

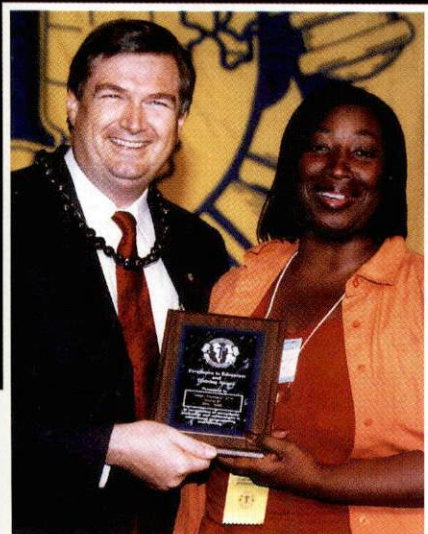
The TOASTMASTER®

OCTOBER 2002

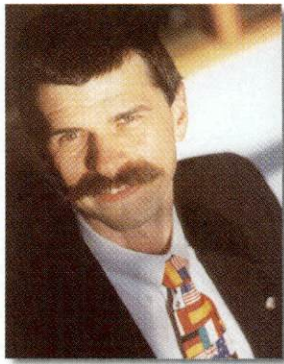
A Revolutionary Experience!



Highlights from the 71st Annual International Convention in San Antonio, Texas, August 21-24, 2002.



ALSO INSIDE: Once Upon a Story • The Miracle of Language



VIEWPOINT

You Are a Role Model

Mike was my first role model. Mike's enthusiasm was contagious. Mike loved Toastmasters, and this came out in his manner, his presentations and his encouragement for us to take on club leadership roles.

Then there was Tom. Mike and Tom were like cheese and chalk. Mike was enthusiastic, impetuous and eternally optimistic. Tom was calm, meticulous and realistic. Tom's presentations ran like clockwork. His educational sessions have stood the test of time. People are still using his handouts on evaluation 20 years later.

Judy, head of an English Department, taught me about crafting a speech by choosing the right word, using punctuation to add life and emphasis, and adding drama to a presentation. She is an outstanding storyteller.

Clare, a senior officer with the Queensland Police Service, is passionate about Toastmasters, and this is evident in the length and depth of her leadership roles. A former district governor and international director-at-large, Clare encouraged me to take on district and international leadership roles and convinced me that I could do it.

Each of these Toastmasters has been a role model for me. Each has both wittingly and unwittingly guided, nurtured and encouraged me. Each had strengths that I admired and tried to emulate.

At our club meeting recently, Silvia delivered a speech that talked about my being her role model. This was a revelation for me. We had been friends and members of Western Suburbs Club for several years, yet I had not thought of myself as a role model to her. I had always thought about others being my role models.

After Silvia's speech I suddenly felt a new responsibility as a member of my club, and as international president. Perhaps members are looking to me as a role model, perhaps they are observing and learning from my actions!

Do you realize that you are a role model? That you are actively or passively guiding the members of your club, area, division and district? The best advice I can give is to embrace this responsibility by working toward your CTM, ATM, CL, AL, DTM, inviting guests to meetings, mentoring new members, and accepting club and district leadership positions. If you're already a club or district leader, then you can be a role model by helping the members of your team achieve Distinguished club, area, division and district, or even starting a new club in your area.

I am flattered that Silvia sees me as one of her role models. In fact, with this new responsibility, I will be doing my best to be an outstanding role model for her and all Toastmasters.

Mike, Tom, Judy and Clare have been my role models. You are a role model, too. Whether you realize it or not, you bring out the best in others because they emulate your actions. A bonus is that you will bring out the best in yourself by striving to be the best you can be.

Gavin Blakey
Gavin Blakey, DTM
International President

The TOASTMASTER

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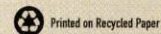
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Contents

October 2002

Volume 68, no. 10

departments

2 **VIEWPOINT: You Are a Role Model**
By International President Gavin Blakey, DTM

4 **LETTERS**

5 **MY TURN: Brush With Disaster Opened My Eyes**
By Janice E. Bushé, CTM

6 **FOR THE NOVICE: No Non-Manual Speeches**
By Robert F. Neargarder, DTM

24 **HOW TO: Once Upon a Job**
By Craig Harrison, DTM

26 **ASK MISS BEHAVIN': Putting It All Together**
By Brenda Caine, ATM-G

27 **TI's ONLINE POLL**
By Ken Tangen, Ph.D.

The Toastmasters Vision:

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

The Toastmasters Mission:

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

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

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

features

8 **REVOLUTIONARY EXPERIENCE!**
Highlights from the 71st Annual International Convention in San Antonio, Texas.



14 **THE MIRACLE OF LANGUAGE**
The world we perceive is the world we see through words.
By Richard Lederer, Ph.D.



18 **WORDS THAT WORK WONDERS**
Use words of praise and appreciation.
By Victor Parachin

20 **ONCE UPON A STORY**
Stories make your ideas visible and your message personal.
By Julie Bawden Davis



29 **INTERNATIONAL HALL OF FAME**
A list of Toastmasters, clubs and districts honored for their accomplishments during the 2001-2002 year.



LETTERS

WONDERFUL EXPERIENCE

The 71st Annual International Convention in San Antonio was a great success. I learned so much about public speaking from domestic and international members. The most important thing I learned is that I have a lot more to learn. One of the many highlights for me was attending the First-Timers Welcome reception hosted by President Alfred Herzing. I expected to find only young kids at the reception but instead I found a mix of very age-diverse members. Another of the highlights was hearing noted author and speaker Sam Horn present her "Tongue Fu" speech, based on her popular book of the same title. I definitely got my money's worth from attending the convention. I came back with books to read, CDs to listen to and many ideas for speeches and articles. I have already blocked off time on my calendar for the 72nd Annual International Convention in Atlanta. See you there!

