey became president during Toastmasters' greatest growth period. The World Headquarters building in Santa Ana, California, was built during his term, and he led the Board of Directors in making decisions on financing, design and construction of that facility.

Mucey, who founded Washington Toastmasters Club 237-13, in Washington, Pennsylvania, remained active in the organization all his life, attending the International Convention almost every year and maintaining close contact with Toastmasters' current leaders.

Service to others was a way of life for Mucey. Toastmasters was only one of many organizations in which he was involved. He was also state chairman of the March of Dimes for eight years, past president of the Washington Chamber of Commerce, past campaign director of the Washington Central County United Way and president-elect of the Washington Rotary club.

Toastmasters International extends its sincere sympathy to his wife, Carolyn, and other family members. ■

Condition Yourself for

by Hampton

There is nothing mysterious about concentration. Webster defines it as fixed attention.

Why then does it seem so difficult to learn to concentrate? Perhaps it is because we do not really know how to handle the skills of concentration.

We concentrate with our minds, and our minds are supported by our bodies. If we are not in good physical condition we cannot concentrate well. Our first concern must be to assure ourselves of the kind of physical energy that will lead to mental alertness. When we are not physically able, a considerable amount of our physical energy has to be deflected from the purpose of supporting the mind to the purpose of maintaining the body. When we are sick or tired, when we are depressed or at low potential of energy, we are not able to think our best. At such times it is difficult to concentrate.

There are several checks that we can make to test whether our bodies are in condition to support the mind in concentration: "Is my vision blurred? Are my muscles limp? Is my body overheated or underheated? Do my eyelids droop? Is my stomach too full or too empty? Are my lungs starving for oxygen?"

If your answer to even half of these questions is "yes," you are not in proper physical condition to give your mind the support it needs for concentration.

What can we do to prepare our bodies to support us in concentration? First we must make sure that we become less comfortable. There is an inverse relationship between comfort and concentration. Comfort leads to relaxation and relaxation to drowsiness and sleep. At times it is good to open the windows

wide and let in some fresh air. There are also times when we need to change our spatial positions while concentrating.

If these methods are not effective in developing the kind of body tonus necessary for concentration, the best thing is to discontinue attempts to

We must learn to shield ourselves from annoying distractions.

concentrate and take a nap. A little shut-eye can do wonders for both the body and the mind. Sir Winston Churchill, the late statesman, is said to have perfected the catnap to such an extent that he could go off to sleep for five minutes or so anytime he wanted to, even while sitting up straight in a chair.

Mental Fuel

A brain without the necessary fuel to make it go is of little use. If we are to concentrate well, we must have both the required ability to learn and the accumulated achievements necessary to comprehend what is to be attended to. We must have the necessary background to do well on material we wish to comprehend and learn.

Background for concentration is a composite of two things: ability to learn and learning achievement. The ability to learn is made up of a number of skills. Among these, in addition to the native endowment for learning, are the skills of motivation, attention, perception and communication. The second

prerequisite for concentration is the where will way of background consists of achievements. We cannot expect to concentrate effectively on learning material for which we do not have the necessary background.

When we find ourselves inadequately prepared for concentration we face courses of action. We must stop concentrating altogether because we do not have the necessary learning ability to succeed, or we must stop concentrating upon the learning task for which we are poorly prepared until we have gained the necessary educational background to succeed.

Why are we concentrating? What are our basic objectives and goals? These are questions that must be answered. We are to keep our minds on what we are doing. There are two kinds of distractions: those that push us and those that pull us. The pushing goals are made up of our physiological needs, our social motives and our personal wants. The pulling goals are made up of our aspirations. These are generally placed where in the future. For best effectiveness in concentration, our pulling goals should be placed at regular time intervals so that we have aspirations that can be fulfilled at all times.

Often when we stake out the learning material on which to concentrate we try to focus on the positive future. In so doing we may neglect the implications of a negative future. To concentrate well, we must not only perceive and weigh the positive good that may derive from concentrating, but also the negative bad that may develop. There are haphazardly organized quirks.

One of the big questions that we must ask ourselves at this point is

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ocused task.

How to Achieve Concentration

by Petron

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Occasionally we associate little habit
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There are hundreds of such individu-
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them concentrate. In a survey con-
ducted recently by several educators in

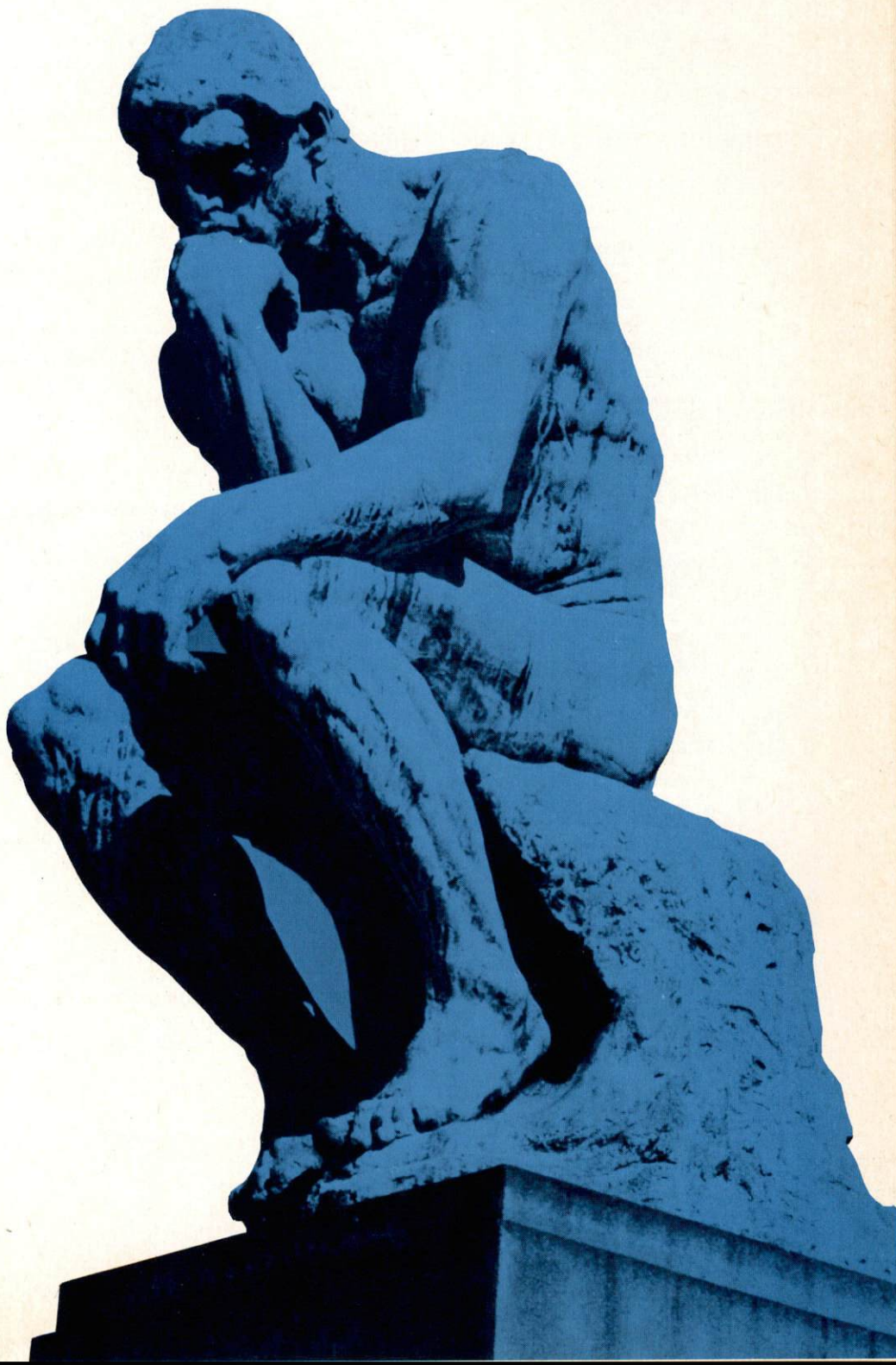
will our road lead if we fail in
centration. Motivation to concen-
e comes not only from the pleasures
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ful concentration, but also from the
s and dissatisfactions that will be
if we fail.