James Patterson • Komen Club 8714-27 • Washington, D.C.

SIT UP STRAIGHT!

The July cover and story illustration ("Confessions of a Wounded Speechwriter") of the man crouched over his keyboard is a picture of how *not* to use a computer. OK, it is humorous. But Toastmasters is about learning in a supportive and fun environment. When one's body screams because it's being abused, then one should have acted long ago, and acting includes voicing one's complaint. Let all computer operators take note: Self-respect is demanded. Be responsible for your own and each other's comfort and well-being, and that includes ergonomic awareness

Bridh Hancock • ATM-B • Williamstown Club 9088-73 • Melbourne, Victoria, Australia

TWO SIDES OF THE STORY

As a teacher of history, I firmly believe that students should be presented with all sides of a situation so that they can make informed judgments. In Caren Neile's portrait of Queen Elizabeth (June 2002), the monarch is described as "a fair-minded, sensitive ruler" who "distinguished herself from the nation's former tyrannical rulers." We were also told of the "humble" queen's great efforts to assert her "humanity." Unfortunately, these fine qualities were not very much in evidence in her actions in Ireland.

In her plantation of Ulster, the entire population of Rathlin Island, more than 600 men, women and children, were put to the sword. During her attempt to crush Catholicism, Elizabeth signed several repressive acts, and

60 laypeople and 123 priests were executed. No doubt Elizabeth was a skilled and eloquent communicator, but when extolling the virtues of historic figures, we should not be blind to their failings. There are two sides to every story, and if we do not learn from history, we are doomed to repeat it.

Sean Lyons, ATM-B • Tralee Club 9326-71 • Tralee, County Kerry, Ireland

NYC MEMBERS SAY THANKS

Toastmasters in New York City observed the anniversary of 9/11 with sadness. Those we lost included members and former members of Toastmasters clubs in our city and at the Pentagon; family, friends and colleagues of Toastmasters; the daughter of a WHQ staff member and the cousin of another.

One positive memory we have of 9/11 is the support we received from tens of thousands of Toastmasters around the world. The letters, e-mails and phone calls came from Toastmasters in almost every time zone. They came from big cities and from small towns. Our District 46 Web site, which averages 250 hits daily, received over 10,000 hits a day following September 11th. The worldwide outpouring of care and concern expressed by Toastmasters comforted us. We in New York City will never forget your kindness.

On behalf of the members of my club and all Toastmasters in metropolitan New York, please accept our sincerest thanks for your thoughts and prayers a year ago.

Mark LaVergne, DTM • International Director 1996-1998 • Metro New York Club 451-46

NOT-SO-PERFECT TIMING

The August article, "Understanding Teen-Speak," came a moment too late. While teaching an English as a Second Language class about slang, one young woman complained to me that a young Canadian boy had called her a "fox." In Spain, this is highly insulting. I assured her that it was meant as a compliment. To avoid future problems, I suggested she replace "fox" with "babe." She was able to "chill out."

Gerry McCombs, ATM-S • First Class Club 9262-60 • London, Ontario, Canada

SPEECH HELP

I was in a car accident Jan 14, 1989, and my speech was greatly affected. But by the techniques that Toastmasters has taught me, I can hold an intelligent conversation on any subject matter. I, for one, can attest to the effectiveness of Toastmasters, and so can the members of my club.

Charles Gray • Now Hear This Club 465-38 • Mechanicsburg, Pennsylvania



By Janice E. Bushé, CTM

Brush With Disaster Opened My Eyes

A TOASTMASTER FRIEND OF MINE HAS A SAYING: WHEN THE going gets tough, you get what you practice. At my parents' 40th wedding anniversary party, I recently proved the point. As dinner was getting started, my sister frantically looked at me and said, "It's time to do your toast."

"Me?" I gasped. "You said you were doing the toast."

"No way, you're the Toastmaster!" she said.

If I wasn't a Toastmaster, I would have run from the room. Despite fluttering butterflies and my shaking extremities, I didn't run. I knew how to manage nerves: some deep breaths and simple reassurance. I thought, "No one can do this better than I. People will be touched by what I have to say. I really want to honor my parents."

Manage the nerves: I'm happy to say the toast went well. I was nervous, but I did it. That's where the benefit of practice came in. I'd had that feeling of dread or downright fear many times before. With every speech I gave at my club, I'd encountered some degree of butterflies. I knew what to expect.

Get organized: Almost mechanically, I started sorting out my thoughts. I don't know about other folks, but I'm always writing a speech. Yes, it's in my head, and no, I might not actually deliver the speech, but I'm always creating one. I had done something like this for the anniversary toast, so I had some material ready. But the ideas were like bumper cars in my head – the humorous colliding with the touching.

To make matters worse, I started hearing that nagging, negative voice: I can't do this, it'll sound terrible, my voice will quiver. I didn't listen to that voice and got down to business. I needed to welcome all the guests, comment on the beautiful setting, make a joke out of why we were having the party in August when the anniversary is in January, say something personally touching about my parents' life together, maybe think of a short anecdote.

Remember the fundamentals: At my parents' party, I knew to stand where everyone could see me. I knew to turn slightly as I was talking to allow for eye contact with everyone. I knew to talk loudly, since there was no microphone. In the end, I smiled warmly, raised my glass high

and, while blinking away tears, looked directly at my parents and finished a memorable toast.

The timing of my brush with disaster is telling. It was dues time, and I had considered not renewing my Toastmasters membership. Not because I didn't see benefit in the organization, but because my life had changed drastically with the birth of my first child.

The club I'd belonged to since 1992 was a dinner club that met twice a month. We'd meet about 6:30 p.m. for social time, sit down for dinner at 7 and start the meeting at 8. Up until now, spending this much time per meeting was manageable. The dinner hour allowed members to get to know one another. Many Toastmasters had become my close friends.

Getting home at 10 p.m. was fine before parenthood. Unfortunately, my son wakes early. And he often wakes in the middle of the night. This can make for a long next day.

I also wanted to devote my limited spare time, especially in the evenings, to my family. So I went to fewer meetings and gave fewer speeches. The vicious cycle started. I wasn't contributing so I wasn't benefiting. I decided to just quit.

After my close call with disaster, when I saw just how profoundly Toastmasters had influenced my speaking skills, I knew I couldn't quit. Like so many other things about life after children, you adjust. Instead, I decided to join a morning club. We meet promptly at 7 a.m., and since most members are on their way to work, the meeting has to end by 8 a.m. This schedule fits much better into my busy life.

I really believe that if I hadn't been an active Toastmaster, I would not have accepted the challenge to publicly honor my parents. I need the constant support and practice of Toastmasters. Fortunately, there are a number of local clubs with different venues. Toastmasters will always be a part of my life because it's an organization that changes and grows with you. **T**

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Janice E. Bushé, CTM, is a member of Wisconsin Club 3490-35 in Milwaukee, Wisconsin.



FOR THE NOVICE

By Robert F. Neargarder, DTM



Helen, the club president, felt ill at ease. She was talking on the phone with John, a club member, about his speaking assignment for the next week. She knew John hadn't completed the basic manual and that he hadn't given a manual speech for more than a year. John told Helen he wasn't interested in giving manual speeches and said he didn't plan to use the manual for his next speech – he was going to talk about his vacation in Hawaii. Helen wasn't surprised by John's defensive response when she asked about the purpose of his speech and what he was trying to accomplish.

"Look, Helen," John said, "The Vice President Education scheduled me to give a speech. I'm going to give a speech. I'm really not trying to accomplish anything, other than to show up and speak, which is what I've been doing for some time now."

Helen told John she wasn't going to argue with him over the telephone – that it's his choice whether or not to give a manual speech. However, she reminded him that when she was elected club president, her platform was to encourage everyone to complete the requirements for CTM, ATM and DTM. She also wanted to . . . Before Helen could finish her statement, John interrupted. He told Helen he was well aware of her election platform, but that quite honestly, he hadn't thought she was going to make a big deal about giving manual speeches.

Helen was starting to get really upset with John, but instead of arguing, she took a deep breath and said calmly, "John, it's important for you to give a manual speech;

Stay the course: manual speeches help you get the maximum benefit from your membership.

you will be setting an example for the rest of the club members. I want your next speech to be a manual one."

"Helen, I hear what you're saying," John said, hesitating, his voice now lowered and apologetic. "In case you're not aware, several years ago, I did complete most of the requirements for CTM. Then, I couldn't find my manual and as time passed, I didn't want to be bothered with giving such structured speeches."

Helen asked John what he wanted out of Toastmasters. He said, "I want to be an accomplished speaker, one who can speak convincingly before any type of audience. That's what I want out of Toastmasters."

When Helen asked John how he expected to achieve his goal, he told her he wasn't quite sure. It had been very frustrating for him.

Helen reminded him that Toastmasters has a road map for helping members achieve their communication objectives. It's part of the Communication and Leadership Program. The core of the program is giving manual speeches. Manual speeches provide a path, with milestones, enabling members to reach their communication and leadership goals.

When John expressed doubt about the program's ability to help him, Helen told him about her own experience in a different club. She had spoken at every opportunity, both within and outside the club, but hadn't been satisfied with her speaking progress.

She often couldn't put her finger on why her presentation had failed. One day she received a telephone call from a fellow club member, advising her to build her speeches around the suggestions in the Communication and Leadership manual. She gave it a try and, to her surprise, her speeches began to progressively improve.

In a friendly tone, John told Helen he found it hard to believe she had ever blown a speech. She was such a great speaker!

He said he had noticed that she always gave manual speeches and that he always admired her for her dedication.



Helen told John she knew he could. He needed to start setting some milestones, to take it one step at a time. He needed to finish the basic manual, get his CTM and then start on his ATM.

"Don't try to do it all at once, but be consistent; and, above all be persistent," Helen counseled. "And don't give up. Toastmasters has set up specific criteria to become a CTM, ATM and DTM. Take advantage of every opportunity to fulfill the requirements." Helen added that John would be surprised at what he could do once he set his mind to it.

John thanked Helen for the phone call, saying he hadn't been satisfied with his progress in Toastmasters, but wasn't sure what to do or who to talk to. Helen provided him with some much-needed insight.

"This was a difficult call for me to make," Helen said. "I appreciate your openness."

John said goodbye to Helen, and apologized if he might have sounded angry with her a few minutes ago. He told her he would arrive at the next meeting prepared to give a manual speech.

Helen put down the telephone receiver and thought for a moment. What started as a near-disaster had a very pleasant ending. She was glad she had made the call.

Although many Toastmasters understand the importance of giving manual speeches, many still don't. They don't fully understand that manual speeches help us to learn the

finer points of speaking and provide learning objectives and guidelines for effective evaluations. When Toastmasters consistently give manual speeches, they begin to progressively improve and often are amazed at their progress.

The Communication and Leadership Program manual, also called the "basic manual," is the heart of the Toastmasters educational program. Completion of the basic manual is mandatory if you are to receive the maximum benefit from educational and leadership opportunities available through Toastmasters membership. Helen knew that the key to success in Toastmasters is to get back to the basics: to regularly give manual speeches and work toward completing the requirements for CTM, ATM and DTM. T

Robert F. Neargarder, DTM, is a member of Gold Brickers Club 49-4 in Sunnyvale, California.

"So you don't think I should give a speech about my trip to Hawaii?" he asked.