Ignoring Distractions

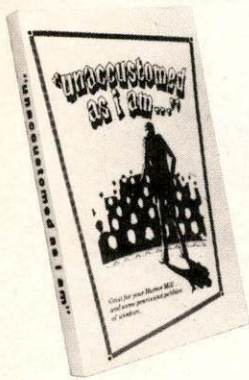
Concentration means selection of the
things that we need to attend to. Other
things we select which are not directly
related to the purpose at hand must be
ignored. This is often difficult to do.
Removing and disturbing distracters of
various kinds continue to interfere with us
as we concentrate. Hence we must
learn to shield ourselves against such
distracters.

There are some ways in which we can
learn to shield ourselves against dis-
tressing distracters while concentrating.
The first thing that we may wish to do
is to order our physical surroundings so
that they will contribute to the task of
concentration instead of distracting
from it. Plato suggests that when we
study we should surround ourselves
with those things that mean concentra-
tion and get rid of all the things that
distract or interfere. One way of achieving
this is to develop a place habit for
concentration. As we go about our
various tasks we associate certain sur-
roundings and certain objects in the
physical world with certain activities. A
good example, for instance, is to sleep in. When
we try to study in bed, we are actually
falling into the sleeping place habit.

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Europe, it was learned that among the most successful habit quirks leading to heightened success in concentration are: polishing your shoes before going into an examination, reading your most difficult assignment just before going to bed, playing your favorite piece of music before settling down to concentration and eating your favorite sandwich with a lot of mustard on it. What matters in connection with habit quirks is that we believe there is a causal relationship between a habit quirk and concentration. Believing is doing!

Sometimes, even though we obey the rules of habit quirks in concentrating, we still seem to be unable to reject the distracters that continue to plague us while concentrating. There seems to be an inner voice that keeps urging us to pay attention to certain other things not directly related to the task of concentration. There are times when such distracters should be heeded, but not to the extent of giving them the immediate attention required to fulfill their needs. When we are distracted while concentrating by something that we should really attend to, we must

**Daydreams give
us success without
accomplishment.**

learn to use the Dr. Watson technique. You will recall that Sir Conan Doyle in his mystery stories frequently had Sherlock Holmes use the phrase, "Dr. Watson, take a note." This was when he wanted to concentrate on something but did not want to give attention to it at the moment. By using the Dr. Watson technique we give recognition to the distraction for later concentration.

No Escape

Still another way in which we can shield ourselves from distractions is to eliminate opportunities for escape from concentration. If we are to keep our minds focused on a task, we must make our surroundings a veritable bastion that provides no escape. The bars of this bastion must be erected against such means of escape as our favorite magazines, the nearby television set, an open window with its colorful moving and changing panorama, the beckoning refrigerator or the cozy comfort of our friends.

Further preparation includes dealing with all those little things that act as special irritants to concentration: a noisy telephone, the blaring radio, a nagging worry. We cannot gain control over all of these irritating little things. Some of them we can eliminate; others

we have to learn to adapt to negatively or tolerate.

Finally we must shield ourselves in concentrating from the ever present temptation to build castles in Spain. We must contain our daydreams and deflate them whenever possible. Daydreams make success easy. They provide us with success without accomplishment. When we come to prefer the daydream to the job of hard work, we must stop and mend our ways before it is too late.

In our attempts to improve upon our skills of concentrating, we also should let ourselves be guided by our interests. Interests operate like perpetual motion machines. When we become interested in something, we pay greater attention to it, and in doing so, we become more interested in it.

An interest is not an attribute of things but a subjective state of mind. If we accept this proposition, then we also must accept the responsibility for making things interesting to ourselves. A person, a thing or an idea can help us in our manifestation of interest, but the final responsibility for making something interesting lies within us.

Building Interests

There are two ways in which we can make things interesting. The first is getting to know as much as we can about a thing. Here we have our natural curiosity to build on and our self-discipline to guide us. However, it's not enough to know what the universal meaning of a thing is. If things are to become really interesting to us, they must also have a personal meaning. To paraphrase the great lyric poet, Friedrich Schiller, the more we become interested in a thing the more we want to be interested in that thing. This applies to people, things and ideas.

To build interests, we must allow our curiosity to flourish freely over things we want to become interested in. The secret of developing the continuance of interests that we need for effective concentrating is to ask over and over: Who? What? When? Where? How? and Why? This we can do only as we discipline ourselves in keeping a sustaining body and a searching mind. ■



Dr. Peter J. Hampton is Director of Developmental Programs and Associate Professor of Psychology at the University of Akron, Ohio.

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THE TOASTMASTER

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Youths can give you lessons in life as you teach them the art of speaking.

Building Bridges to Adulthood

by Edmund J. Schrang, DTM

We describe the various phases of our lives as infancy, childhood, youth, adulthood and old age. But, except for purposes of general reference or description, is there any reason for dividing life into these groups?

The categorization of people by age group creates generation gaps that can make the transition from one life phase to another intensely — and unnecessarily — agonizing.

The step from youth to adulthood is particularly difficult because the regimented world of those under 18 cuts them off from the competition and responsibility they suddenly face when they become legally independent. This transition should be a gradual progression rather than an abrupt jolt — and can be if communication lines between youths and adults are kept open.

As a Toastmaster, you can build youths a bridge to adulthood by giving them an opportunity to participate in a Youth Leadership Program (YLP). You have as much to gain from this program as the participants: Your involvement with youths will lead you to an understanding of human nature that can only be reached through communication between young and old.

It has always been assumed that the alchemist of old sought the transmutation of base metals into gold. Well he did, but it was not the conversion of metals that was his goal; rather, it was his own transmutation into another sphere of understanding. You can experience this ultimate in achievement by conducting a YLP. The reward comes only after the completion of a program and it may take more than one YLP, so be patient.

How do you start? First, get yourself in top mental condition. Find out what young people are doing, thinking. Learn about their joys, achievements, disappointments and problems by reading newspapers, watching television and talking to judges, police officers, teachers and parents. With the information you get from these people, you should be

able to cross any generation gap that may at first exist between the YLP participants and the Toastmasters who are running the program.

Next, obtain the Youth Leadership Information Brochure (801) from World Headquarters. Save this article and learn all you can about the program before you make your presentation.

During your presentation, discuss all costs that may be involved. Club expenses will include the cost of the Youth Leadership Educational Packet (811), which includes student handbooks, a coordinator's guide, completion certificates and a variety of other essential materials. The current cost of a packet containing enough handbooks for five students is \$3.50. You may also want to set aside funds for a Parents Night-Youth Leadership Speech Contest including a dinner banquet that would be free to the students. Point out to your club that there is always the possibility of gaining new members, and your total cost probably will be far less than you anticipate. Nevertheless, lay out a careful budget.

As soon as your club approves your plan, start setting up appointments to explain the program to students at nearby schools. You may be able to arrange to conduct the YLP in a classroom during school hours. If not, set up a class on Saturday or Sunday mornings, meeting at least once a week. If enough members participate, your club can conduct several programs at the same time.

I completed eight programs in one recent four-month period — with help from only one other Toastmaster. These eight programs involved students from three schools and our YLP speech contest attracted not only a large crowd, but also some new members. The teachers were so impressed they asked us to come back next year, so we are now in demand!

I can't place enough emphasis on the importance of your first session. This is a meeting of people from very different worlds. Most of the children are strang-

ers to you as you are to them. Speak slowly, and they will listen more intently. Never call them by their given names. Use Miss or Mr. instead as a signal that you are going to take them into the adult world of communication and that at the end of the program, they will be a bit more grown up.

After I introduce myself and my assistant coordinator, I try to motivate the students by explaining that our purpose there is to explore the wonderful world of communications and the immeasurable impact it has upon our lives. I tell them, "I am sure that most of you will enjoy this program. But I'm even more sure that you will remember what you learn here in your later years and it just may mean the difference between reaching your goal, or not. So I urge you to listen well because it is your ability to listen that is the first ingredient of communications." Continue by outlining your plans for the sessions ahead. Then explain the duties of the officers and the methods of voting. Appoint yourself as temporary chairman and ask for nominations from the floor. When the elections are completed, ask the president to take over the meeting. The first order of business for the new president will be the selection of a name for the speaking club. Then have the president appoint you as toastmaster for the next speaking session, and ask for at least five speakers for the next meeting. There probably won't be any volunteers, so very tactfully appoint five as you discuss the benefits of this assignment. You should have more than enough volunteers for future meetings.