"No, John, I don't," Helen said, "and I'll tell you why. If you talk about your trip to Hawaii without its being a manual speech, I'm sure you'll do a good job and your speech will be interesting. But what will you have learned about being a good speaker? Probably not much. When you walk out the door after the meeting, your speech will soon be a hazy memory, if not forgotten."

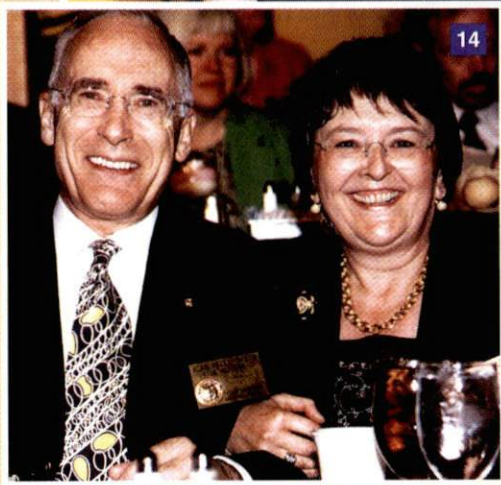
John agreed with Helen's observation and told her he could see she wasn't going to give up on wanting club members to give manual speeches. Helen said he was right – she wasn't going to give up on manual speeches, but more important, she wasn't going to give up on him. "What do you mean you're not giving up on me? What are you talking about?" John asked.

"Look John, a few minutes ago you said you wanted to be an accomplished speaker, one who could speak convincingly before any type of audience. You also said you're frustrated because of your lack of progress. You need to get back to the basics. Manual speeches give you a stated purpose. They anchor you to an objective. Manual speeches allow evaluators to judge your speech with some concrete criteria."

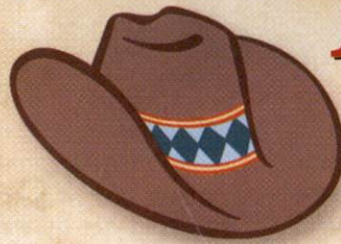
John reluctantly acknowledged that Helen was right. Helen told John he had a decision to make. "Where do you want to be three years from now? Do you want to meet your speaking objectives, or do you still want to be talking about your latest vacation?"

"Do you think I can become an accomplished speaker?" John asked.

Manual speeches provide a path, with milestones, enabling members to reach their communication and leadership goals.



A Revolutionary Experience!

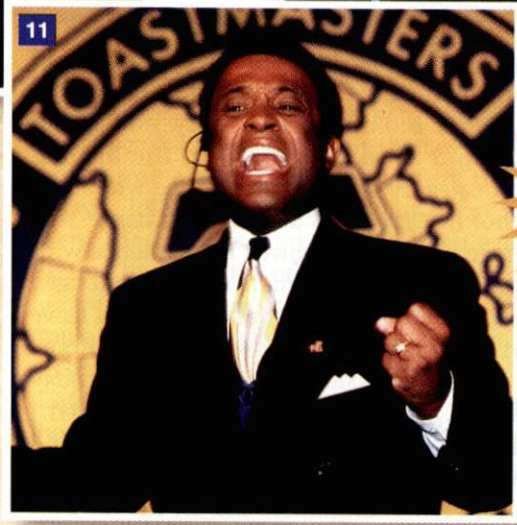
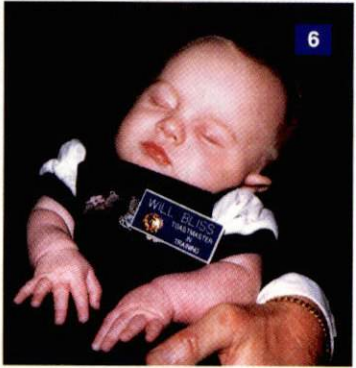


Highlights from the 71st Annual International Convention in San Antonio, Texas, August 21-24, 2002.



It was a Texas-sized round-up as Toastmasters arrived at the Marriott Rivercenter hotel in San Antonio, undeterred by the city's legendary heat and humidity. Actually they weren't planning to spend much time outdoors. They had traveled from near and far for a family reunion: the once-a-year opportunity to renew friendships with Toastmasters from

around the world. They weren't disappointed: The hotel offered first-class service to the nearly 1,300 members of the Toastmasters family who'd come to learn, meet new friends, speak, compete, eat, elect officers, and party until late in the night.



For photo captions, see next page.





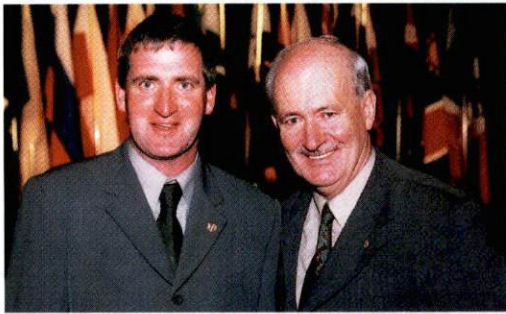
Delegate enjoying a break.



Carolyn Kaldy from Canada with Heide Appe from California.



Host district volunteer Atheria Scott from San Antonio, Texas, offers smiles and service.



Senior Vice President Ted Corcoran (right) and Jeremiah Ronayne, LGET for District 71, from Ireland.



Sharon and Dilip Abayasekara celebrate Dilip's election as Third Vice President.

The convention opened on Wednesday night, August 21, with members applauding the traditional Parade of Flags representing the more than 70 countries in which Toastmasters clubs exist. They paid tribute to the organization's past and present leaders, cheered their favorite candidates seeking positions on the organization's Board of Directors, and listened to President Alfred Herzing report on his travels, the organization's growth during the year, and how he saw his motto, "Take Control of Your Destiny," being fulfilled during his term in office.