You're now on your way. As you progress through the next seven sessions, the youths will reveal to you the world they live in, and you will be astonished at how soon you forgot your own youth and how differently young people think today.

Through their speeches, you will hear their interpretation of the news, their reaction to drugs, smoking, abuse and on and on. I have found about 10% of

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their speeches to be traumatic. When you evaluate their speeches, never tamper with their thinking. We Toastmasters are not politically oriented so we are not concerned with what they say. Our interest is in how they say it — the pause, the hand gestures, the tone of voice, the eye contact. They may challenge the audience with controversial questions such as these: "Why must we put up with your pollution? Why is inflation thrust upon us?" Even if these

questions make you feel uneasy, keep your cool, and let them talk. As an adult you are now looking into the world of tomorrow, the makings of the future. And your transmutation — your understanding — makes you a special kind of a Toastmaster. ■

Edmund J. Schrang, DTM, is District 35 Youth Leadership Program Chairman and a member of Baraboo Bluffers Club 2026-35 in Baraboo, Wisconsin.

**Straight Talk
To The Top Executive**

What is The National Management Association?

— the world's largest society of professional managers, over 60,000 strong, dedicated to management development and to the advancement of Free Enterprise.

The entire management team of a large company, from the first-line supervisor to the top executive, is formed into an active, on-site management chapter of NMA. Managers in smaller organizations participate in local NMA city chapters.

Is this a bargaining unit?

— absolutely not. NMA does not participate in collective bargaining, lobbying, political, profit-making, or special interest activities.

What's in it for my organization?

The NMA program unites your management team, enhances its esprit de corps, and builds positive attitudes that spread throughout your entire organization.

By affiliation with The National Management Association, your managers identify first as professional managers and have an opportunity to participate in exchange and personal development with America's largest team of managers.

What's this worth in dollars and cents?

Plenty. Result of the NMA program is that your management team better appreciates and identifies with your organization's objectives. You get greater productivity from your entire organization.

Prove it!

That's easy. It has been working in industry for over fifty years. Here are a few of the hundreds of organizations who benefit from the NMA management chapter concept (that's the best proof we know).

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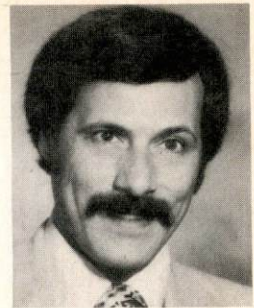
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If you want to increase the effectiveness of your management team, call or write:

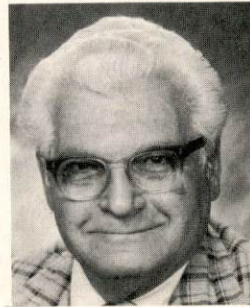


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Meet Your 1979-80 District Governors



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Diamond Bar, CA



1. PAT SCOTTINO, DTM
Los Angeles, CA



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Mesa, AZ



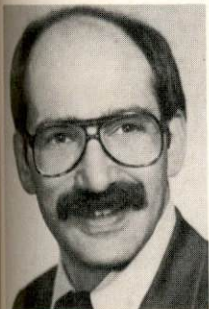
4. HERB CHOW, DTM
San Francisco, CA



5. TOMAS F. ESQUIVEL, DTM
La Mesa, CA



6. DEWEY BROKOFSKY, DTM
Maple Grove, MN



7. KEVIN B. RIVERS, ATM
Portland, OR



8. TED RANDALL
O'Fallon, IL



9. J. RONALD ZELLER, DTM
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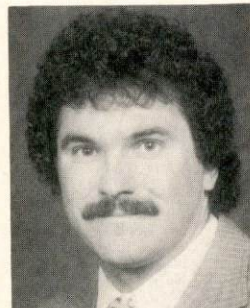
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11. FRANK TALBERT, ATM
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14. WM. A. WALDROP, JR., ATM
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15. ART SCOTT, ATM
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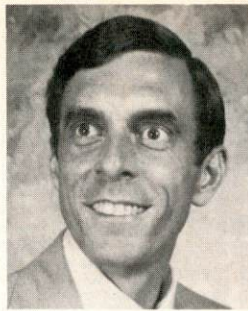
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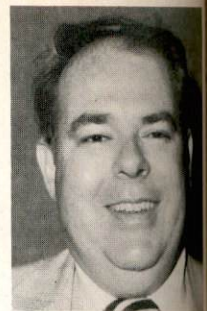
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20. JENNINGS B. KLUG, DTM
Minot, ND



21. GRAHAM GARMAN
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22. W. DALE McCURLEY, DTM
Shawnee Mission, KS



23. ANGIE KIMBALL
El Paso, TX



24. KAY PETERSON, ATM
Omaha, NE



25. JERRY B. SMITH
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28. A. JIM SZIGETI, DTM
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32. HELEN R. SPEARS, ATM
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Tehachapi, CA



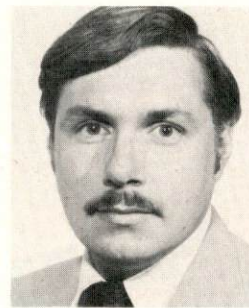
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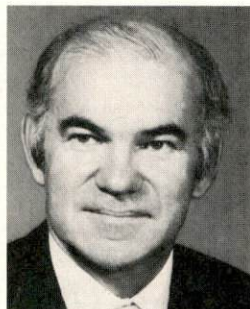
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42. PETER KOSSOWAN, DTM
Edmonton, Alta., Can



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Memphis, TN



44. JOHN WILL NICHOLS, DTM
Tulsa, TX



45. LOUIS Br



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45. LOUIS H. HASKELL JR., DTM
Brunswick, ME



46. MORRIS MEISLIK
Clifton, NJ



47. VAL CROSKY JR., DTM
Melbourne, FL



48. H. LEE WATSON, DTM
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49. EILEEN MILLAR, ATM
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53. ROBERT L. LAPOINTE, ATM
Windsor Locks, CT



54. BOB J. JACKSON
Pecatonica, IL



56. W.N. MCKINNEY JR., ATM
Houston, TX



57. HANK NICHANDROS
Oakland, CA



58. GENE OSBURN, DTM
Columbia, SC



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62. CHESTER R. CECOT
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63. W. PAUL KELSO, ATM
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65. EDWIN A. BANASZAK, ATM
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Virginia Beach, VA



68. HAROLD F. PARKER, ATM
Arabi, LA



69. MICHAEL WEIDNER, ATM
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Darlinghurst, NSW, Aust



71. ANDREW J. DUCKER
Kingston-Thames, Surrey, Eng



72. DAN COOMEY
Taupo, New Zealand



73P. LEN HOOPER
North Balwyn, Vict., Aust



74P. GERT C. VAN BLERK
Johannesburg, South Africa

(Photo not available)

2. E. REMY VAN HOUT, ATM
Seattle, WA

60. DICK FLIS
Thornhill, Ont., Can

Anyone who hits a lot of home runs is bound to strike out a lot.

The Babe Ruth Theory of Success

by Lew Riley

Do you want to be a success? Realize your full potential? Land that plum job? Make lots of money? Be famous? Choose the right mate?

If the answer is yes to any or all of the above questions, then you should learn and practice what I term the Babe Ruth Theory of Success.

Who was Babe Ruth? Even if you're not much of a sports fan, you probably know that Babe Ruth was a famous baseball player who hit more home runs (714) than any other major leaguer — until Henry Aaron recently broke his record.

But I'll bet you didn't know that for many years Babe Ruth also held the record for most strike-outs (1330).

What's my point? Well, if you equate baseball hitting in terms of success and failure, the biggest success would be a home run and the biggest failure, a strike-out. Theoretically, then, Babe Ruth could be considered one of the biggest successes — and at the same time one of the biggest failures — in baseball history. But not really. Actually, no one was ever a bigger success at what he did than Babe Ruth. Even though the immortal Babe struck out nearly twice as many times as he homered, nobody remembers him for the strike-outs.

Therefore, according to the Babe Ruth Theory of Success, the people who are the most successful in life are those who not only don't fear failure, but often fail repeatedly before achieving their goals.

As multimillionaire Frank Burford,

49, said in a *Time* article on wealthy Americans: "Failure does not count. If you accept this you'll be successful. . . . What causes most people to fail is that after one failure, they just stop trying." In 1973, Burford was making \$19,000 a year. Three years later, he was worth \$4 million; he and a partner acquired a failing coal company and sank their money into coal-laden property, whose value skyrocketed, thanks to the Arab oil embargo.