After a warm "Texas-sized welcome" by District 55 Governor Gloria Williams, DTM, the dynamic keynote speaker Willie Jolley took the stage. Jolley was one of Toastmasters' Top 5 Speakers in 1999 in the inspiration/motivation category, and it's easy to see why: This singer and author (*It Only Takes a Minute to Change Your Life*) with a degree in theology wowed the audience with his dynamic preacher-like performance and challenged the crowd to reach their goals and dreams. "If you leave here today and say, 'I was not impressed,' I will go home and sleep like a baby," he said. "If you leave here today and say, 'I was not inspired,' I will be broken-hearted." Judging by the line of people eager to shake his hand and buy his books and tapes afterward, Jolley succeeded at inspiring quite a few Toastmasters and set the tone for the rest of the convention.

CAPTIONS FROM PAGES 8 & 9. CLOCKWISE FROM TOP LEFT:

1. 2001-2002 International President Alfred Herzing and his wife, Margie, receive a gift in appreciation of their term in office.
2. Toastmasters from the Netherlands Antilles party in Texas style.
3. Newly inaugurated International President Gavin Blakey, and his wife, Bea Duffield, celebrate at the President's Dinner Dance.
4. East Meets West: Host District 55 volunteer Harvinder Singh, and Host District Chairwoman and Past International Director Paula Tunison.
5. Couple checks out the action on the dance floor.
6. Baby Bliss: 11-week-old William Bliss from Redondo Beach, California, falls asleep in dad's arms.
7. Golden Gavel recipient Dr. Richard Lederer offers a toast.
8. An international group: Ho Fun Ming, LGET for District 51 from Malaysia; David Sutcliffe, LGM for District 74 from South Africa; and District 34 Governor Georgina Ortiz Galicia, from Mexico.
9. Being a professional entertainer is a thankless job: Straight-shooter Joe Bowman is challenged by Past International Director Jean Riggs.
10. Anne Barab, from Dallas, Texas, gives her qualifying speech for the Accredited Speaker award.
11. Keynote speaker Willie Jolley inspires the crowd at the Opening Ceremonies.
12. A captive audience
13. International Speech Contest winner Dwayne Smith from Decatur, Georgia.
14. 2001-2002 District 59P Governor Alain Petillot, celebrates his Distinguished District award with his wife, Odile, during the Golden Gavel luncheon.



First-time convention attendees and veteran delegates enjoy the show.





Convention seminar speaker Sam Horn teaches "Tongue Fu" training during the Toastmasters and Guests Luncheon.

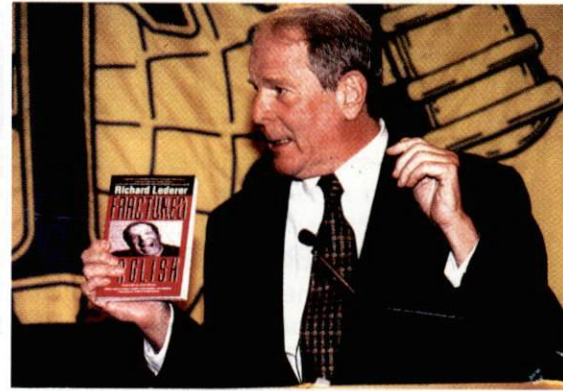


Toastmaster adds drama to presentation.



Gavin Jerome adds enthusiasm to a presentation titled "Don't Die Until You're Dead."

Craig Harrison teaches storytelling techniques for job-hunters in a session called "Story Tell, Story Sell."



Golden Gavel Award recipient Dr. Richard Lederer entertains with anecdotes about his book, *Fractured English*.

The topics of self-improvement and goal-setting were, as expected, the predominant themes by the guest speakers, whose advice was well-taken by the eager-to-learn crowds filling the meeting rooms. Most seminar leaders were Toastmasters who, by their own example, demonstrated the potential of the Toastmasters program.

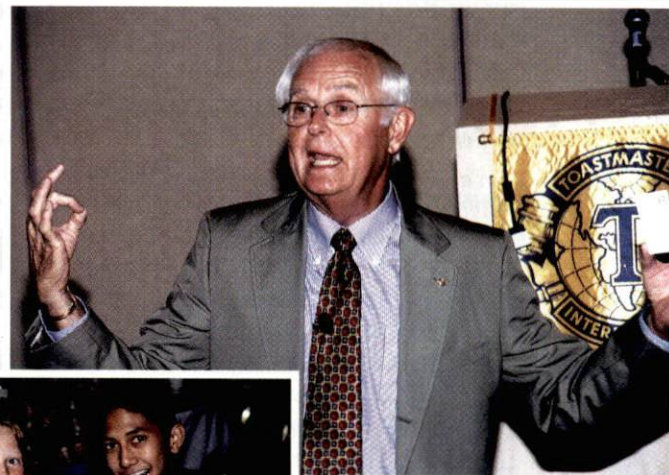
During Thursday's sold-out Golden Gavel Luncheon, the topic turned from self-improvement to language – specifically "The Miracle of Language," as delivered by Dr. Richard Lederer from San Diego, California. A prolific author of 30 books, he is also known as Conan the Grammarian, Attila the Pun, and America's Wittiest Verbalist, and he regaled the crowd with a feast of words celebrating what he called "the emancipating power of language."

Dr. Lederer is this year's recipient of Toastmasters' highest honor for communication excellence: the Golden Gavel award. Back by popular demand from speaking at last year's convention in Anaheim, California, Dr. Lederer also is a regular contributor to this magazine, and his speech given at the convention is summarized in an article on page 14 in this issue.

2001-2002 International President Alfred Herzing offers a Presidential Citation award to Mark Majcher, for writing the regular Topical Tips columns in this magazine.