Do what failures are afraid to do — take risks. And don't give up.

Burford's success story is far from unique. In fact, many of the world's richest people suffered financial failure — often more than once — before achieving their great wealth; John D. Rockefeller, J. Paul Getty and Andrew Carnegie are prime examples. As Burford suggests, these men amassed great fortunes because they didn't let a failure or two — or more — destroy them, but learned from them and continued on toward their goals.

I don't mean to imply that success must equal a six-figure bank account. Success means different things to different people. But whatever your goals in life, you can achieve them if you're not afraid to fail, if you consider a failure as nothing more than a stepping stone to success.

The Babe Ruth Theory of Success is

fundamental to modern psychological theory. Many psychotherapists agree that the person who fulfills his or her potential, who achieves the most out of life, who is most successful is the man or woman who is willing to take a risk, to gamble, to take the chance of failing.

In fact, one psychiatrist, Allen Fay, encourages many of his patients to fail — because he believes this fear of failure is the only thing keeping them from success. Using this premise, he treats shy, insecure men who are afraid to ask women for dates. And Dr. Fay reports a high degree of success with his novel therapy, which is described in his book *Making Things Better By Making Them Worse*.

Specifically, Dr. Fay requires his patients, some of whom have never asked a woman for a date, to try to collect as many rejections as they can for several weeks. Thus his patients go out and indiscriminately ask women they don't know for dates — at supermarkets, bars, restaurants, etc. — and of course they are turned down. Before too long though, these men realize that a rejection isn't the end of the world, that the more they fail, the less important — and painful — each failure becomes. Pretty soon, these once shy, insecure males reach a point where they no longer fear failing; they approach women not timidly but with an aura of confidence. And they start to succeed — because they've learned to take a risk, they've learned that failing is no big deal.

In their recent best-selling book *How to Be Your Own Best Friend*, Drs. Mildred

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newman and Bernard Berkowitz echo this notion. In this book, which playwright Neil Simon "reads twice a day if it's gloomy," the psychotherapist says: "Most of us haven't begun to tap our own potential; we're operating way below capacity. And we'll continue to do so as long as we are looking for someone to give us the key to the kingdom. We must realize that the kingdom is in us; we already have the key." They point out that successful people make things happen; other people wait — usually a lifetime — for things to happen to them because they don't realize *they* have to take the initiative, the risk, the chance — and not worry about failing. Perhaps Ralph Waldo Emerson summed it up best 100 years ago when he said, "Act and you will have the power."

Perseverance Pays Off

The Babe Ruth Theory of Success has been well tested in the literary world. Many of the world's great writers failed repeatedly before they became successful. On the other hand, many talented writers have given up promising careers because they were devastated by a couple of failures, in the form of rejection slips; they didn't realize — or couldn't accept — the fact that writing is a profession where failure is common. F. Scott Fitzgerald used to paper his walls with rejection slips. And Alex Haley, who became a multimillionaire after writing *Roots*, said he received hundreds of rejection slips before ever making a sale. Many best-sellers were rejected by a number of publishing houses before being accepted — *Jonathan Livingston Seagull* (18 rejections); *Kon-Tiki* (20); *Lust for Life* (17); *The Fountainhead*

(13), to name a few. The authors of these books must have been discouraged by so many rejections, so many failures, but they didn't give up and their perseverance paid off — handsomely.

I teach business writing in college, and I tell my students, many of whom are about to enter a highly competitive job market, that most are not going to land a job the first try — but not to let failure bother them. In fact I point out that increasing their chances of failing will actually increase their chances of succeeding. Too many people send a cover letter and resume to only one or two potential employers — and are demoralized when they aren't hired. I urge my students to send out a cover letter and resume to 20 different firms. Chances are 90% of the companies will say "no thank you" — which works out to 18 failures — but this still leaves two companies that will respond positively.

One student who wanted desperately to work in the airline industry used this approach successfully. She sent a cover letter and her resume to all the major, and most of the minor, airlines. Only one company replied positively, but that was enough. She was granted an interview and hired. In effect, her cover letter and resume failed every time but once, but the one success was more than worth all the failures.

Aiming for Home Runs

"If-at-first-you-don't-succeed" is obviously a cliché, but sayings become clichés because they're valid. And the fact is, the successful person may be discouraged by failure, but he or she continues resolutely toward his or her

goal. Others are crushed by one or two failures and give up — before ever giving themselves a chance.

As young (30) multimillionaire Rick Byers, who made his fortune in real estate, said in the *Time* article on the rich: "I could lose my millions tomorrow and I wouldn't care, because I could make it all back in six months. I do just what failures are afraid to do."

Okay, so you didn't get promoted, or that big deal fell through, or the boss didn't like your idea, or your article was rejected, or the girl (or man) of your dreams turned you down. So what? It's not the end of the world. Take a cue from the successful: Don't let failure get the better of you. Failures are inevitable — not insurmountable.

Never lose sight of the Babe Ruth Theory of Success; remember, anyone who hits a lot of home runs is going to strike out a lot. And if you want to realize your full potential, live life to the fullest. Be the most successful person you can possibly be. You've got to try for the home run — and not be bothered by the strike-outs.

As they say in baseball, "The home run hitters drive Cadillacs; the other players drive economy cars." ■



Lew Riley is a writing instructor in the Communications Department at California State University, Fullerton. He also is the author of *The-I-Hate-To-Write Writing Guide*.

If you're unhappy in your career, a new attitude may be an even better solution than a new job.

Learning to Love a Job You Hate

by Vivian Buchan

Unless you inherit a gold mine or an oil well, you probably have to work. But if you're a clock-watcher or a Walter Mitty on your job, chances are you're not happy doing what you're doing.

A job gives you identity. When someone asks, "Who are you?" You say you're an insurance agent, a real estate broker, a lawyer, a carpenter, a mechanic, an engineer — or whatever. Without that identity, an individual may feel more like a shadow or a ghost than a real person. That's why people who are unemployed or forced into

Don't take feelings of resentment home with your paycheck.

retirement often feel they've been shunted off the main track onto a siding.

The importance of a job to an individual's identity as well as his or her economic status makes work so vital that many people accept the first employment offer they receive rather than waiting for an opportunity that will really bring them satisfaction. Those who enjoy their jobs are very fortunate. Many people prepare themselves for a specific career only to find they're not suited for that particular field of work. By the time they realize they've made a mistake, they're obligated to mortgages, families, employers. They feel trapped and they carry home feelings of inadequacy, discontent and resentment along with the paycheck. And then they start hating themselves for venting their frustrations on their loved ones.

Changing Your Outlook

What can you do if you are unhappy with your job? It may be that the job

really is "bad" for you. But more often than not, a negative attitude is the problem.

Do you really know what job would be "good" for you? Ask yourself these questions: Is my job giving me enough opportunity to use my skills and training? Do I go home every night with a feeling that I haven't accomplished anything worthwhile? Would I rather have a different job even if it meant my work would be more stressful?

Suppose that after answering these questions you still feel trapped in a job you don't like. What can you do?

Change your attitude.

Joe, a successful but unhappy lawyer, felt like he had started a new career when he changed his attitude toward his work. Joe's parents wanted him to become a lawyer more than anything in the world. Joe was dutiful and studied hard in college, but when he was a junior he was selected for the lead role in a school play. The critics raved about his performance and one producer was so impressed he offered Joe a part in a new play that was scheduled to open on Broadway.

Joe was thrilled. He wanted to quit school immediately to become an actor. His parents were horrified. "Our son an actor? Never. You must finish your education and become a lawyer with a secure future," they told him.

So Joe plodded on, passed his bar examination, and affiliated with a large firm dealing in corporate law. But he hated his job. He thought his colleagues were dull and stuffy. He engaged in Walter Mitty fantasies about being on stage.

Exploring Options

Joe and his fiance, Nancy, wanted to be married so Joe needed a steady income. But there was a way to get satisfaction as well as security, and Joe

and Nancy discovered it together. After many long talks, they decided Joe should join the community theater in their city. While he rehearsed his acting roles, Nancy would help with costumes and stage settings.

Before long, Joe was recognized not only as a successful attorney but also as a talented amateur actor. Nancy's skill as a designer of costumes and stage sets made her a sought-after member of the community theater group. They were married shortly after joining the drama group and now have mutual friends who share their interest in the theater.

Be a positive thinker. Concentrate on things you like about your job.

On the job, Joe has found his colleagues aren't as dull and stuffy as he'd thought — probably because he's more cheerful and friendly. The job hasn't changed . . . but Joe has. Taking a positive attitude toward his life has given him a positive attitude toward his work, which he's now very well adapted to.

Now, let's take Mark, a frustrated high school teacher in a Midwestern community. "I want to be a writer, not a teacher," he complains. "If I just had time to write, I know I could be successful. But I can't quit my job because I need to support my family."

Mark could follow the example of his friend, Henry, a teacher at the same school. Henry gets up at 5 a.m. every morning and works late every night, writing stories that he's selling to many publications. He explains, "If I quit teaching to write, I'd get stale. My job provides the balance I need besides giving me some of my best ideas for m

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The Idea Corner

ries. Writing makes me a better teacher, too, because it's another side of life that keeps me stimulated." Now, let's look at 50-year-old Don, a cashier in a big city bank. He tried time after time to find a job that would be fitting for him. After many disappointments, he became so depressed he was finally put under a psychiatrist's care, and it took shock treatments to bring him out of his tailspin. For months, Don and his wife wondered if he would ever be able to return to the bank was keeping open for him. In time Don did go back to his cashier position. The job hadn't changed — he still faced the boring routine he found so distasteful for so long. But he came up to the fact that he was not going to be able to start a new career. And accepting that made it possible for him to approach his job and life in general with a much more positive attitude.

He joined Weight Watchers, began swimming every noon at the recreation center instead of eating lunch and rekindled his interest in sports activities for youngsters in his city.

"I'm committed to stay in this job until I retire," he says. "There's nothing I can do at this stage of life but keep doing what I'm doing. The job's the same, but for some reason I don't mind it like I used to. Right now, I'm working to get off 20 more pounds, and I'm building up strength to swim 30 laps of the pool every noon. It's funny, I never thought about doing these things before. Working with kids again is keeping me active and happy on weekends, too."

Positive Thinking

Although we tend to view the so-called glamor jobs with envy, few if any are free of frustration and routine.

Ask a fashion model, news reporter, nurse, architect, doctor, artist, actress or lawyer if everything about his or her work is interesting and enjoyable. If you get an honest answer, it will go something like this: "Good grief, there's plenty about my job that bugs me. But it just goes along with the work I do, I guess. So I put up with the stuff I don't like and concentrate on the things about my job that I do like."

So if you dislike your job but can't afford to quit, you can change your attitude — and that can be just as effective as changing jobs! ■

Virginia Buchan received her bachelor's degree in English from Coe College in Cedar Rapids, Iowa, and her master's from the University of Illinois. A frequent contributor to The Toastmaster, Ms. Buchan is a former member of the faculty of the University of Iowa, where she taught expository writing, public speaking and literature.

August 1979

Youth Speech Contest Promotes Toastmasters' Educational Ideals

Even people who aren't old enough to be in Toastmasters can benefit from the organization. Members of the Columbus Toastmasters Club 2037-14 in Columbus, Georgia, intend to prove that this fall by sponsoring a speech contest in which high school seniors will compete for college scholarship money. Finalists from competitions at each of the 12 Columbus high schools will participate in the contest and judging will be based on Toastmasters' International Speech Contest rules.

Members of the Columbus club report that the contest has become a community project, with parents and teachers helping Toastmasters publicize and plan the event. *John McKinney*, the club member who originated the idea for the contest, says the event is an ideal way to attract new members to Toastmasters. But, more importantly, McKinney adds, it encourages high school students to pursue high educational standards. And that, after all, is what Toastmasters is all about!

Campaigning for Public Safety

You can use your speaking talents to perform a vital service for your community. The National Council On Crime and Delinquency (NCCD) is urging all public speakers to participate in its National Citizens Crime Prevention Campaign, which begins this month. Why not make crime prevention the topic of your next speech? Or perhaps you'd like to use this subject as a table topic.

B.M. Gray, director of crime prevention for the NCCD, says the aim of the campaign is to make people aware of how they can avoid becoming victims of crime and how they can improve the effectiveness of the criminal justice system. The NCCD is eager to help you research this topic. For more information, just write to the NCCD's Crime Prevention Office, 20 Banta Place, Hackensack, NJ 07601, or call (201) 489-9550.

Practicing Speechcraft Lessons in a Supportive Club Environment

Speechcraft Programs give the members of your community an opportunity not only to learn about public speaking, but also to find out how Toastmasters can help them become better communicators. So why not make their exposure to Toastmasters complete by letting them run one of your regular club meetings?

Bernie Wilson, ATM, former district governor of District 30, says he's seen this idea work successfully in a number of Speechcraft Programs. In those programs, Speechcraft participants spend the last session of the program running the Toastmasters meeting. They are assigned to handle all the major speaking assignments while regular members fill any openings. In the cases cited by Wilson, the Speechcraft participants have been so enthusiastic that they've returned to repeat their Toastmasters meeting as a demonstration for those who are just beginning the Speechcraft program.

If you want to add a little mystery to this event, tell the new Speechcraft participants that the demonstration is being presented by experienced Toastmasters. When they later find out they have been observing recent Speechcraft graduates, they'll be eager to do just as well, and that motivation may make their program even more successful than the last. ■

Hall of Fame

DTMs

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

- Dan Winterburn**
Patio 2914-4, Sunnyvale, CA
- Virginia R. Eckert**
Midpark 354-10, Middleburg Heights, OH
- John R. Latham**
Magic Empire 652-16, Tulsa, OK
- Joseph Balog**
Tillicum 3435-21, Coquitlam, B.C., Can
- Burton Malakoff**
Lacey 1633-32, Lacey, WA
- Thomas F. Rozga**
Southshore 3281-35, Milwaukee, WI
- Edward H. Wolterbeek**
Springers 2993-36, Washington, D.C.
- Johnny R. Harris**
Mount Vernon 3336-36, Alexandria, VA
- David R. Rosvall**
St. John 1479-45, St. John, N.B., Can
- Ann I. Tillman**
Bold City Challenger 2092-47, Jacksonville, FL
- Donald P. Couch**
Early Bird 2174-58, Charleston, SC
- Gene Osburn**
7 A.M. 3391-58, Columbia, SC
- James A.L. Rollingson**
Scarborough 3090-60, Scarborough, Ont., Can
- William J.A. Groom**
Embassy Diplomats 3492-61, Ottawa, Ont., Can
- Dale L. Erickson**
Breakfast 72-63, Nashville, TN
- James Gordon Petty**
Monday Mumbler 2976-63, Chattanooga, TN
- Robert G. Casals**
Cebu 35-U, Cebu City, Philippines