Accredited Speaker Robert Oppler shares club-building techniques.



Vocal coach Bettye Pierce Zoller teaches how to speak with clarity and power.



Future Toastmasters ham it up for the camera.



Past International Director Mario Pedercini and his wife, Sharon, are dressed for success at the Denim and Diamonds party.



International Director Linda Hawk waves to the crowd.



A tender moment: Christopher and Denise Magyar from Germany.



First Lady Bea Duffield, DTM, with her sister, Margaret.



Past World Champions of Public Speaking, David Brooks, Ed Tate, Mark Brown, Darren LaCroix, front and center at this year's competition.

NEW LEADERS ELECTED

The business meeting on Friday featured the exciting elections of new organizational leaders on the international level. Delegates voted in the following new officers to serve on the organization's Board of Directors: Gavin Blakey, DTM, as the 2002-2003 International President; Ted Corcoran, DTM, as Senior Vice President; Jon Greiner, DTM, as Second Vice President; and Dilip Abayasekara, DTM, as Third Vice President.

Delegates also elected the following nine Toastmasters to serve two-year terms on the organization's Board of Directors:

Director From Outside the U.S. and Canada:

Robert Cockburn, DTM, of Mersch, Luxembourg.

Region 1: Judy Laythorpe, DTM, of Fort St. John, British Columbia, Canada.

Region 2: Rick Danzey, DTM, of Victorville, California.

Region 3: Jana Barnhill, DTM, of Lubbock, Texas.

Region 4: Linda Hawk, DTM, of Medicine Hat, Alberta, Canada.

Region 5: Nila Miller, DTM, of Louisville, Kentucky.

Region 6: Cindy Pavella, DTM, of Grand Blanc, Michigan.

Region 7: Jim Kokocki, DTM, of Saint John, New Brunswick, Canada.

Region 8: Paul Meunier, DTM, of Orlando, Florida.

After the elections, it was time for lunch, and delegates chose their respective sessions: The Club Leadership Luncheon led by Past International President Len Jury, DTM, who spoke to club officers and DTMs about "Building Club Membership," or the Toastmaster and Guests Luncheon, with popular speaker Sam Horn teaching "Tongue Fu!" – assertive and witty responses aimed "to deflect, disarm and defuse any verbal conflict."

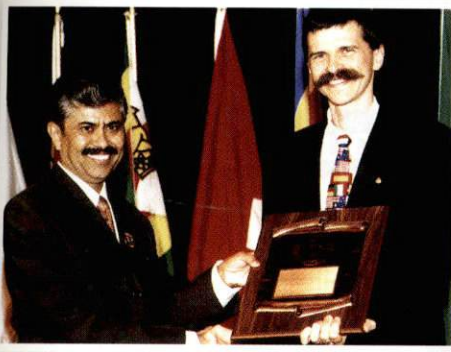
Well-fed and inspired, delegates then took the time to celebrate the accomplishments of individual Toastmasters, clubs and districts at the festive Hall of Fame ceremony. Awards were presented to individual Toastmasters and district officers for achievements such as Distinguished Districts, Top 10 Newsletters, Presidential Citations and the Top Five Membership Campaign. (A list of Toastmasters honored for their efforts in 2001-2002 appears on pages 29-31 in this issue, under the heading "International Hall of Fame.")

By the end of the day, conventioners were ready for some Texas-style entertainment at the traditional costume party. This year's theme of "Denim and Diamonds" inspired creative approaches to Western wear – everyone looked like John Wayne when sporting cowboy hats and boots. And otherwise buttoned-up board members were seen line dancing and competing with an expert straight shooter for a door prize.

THE WORLD CHAMPIONSHIP OF PUBLIC SPEAKING

On Saturday morning, delegates were up early for the most popular event of the convention: the highly anticipated International Speech Contest.

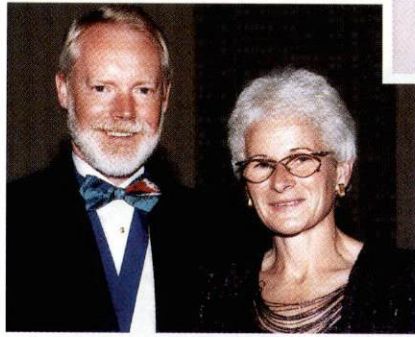
A crowd of nearly 1,300 Toastmasters and their guests gathered in the huge ballroom to admire the speakers' oratorical prowess and cheer their favorite contestants. Two large video screens projected the stage action so everyone could see. The nine contestants were all outstanding, but after the ballots were tallied, Dwayne Smith, a 12-year veteran Toastmaster from Decatur, Georgia, emerged victorious among the nine talented



Taped speech contest winner, Satish Kini, from Saudi Arabia, receives his award from President Gavin Blakey.



The former First Couple: Past International President Jo Anna McWilliams and her husband, Bruce.



Newly elected International Director Robert Cockburn and his wife, Barbara Buchanan.



International Director Paul Meunier and his team celebrate their victory.

contestants and claimed the title of 2002 World Champion of Public Speaking.

By a process of elimination using club, district and regional contests throughout the year, Smith and eight other finalists were selected from more than 10,000 Toastmasters worldwide for the annual competition. Smith commanded the stage with his speech, "Music in the Key of Life," which described how music affects our lives in many ways and how we can take advantage of music to change a bad mood into a good one. "Life is music," he said. "As far as I'm concerned, without music, you aren't living, you are merely existing — like a bear cub who has lost its mother, like a shark in shallow water, like the ex-chief accountant at Enron."

As an example of the power music has on our memory, Smith described how a friend, who was on the verge of suicide, was distracted from pulling the trigger by a TV commercial jingle that reminded him of happy memories with his son.