ATMs

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

- Jack Noack**
Downey Space 513-F, Downey, CA
- Len Allen**
Paul Revere 602-F, Orange, CA
- Cleve C. Kimmel**
Mission Viejo 691-F, Mission Viejo, CA
- Morris Brown**
Westwinds 2436-F, West Covina, CA
- Samuel Donaldson**
Rockwell-Bicentennial 3798-F, Anaheim, CA
- D. Adele Stagner**
Rockwell-Bicentennial 3798-F, Anaheim, CA
- Allan McGowan**
Northrop 212-1, Hawthorne, CA
- Allyn J. Adatto**
West Side 389-2, Seattle, WA
- Dan Reitz**
Bellevue Eastside 733-2, Bellevue, WA
- Mary Lynn Gentry**
Valley 3354-3, Phoenix, AZ
- Robert S. Mar**
Telstar 1913-4, Sunnyvale, CA
- A.A. Adamson**
Mill Braers 2168-4, Mill Brae, CA
- Howard Horne**
Saratoga 3572-4, Saratoga, CA
- Jesus Sandez**
Presidnicial-Franterizo 772-5, Tijuana, B.C., Mexico
- Robert S. Koepke**
First St. Paul 167-6, St. Paul, MN
- Robert O. Odegard**
First St. Paul 167-6, St. Paul, MN
- Pat Larson**
Victory 221-6, St. Paul, MN
- Ronald E. Zemke**
Lakers 388-6, Minneapolis, MN
- Gayle Willey**
Speakeasy 1789-6, Golden Valley, MN
- William Coslett**
Nanabijou 2090-6, Thunder Bay, Ont., Can
- Richard Fisher**
Cedar Valley 2634-6, Austin, MN
- Richard Hagwell**
Early Words 3657-7, Longview, WA
- Edna Singer Abbott**
Newport 3880-7, Newport, OR
- Robert B. Roit**
Bell-Scott 1382-8, Scott AFB, IL
- Edwin Huntley**
Thursday Noon 1647-8, Decatur, IL
- Diane E. Reeve**
South County 1957-8, St. Louis, MO
- Calvin E. King**
WGK 3438-8, Sauget, IL
- Margaret Henderson**
Apple Valley 50-9, Union Gap, WA
- Jack F. Lewis**
Pendleton 154-9, Pendleton, OR
- Robert Sorenson**
Columbia Communicator 440-9, Richland, WA
- Patricia VanNoy**
Northwest 30-11, Indianapolis, IN
- Robert W. Hartwell**
Vigo 332-11, Terre Haute, IN
- Don M. Allison**
Classic City Speaker 1995-11, Auburn, IN
- Warren Haupin**
Alcoa Technical Center 1729-13, New Kensington, PA
- Thomas George**
Morgantown 2526-13, Morgantown, WV
- Robert Slater**
Christopher 339-14, Atlanta, GA
- Charles W. Rooney**
Northeast 3412-14, Chamblee, GA
- James Cunningham**
Boise 61-15, Boise, ID
- J. Otis Stroud**
YMCA 719-15, Salt Lake City, UT
- Roena Henley**
Gilcrease 1384-16, Tulsa, OK
- Warren McEroy**
Southwest 2066-16, Oklahoma City, OK
- Albert Bender**
Miles City 239-17, Miles City, MT
- Robert Rightmire**
Billings 319-17, Billings, MT
- Lois Thacker**
Sunrisers 2269-17, Billings, MT
- Donald L. Pugh**
Harford County 1914-18, Bel Air, MD
- Walter Bortz**
Town and College 875-19, Ames, IA
- Hazel B. Watje**
Top O Morning 2061-19, Sioux City, IA
- Robert M. Davis**
NADL Early Risers 3595-19, Ames, IA

Keith M
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Joel G. C
Thunde
Margar
Kamloo
C.M. H
Chilli
Norm N
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Kay Pet
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Lewis E
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Flynn
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Troy
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Keith M. McLean
Bismarck 717-20, Bismarck, ND

Ed G. Connor
Thunderbird 396-21, Victoria, B.C., Can

Margaret F. Hope
Kamloops 2784-21, Kamloops, B.C., Can

M. Hollander
Chilliwack 3486-21, Chilliwack, B.C., Can

Norm Nelson
Levenooers 1550-22, Wichita, KS

Kay Peterson
Cornhuskers 955-24, Omaha, NE

G. Daniel Cillessen
Bevellers 1796-24, Omaha, NE

Bill G. Carter
Hurst Noon-Time 2476-25, Hurst, TX

William Rivelli
South Suburban 1399-26, Littleton, CO

Lewis E. Amend
Rocky Ford 2909-26, Rocky Ford, CO

Zaul Carter
Gulf Coast 2095-29, Biloxi, MS

Richard M. Aaron
John Barreto 3129-29, Ft. Walton Beach, FL

Stan Swig
Niles Township 665-30, Morton Grove, IL

Howard L. Rivenson
Minutemen 2288-31, Waltham, MA

Peter C. Kinney
Raytheon 2922-31, Wayland, MA

John Wallace
Green Bay 1350-35, Green Bay, WI

Ervin J. Berg
Uniroyal 2510-35, Eau Claire, WI

Daniel Robertson
Uniroyal 2510-35, Eau Claire, WI

Michael D. Tomsyck
Groundhog Communicators 3485-35, Sun Prairie, WI

Mattie B. Jones
Kohoutek 611-36, Washington, D.C.

Roger Langley
Monument 898-36, Washington, D.C.

Hlynn M. Wells
Federal 1037-36, Washington, D.C.

John P. Strother
Kingston 962-37, Kingston, NC

Clancy W. Coates
Redding 197-39, Redding, CA

Gene Kalbaugh
Redding 197-39, Redding, CA

Lance R. Smith
SHI 3316-39, Chico, CA

Richard E. Clawson
Troy 3453-40, Troy, OH

Floyd R. Mills
Sunrisers 1188-41, Huron, SD

Roman Hyshka
Saskatoon 450-42, Saskatoon, Sask., Can

Sim Westera
Foresters 2511-42, Edmonton, Alta., Can

James Phillips
Rocky Mountain 2730-42, Calgary, Alta., Can

Michael Melham
Circle T 3093-42, Medicine Hat, Alta., Can

Ramona K. McNeely
Abilene 1071-44, Abilene, TX

George Snell
Natural Cassers 1875-44, Amarillo, TX

Terry Chinnery
St. John 1479-45, St. John, N.B., Can

Arlington Beck
Darmouth 3119-45, Darmouth, N.C., Can

Don McGraw
Westfield 3187-46, Westfield, NJ

Henry Vaugle
Murray Hill 3260-46, Murray Hill, NJ

Vincent Iacampo
Picatinny 3547-46, Dover, NJ

Jean H. Cutliffe
Downtown 297-47, Jacksonville, FL

Jean R. Bush
Pan Am Management 1652-47, Miami, FL

Jack Dillon
Saturday Morning 2840-47, Jacksonville, FL

Morris Josephson
Park City 1065-53, Bridgeport, CT

Gilbert G. Wyckoff
Seguin 1722-56, Seguin, TX

George H. Leal
Siete Banderas 1910-56, Laredo, TX

John J. Brooks
Southwestern 2995-56, Houston, TX

Beverly P. Davis
Hayward 207-57, Hayward, CA

Robert Flagg
Castro Valley 961-57, Castro Valley, CA

James A. Peatross
Sun Valley 998-57, Concord, CA

Donald T. Davis
LRL Microcentury 2797-57, Livermore, CA

Max W. Coats
Mare Island Supervisors 2839-57, Vallejo, CA

Ken Carlson
Skywest 3137-57, Hayward, CA

W.S. Hood
Fort Mill 1370-58, Fort Mill, SC

Edward H. Waring, III
Early Bird 3174-58, Charleston, SC

Anneliese Arenburg
Toronto Downtown 1744-60, Toronto, Ont., Can

W. Blair Bruce
Kitchener 2432-60, Kitchener, Waterloo, Can

Joel Snider
Whirlpool 202-62, St. Joseph, MI

Jack A. Kidd
Skyliners 831-64, Winnipeg, Man., Can

Allan Holliday
Kenora 3875-64, Kenora, Ont., Can

John Karwacki
Kenora 3875-64, Kenora, Ont., Can

John H. Wilkins
Turners 1264-65, Rochester, NY

Harold Roth
Elmgrove 2356-65, Rochester, NY

Frank J. DeSantis
Lilac City 687-65, Rochester, NY

Leon Wilmot
Susquehanna 2644-65, Binghampton, NY

James E. Roberts Sr.
Blacksburg 3351-66, Blacksburg, VA

Rudolph Kofeot
Lake Charles 1225-68, Lake Charles, LA

Russell Wall
Dunedin 2890-72, Dunedin, NZ

Gerard McIntyre
SAIM 658-U, Johannesburg, South Africa

Charles Clutts
Goldenheart 1240-U, Fairbanks, AK

Herbert Zimmerman
Yellowknife 3829-U, Yellowknife, N.W.T., Can

Anniversaries

30 Years

Taku 724-U, Juneau, AK

25 Years

Sooner 1615-16, Norman, OK
Rocket City 1580-23, Holloman AFB, NM
Queen City Founders' 1619-40, Cincinnati, OH

20 Years

Southwest 2066-16, Oklahoma City, OK
Westinghouse Air Arm 3026-18, Baltimore, MD

Breakfast 2981-24, Fremont, NE
Trans-Speakers 2945-35, Milwaukee, WI
Navy Brunswick 2156-45, Brunswick, ME
Northern Brookhaven 2413-46, Port Jefferson, NY

15 Years

Hemet Valley 3806-F, Hemet, CA
Laguna Madre 1922-56, Corpus Christi, TX

10 Years

Corona 1976-F, Corona, CA
TRW 990-1, Redondo Beach, CA
Los Habladores 1952-4, Sunnyvale, CA
Buffalo 2438-26, Denver, CO
Real-Time 3922-28, Detroit, MI
Kashim 3243-U, Spenard, AK

New Clubs

882-F Southeastern

Santa Ana, CA — Thurs., 6:30 a.m., So. Calif. Edison Co., 1325 S. Grand Ave. (835-3833). Sponsored by Paul Revere 602-F.

929-F Big Bear Lake

Big Bear Lake, CA — Tues., 7 a.m., Halls Coffee Shop, Pine Knot & Pennsylvania (866-8750). Sponsored by East San Bernardino 3820-F.

3957-F Chino Valley

Chino, CA — Thurs., 7:30 a.m., Chino Library, 13180 Central Ave. (627-1356).

3956-5 Toastmaster Femenil De Ensenada

Ensenada, Baja California, Mex — Tues., 5 p.m., Rest. "El Rey Sol" 1000 Esq. Blancarte Ave. Lopez Mateos (8 33 22). Sponsored by Club Toastmasters De Ensenada 177-5.

3965-5 O'Dem

San Diego, CA — Wed., 7:30 p.m., La Jolla Church of Religious Science, 836 Prospect St., La Jolla (295-3093). Sponsored by The Single Speakers 593-5.

3945-7 Tenth Avenue Irregulars

Portland, OR — Tues., noon, Union Pacific Railroad Co., 732 Pittock Block (249-2275).

3946-7 Albina Aristocrats

Portland, OR — Mon., 6:45 a.m., Union Pacific Railroad Conference Rm., P.O. Box 8979 (659-3755).

3964-7 Electric Toasters

Portland, OR — Wed., noon, Portland General Electric, 121 SW Salmon (226-8331). Sponsored by PGE 3534-7.

1208-9 Sage 'N Sun

Kennewick, WA — Tues., 6:30 a.m., Wyatt's Pancake Corral, 300 N. Ely (586-1904). Sponsored by Tri-Cities 274-9.

3970-10 National City Bank

Cleveland, OH — Wed., noon, National City

Bank Operations Center, 4100 W. 150th St. (252-7200, x 581). Sponsored by American Institute of Banking 1517-10.

2000-11 Northeast

Indianapolis, IN — Wed., 7 a.m., Dennys Restaurant, 6288 E. 82nd St. (251-7170). Sponsored by Indianapolis 385-11.

3959-19 Centel

Fort Dodge, IA — Thurs., noon, Central Telephone Co., 600 First Ave. (955-7210 x 238). Sponsored by Fort Dodge 597-19.

1288-21 Saanich Peninsula

Victoria, B.C., Can — Tues., 7:15 p.m., Panorama Leisure Centre, 1885 Forest Park Dr., Sydney (382-6697).

3929-21 Merritt

Merritt, B.C., Can — Wed., 7 p.m., Nicola Valley Sawmills, Ltd., Voght St. (378-2224). Sponsored by Kamloops 2784-21.

619-26 Sunrise

Fort Collins, CO — Tues., 6:45 a.m., First United Methodist Church, 1005 Stover St. (226-3990). Sponsored by Fort Collins 375-26.

3942-26 George Sutton

Aurora, CO — Thurs., 11:30 a.m., Denny's Restaurant, 1545 S. Havana (690-2273). Sponsored by Vanguard 2226-26.

3951-30 B.P.S.I.

Oak Brook, IL — Wed., 5:30 p.m., 3M Business Products, 903 Commerce Dr. (920-1000). Sponsored by Park Forest 1717-30.

903-33 Condado Norte

Atascadero, CA — Mon., 7:30 p.m., Fellowship Hall Community Church, 5800 Rosario Ave. (466-0630).

1433-33 Mission Chapter

Goleta, CA — Tues., 5 p.m., Turnpike Restaurant, 4770 Calle Real (969-4717 or 961-5182). Sponsored by Santa Barbara 5-33.

1553-33 Topa Topa

Ojai, CA — Mon., 6:30 a.m., Carrows Restaurant, 211 W. Ojai Ave. (646-1866). Sponsored by Sandpiper 1224-33.

3939-35 Camp Dresser & McKee

Milwaukee, WI — Thurs., noon, Camp Dresser & McKee, Inc., 8500 W. Capitol Dr. (464-4150). Sponsored by Ozaukee 3210-35.

3947-37 Serendipity

Concord, NC — Tues., 6:30 p.m., Hobo Junction, Branch View Dr. (786-5631). Sponsored by Gold Mine 241-37.

3961-37 Uptown

Charlotte, NC — Tues., 6 p.m. Hungry Bull Family Steak House, 3030 Freedom Dr. (373-7576). Sponsored by Gold Mine 241-37.

3954-38 Princeton

Princeton, NJ — Thurs., 8 p.m., Princeton Methodist Church, Vandeventer and Nassau Streets (292-0686).

3960-40 Athens Area

Athens, OH — Tues., 6 p.m., The Ohio University Inn, Highland Ave. (592-2761). Sponsored by Parkersburg 2891-40.

3950-42 Fluor Canada

Calgary, Alta., Can — Tues., noon, Fluor Canada, Ltd., P.O. Box 8799, Sta. F (259-1110).

3949-42 Capital City

Edmonton, Alta., Can — Mon., 12:05 p.m., City Hall, Executive Board Rm., 3rd Fl. #1 Winston Churchill Square (428-3688). Sponsored by The Forum 2344-42.

3962-43 St. Vincent

Little Rock, AR — Thurs., noon, St. Vincent Infirmary, Markham and University (661-3936). Sponsored by Hi Noon 2217-43.

3948-45 Speak-Easy

Summerside, P.E.I., Can — Wed., 6 p.m., Linkletter Motel, 311 Market St. (436-3151). Sponsored by Premiere 2738-45.

3955-56 Arabia Shrine

Houston, TX — Wed., 6 p.m., Arabia Shrine Temple (664-3220). Sponsored by Magic Circle 1458-56.

3958-57 Gateview

Albany, CA — Wed., 8 p.m., Recreation Lounge, 555 Pierce St. (525-7418). Sponsored by Oakland Uptown 1676-57.

3953-63 Sevier County

Sevier County, TN — Thurs., 7:30 p.m., alternates with John Sevier Savings & Loan and Great Smoky Mts., N.P. (453-4801). Sponsored by West Knoxville 3117-63.

3963-63 Columbia

Columbia, TN — Fri., noon, Holiday Inn, U.S. Highway 31 North (381-0793). Sponsored by Nashville Federal 3834-63.

3969-63 Raytheon Sunrisers

Bristol, TN — Mon., 6:45 a.m., Raytheon Co., Vance Tank Rd. (764-1122). Sponsored by Bristol 2542-37.

3944-69 Southport

Southport, Qld., Aust — Wed., 7 p.m., Rendezvous Reception Rooms, Gillan Ln. (075-58-2546). Sponsored by Gold Coast 1794-69.

3952-73 Industry House

Melbourne, Vict., Aust — Fri., 12:30 p.m., Industry House, 370 St. Kilda Rd. (698-4111). Sponsored by Whitehorse 1060-73 and Glen Waverley 3807-73.

3966-74P Bnai Brith

Cape Town, South Africa — Mon., 7:30 p.m., Newlands Hotel, Main Rd., Newlands (664385). Sponsored by Table Bay 2232-74P.

3968-U Twilight

Rota, Spain — Thurs., 7 p.m., Officers Club Naval Station, FPO 09540 (727-2973).