Jim Key, of Rowlett, Texas, placed second with his speech, "The Line." Third place went to Jonah Mungoshi of Harare, Zimbabwe, with his speech, "Crazy."

A panel of 18 Toastmasters judged the nine contestants, who had advanced to the finals following a year-long process of elimination beginning at the club level. The third-place contestant representing districts outside North America, Jonah Mungoshi, advanced to the Saturday morning finals only a few days earlier, by winning the Interdistrict Speech Contest on Tuesday, August 20.

The six other Toastmasters competing in the contest were: Bobby Lee from Region 1; Jim Tucker from Region 2;

Brad Tyler-West from Region 4; Steve Schroeder from Region 5; Craig Weathers from Region 6; and Terry Schutt from Region 8.

Also honored at the World Championship of Public Speaking was the newly conferred Accredited Speaker, Anne Barab, DTM, of Club 2146-50 in Dallas, Texas. Only 51 speakers in the world have achieved this award, and Barab is the 11th woman to do so. The Accredited Speaker award recognizes Toastmasters who have professional-level speaking skills. To earn the award, applicants must meet a rigorous set of requirements, including giving at least 25 presentations varying in topic and purpose before different audiences within three years.

PASSING THE TORCH

After an afternoon of educational sessions, Toastmasters dressed in black-tie elegance and gathered in the ballroom to honor the newly elected officers and international directors at the President's Dinner Dance. 2001-2002 International President Alfred Herzing, DTM, who presided over and served as emcee at most convention events, handed over his presidential pin to incoming President Gavin Blakey, DTM, of Brisbane, Australia, who began his term with a speech about his chosen theme, "Toastmasters: Bringing Out the Best in People."

Then it was time to focus the spotlight on the many local Toastmasters who so generously had volunteered their time and efforts to make the convention run smoothly. Host District Chairwoman and Past International Director Paula Tunison, DTM, was recognized for her hard work in coordinating the host district's activities. Tunison then heaped praise on her "ambassadors" for their time and dedication.

The convention drew to a close with an evening of dancing and farewells to new and old friends — and delegates making plans to meet again at next year's convention in Atlanta, Georgia.

Editor's Note: Most speeches from the convention — including those from the International Speech Contest — are available for purchase on audio and video cassette. See the ad on page 28 for details.

Also, the photos taken at the convention, including those featured on these pages, are available for purchase through a link on the TI Web site at www.toastmasters.org. (Follow the link under "Info For Members," then go to the banner on the bottom of the page.)

The world we perceive is the world we see through words.

The Miracle of Language

Language is the Rubicon that divides man from beast," declared the philologist Max Muller. The boundary between human and animal – between the most primitive savage and the highest ape – is the language line. In some tribes in Africa, a baby is called a kuntu, a "thing," not yet a muntu, a "person." It is only through the gift of language that the child acquires reason, the complexity of thought that sets him or

her apart from the other creatures who share this planet. The birth of language is the dawn of humanity; in our beginning was the word. We have always been endowed with language because before we had words, we were not human beings. It is not that humans have language; it is that we are language.

"The limits of my language," wrote the philosopher Ludwig Wittgenstein, "are the limits of my mind. All I know is what I have words for." Without the word we are imprisoned; possessing the word, we are set free. Consider now the stories of four thinkers – two men, two women; two whites, two



Helen Keller

blacks – as they give eloquent testimony to the emancipating power of language.

Most of us cannot remember learning our first word, but Helen Keller recalled that event in her life with a flashing vividness. She remembered because she was deaf, mute and blind from the age of 19 months and did not learn her first word until she was 7.

When Helen was 6, an extraordinary teacher named Anne Mansfield Sullivan entered her life. Miss Sullivan was poor, ill and nearly blind herself, but she possessed a tenacious vitality that was to force her pupil's unwilling mind from

BY RICHARD LEDERER, PH.D. ■ PHOTOGRAPHS COURTESY OF AP/WIDEWORLD PHOTOS AND EYEWIRE

Language

the dark, silent prison in which it lived: "Before my teacher came to me, I lived in a world that was a no-world. I cannot hope to describe adequately that unconscious, yet conscious, time of nothingness. I did not know that I knew aught, or that I lived or acted or desired."

In his play *The Miracle Worker*, William Gibson shows us what happened when Anne Sullivan first met Helen's mother:

Mrs. Keller: "What will you teach her first?"
Anne Sullivan: "First, last – and in between, language."
Mrs. Keller: "Language?"
Anne Sullivan: "Language is to the mind more than light is to the eye."

The miracle that Anne Sullivan worked was to give Helen Keller language, for only language could transform a small animal that looked like a child, a kuntu, into a human being, a muntu. Day after day, month after month, Anne Sullivan spelled words into Helen's hand. Finally, when Helen was 7 years old and working with her teacher in the presence of water, she spoke her first word. Years later she described that moment in *The Story of My Life* (1902):



Somehow the mystery of language was revealed to me. I knew then that "w-a-t-e-r" meant that wonderful cool something that was flowing over my hand. That living word awakened my soul, gave it light, hope, joy, set it free!... I left the well-house eager to learn. Everything had a name, and each name gave birth to a new thought.

Not only did Helen Keller learn to speak, write and understand the English language. She graduated cum laude from Radcliffe College and went on to become a distinguished lecturer and writer. But perhaps the most poignant moment in her life came when, at the age of 9, she was able to say to Anne Sullivan, "I am not dumb now."

Richard Wright spent his childhood in the Jim Crow South – a prison of poverty, fear and racism. Born on a farm near Natchez, Mississippi, Richard was 5 when his

sharecropper father deserted the family. Richard, his mother and brother had to move from one community to another throughout the South so that he seldom remained in one school for an entire year. Yet somehow Richard Wright escaped the prison of hunger and hatred to become the most significant black writer in America, the author of *Native Son* (1940) and *Black Boy* (1945), two watershed books in American literature.