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979-80 District Governors

- F. Christos Gratsinopoulos, DTM, 23837 Sapphire Canyon Rd., Diamond Bar, CA 91765
1. Pat Scottino, DTM, 5622 Chariton Ave., Los Angeles, CA 90056
2. Remy Van Hout, ATM, 21429-14 Ave., So., Seattle, WA 98148
3. Joseph L. Russell, ATM, P.O. Box 1980, Rm. 1020, Phoenix, AZ 85001
4. Herb Chow, DTM, 736-35 Ave., San Francisco, CA 94121
5. Tomas F. Esquivel, DTM, 7560 Highwood Ave., La Mesa, CA 92041
6. Dewey Brokofsky, DTM, 10466 Yorktown Ln., Maple Grove, MN 55369
7. Kevin B. Rivers, ATM, 1225 NE 51st Ave., Portland, OR 97213
8. Ted Randall, RR #1, Box 254B, O'Fallon, IL 62269
9. J. Ronald Zeller, DTM, 412 S. 49th Ave., Yakima, WA 98908
10. Joseph M. Cabbage, DTM, 792 E. Ford Ave., Barberton, OH 44203
11. Frank Talbert, ATM, RR #1, Box 485A, Henderson, KY 42420
12. Richard J. Parish, ATM, 165 Link Ave., Pittsburgh, PA 15237
13. William A. Waldrop Jr., ATM, 127 Jonathan Rd., Riverdale, GA 30274
14. Art Scott, ATM, 4685 Bron Breck Dr., Salt Lake City, UT 84117
15. Ralph W. Joslin Jr., ATM, 10313 E. 21 Pl., Tulsa, OK 74129
16. James A. Nys, ATM, Box 509, East Helena, MT 59635
17. Earl E. Warren, 743 Hyde Park Dr., Glen Burnie, MD 21061
18. Larry L. Madlem, ATM, 3324 Seventh St., Moline, IL 61265
19. Jennings B. Klug, DTM, 1916 3rd St., NW, Minot, ND 58701
20. Graham Garman, 936 Heywood Ave., Victoria, B.C., Can V8V 2Y3
21. W. Dale McCurley, DTM, Box 2001, Shawnee Mission, KS 66201
22. Angie Kymball, 3133 Daisy, El Paso, TX 79925
23. Kay Peterson, ATM, 1416 Dodge St., #332, Omaha, NE 68179
24. Jerry B. Smith, P.O. Box 3003, Irving, TX 75061
25. Gershon G. Cohn, 771 S. Holly, Denver, CO 80222
26. A. Jim Szigeti, DTM, 2903 Cherry St., Toledo, OH 43608
27. Edward T. Merry Jr., ATM, P.O. Box 308, Mobile, AL 36601
28. Mel T. Young, 1649 E. 86th St., Chicago, IL 60617
29. Howard L. Rivenson, ATM, 32 Webster St., Westwood, MA 02090
30. Helen R. Spears, ATM, 4937 Mud Bay Rd., NW, Olympia, WA 98502
31. Paris L. Lanham, DTM, 819 Kelton St., Tehachapi, CA 93561
32. Thomas F. Rozga, DTM, 6776 S. 19th St., Milwaukee, WI 53221
33. Robert D. Cromwell, DTM, 3319 Rocky Mount Rd., Fairfax, VA 22031
34. Sara G. Smith, ATM, 7845 Beech Forest Rd., Lewisville, NC 27023
35. S. Russell Bruno, 656 Colonial Dr., Horsham, PA 19044
36. Beverly G. Sinelio, ATM, 201 Bonnie Briar Pl., Reno, NV 89509
37. Jim Smith, DTM, 4631 Korner Dr., Dayton, OH 45424
38. A. Edward Bick, ATM, 635 N. Menlo, Sioux Falls, SD 57104
39. Peter Kossowan, DTM, 5212-95 Ave., Edmonton, Alta., Can T6B 1A3
40. Kenneth L. MacRae, 3237 Foxbriar, Memphis, TN 38118
41. John Will Nichols, DTM, Drawer CC, Tulia, TX 79088
42. Louis H. Haskell Jr., DTM, 9 Weymouth St., Brunswick, ME 04011
43. Morris Meislik, 385 Lexington Ave., Clifton, NJ 07015
44. Val Croskey Jr., DTM, 204 E. Southgate Blvd., Melbourne, FL 32901
45. H. Lee Watson, DTM, 3123 McDow Ave., NW, Huntsville, AL 35805
46. Eileen Millar, ATM, 4826 Analii St., Honolulu, HI 96821
47. John P. Kozlowsky, DTM, 1813 California St., Burbank, CA 91505
48. Robert L. Lapointe, ATM, 14 Sherwin Ln., Windsor Locks, CT 06096
49. Bob J. Jackson, RR #2, Box 36C, Pecatonica, IL 61063
50. W.N. (Mac) McKinney Jr., ATM, P.O. Box 94193, Houston, TX 77018
51. Hank Nichandros, P.O. Box 956, Oakland, CA 94604
52. Gene Osburn, DTM, 9447 S. Chelsea, Columbia, SC 29206
53. Dick Flis, 181 Kirk Dr., Thornhill, Ont., Can L3T 3L7
54. Fred G. Johnson, 11 Redfield Ave., Ottawa, Ont., Can K2H 6A7
55. Chester R. Cecot, 3229 Peck St., Muskegon Hts., MI 49444
56. W. Paul Kelso, ATM, Box 475, LaVergne, TN 37086
57. Bert Angus, ATM, 1503 Koka St., Transcona, Winnipeg, Man., Can R2C 2V8
58. Edwin A. Banaszak, ATM, 4 Ridgeview St., Depew, NY 14043
59. J.D. (Doug) Roberts, ATM, 270 Clearfield Ave., Virginia Beach, VA 23462
60. Harold F. Parker, ATM, 1230 Friscoville Ave., Arabi, LA 70032
61. Michael Weidner, ATM, 56-40 Astor Terrace, Brisbane, 4000, Australia
62. Peter Leney, ATM, 40 Womerah Ave., Darlinghurst, NSW, 2011, Australia
63. Andrew J. Ducker, 10 Fernhill Ct., Richmond Rd., Kingston-Thames, Surrey, England
64. Dan Coomey, 41 Rifle Range Rd., Taupo, New Zealand
65. Len Hooper, 5 Yeneda St., No., Balwyn 3104, Vict., Australia
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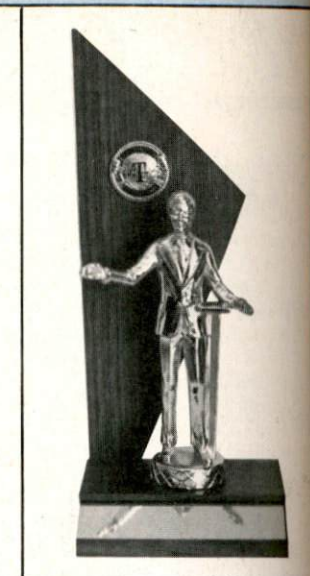
1901 • 1902 • 1903



1917



1921 • 1922 • 1923



1930

Develop a Winning Spirit in Your Club!

Your club members will start thinking like winners when their achievements are recognized with these fine awards. The trophies and plaques will motivate recipients to strive for higher goals and they'll soon discover that one success leads to another. The awards are perfect for speech contests, special club meetings and those occasions when you just want to say "thank you." They'll add excitement to all club and district activities. Help your fellow Toastmasters reach the top — and stay there — by giving them the recognition they deserve.

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1902 10" \$9.50
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This goldtone wreath, handsomely mounted on a beautiful walnut base, makes a welcome

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1917 6" \$3.00

A Very Special Memento

A perfect way to honor the winner in any kind of competition. This goldtone figure sets on a beautifully polished walnut base.

1921 12" \$14.50
1922 11" \$14.00
1923 10" \$13.50

For Winners Only...

In Toastmasters, we're all winners. And this multi-purpose trophy says just that. Its modern figure and lectern rests on an attractive walnut base.

1930 9" \$7.25

For a Job Well-Done

Want to reward the efforts of a club officer, club sponsor or mentor? Anyone would be proud to accept this handsome plaque, which comes with a full-modeled gavel, TI insignia and goldtone engraving plate.

1956 5 1/4" x 7 1/4" \$6.00

For the Outstanding Toastmaster

An ideal plaque for the Toastmaster who has made an extraordinary accomplishment. The domed medallion is set on a rich American Walnut panel. Top plate can be engraved with any heading.

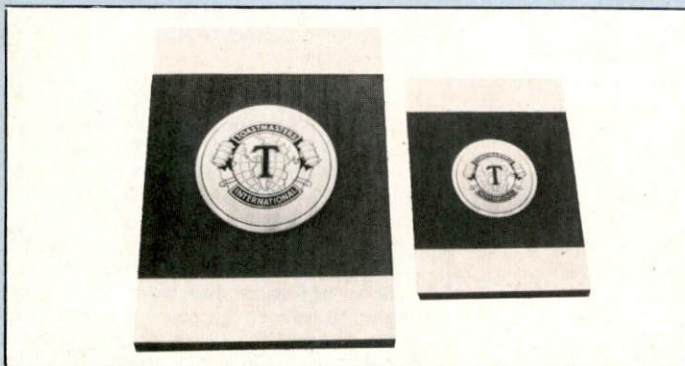
1962 5"x7" \$21.50
1963 7 1/2"x1" \$27.50

Recognize with Beauty

This Athenian bronze oxidized plaque will be attractive in any setting. And it's suitable for any type of special recognition.

1957 8" \$10.75

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1962 • 1963



1956



1957