Richard Wright

In *Black Boy*, Wright's unsparring autobiography, he describes his liberation at the age of 18. Because black people were not allowed library privileges, Wright used the card of a friendly white man along with a forged note that said, "Dear Madam: Will you please let this nigger boy have some books by H. L. Mencken." He obtained a copy of Mencken's *A Book of Prefaces*, and all at once the sun of great literature burst through the window of his prison:

That night in my rented room, while letting the hot water run over my pork and beans in the sink, I opened A Book of Prefaces and began to read. I was jarred and shocked by the style, the clear, clean, sweeping sentences. Why did he write like that? And how did one write like that? ... I stood up, trying to realize what reality lay behind the meaning of the words. Yes, this man was fighting with words. He was using words as a weapon, using them as one would use a club.... Then, maybe, perhaps, I could use them as a weapon....

What strange world was this? I concluded the book with the conviction that I had somehow overlooked something terribly important in life. I had once tried to write, had once reveled in feeling, had let my crude imagination roam, but the impulse to dream had been slowly beaten out of me by experience. Now it surged up again and I hungered for books, new ways of looking and seeing.

The titles of his first three works – *Uncle Tom's Children*, *Native Son* and *Black Boy* – keep alive the abiding memory that Richard Wright always carried for the child who opened a book by H. L. Mencken and discovered a world, for the son who never felt himself native to the country of his birth, and for the boy who struggled out of the depths to speak for those who remained behind.

In *The Autobiography of Malcolm X* (1964), Malcolm tells how he rose from a world of thieving, pimping and

drug peddling to become one of the most articulate and dynamic leaders of the black revolution in the United States. Like Helen Keller and Richard Wright, Malcolm X was walled within a prison, in this instance the Norfolk Prison Colony, and, like them, it was through the gift of language that he gained his liberation.

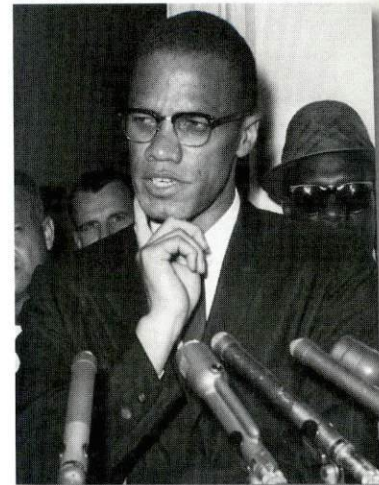
Frustrated by his inability to express himself in writing, Malcolm borrowed a dictionary from the prison school and slowly, painstakingly, began to copy, word by word and page by page, the entire dictionary onto his tablet: "With every succeeding page, I also learned of people and places and events from history. Actually the dictionary is like a miniature encyclopedia." As his vocabulary expanded, an already powerful speaker experienced a new empowerment through literacy. He read all day and even at night, in the faint glow of a corridor light:

Anyone who has read a great deal can imagine the new world that opened up. Let me tell you something: from then until I left that prison, in every free moment I had, if I was not reading in the library, I was reading in my bunk. You couldn't have gotten me out of books with a wedge.... Months passed without my even thinking about being imprisoned. In fact, up to then, I had never been so truly free in my life.

The last of our four prisoners is Anne Frank, a young Jewish girl who grew up in Amsterdam during the Nazi occupation of Holland. In July of 1942, Anne's family was forced into hiding in the upper story of an Amsterdam warehouse, where they remained for 25 months. The rooms became more suffocating than any prison one could imagine. The Franks, who shared the space with another family and with an elderly dentist, were unable to feel the sun's warmth, unable to breathe fresh air. While the warehouse was in operation during the day, there could be no noise of any kind – no speaking, no unnecessary movements, no running of water.

Then, in 1944, police discovered the hideout. Of the eight who had been crowded into the sealed-off attic rooms, only Mr. Frank survived the ensuing horrors of the concentration camps. In March 1945, two months before the liberation of Holland and three months before her 16th birthday, Anne Frank perished in the camp at Bergen-Belsen. According to one witness, she "died peacefully, feeling that nothing bad was happening to her."

Anne may have been devoured by the concentration camps, but her voice was not stilled. From the pages of a



Malcolm X

small, red-checked, cloth-covered diary book, she speaks to us across the years. The diary was the favorite gift that Anne received for her 13th birthday. She named it Kitty and was determined to express to her new confidante her innermost thoughts, concerns and desires. Between the covers of Kitty the young girl, Anne Frank, recorded her moving commentary on war and its impact on human beings:

I see the eight of us with our "Secret Annexe" as if we were a little piece of blue heaven, surrounded by heavy black rain clouds. The round, clearly defined spot where we stand is still safe, but the clouds gather more closely about us and the circle which separates us from the approaching danger closes more and more tightly. Now we are so surrounded by danger and darkness that we bump against each other, as we search desperately for a means of escape. We all look down below, where people are fighting each other, we look above, where it is quiet and beautiful, and meanwhile we are cut off by the great dark mass, which will not let us go upwards, but which stands before us as an impenetrable wall; it tries to crush us, but cannot do so yet. I can only cry and implore: "Oh, if only the black circle could recede and open the way for us!"

Finally the Franks were betrayed, and on August 4, 1944, the fury of the Gestapo burst upon them. The invaders confiscated the silverware and Chanukah candlestick, but they threw the family's papers to the floor, including Anne's diary, which was recovered a year later by Mr. Frank.

The Nazis had failed in their mission. *Anne Frank: The Diary of a Young Girl* was first published in 1947 and has



Anne Frank

since been translated into many languages and sold millions of copies. No one has described its impact more eloquently than Anne's biographer, Ernst Schnabel: "Her voice was preserved out of the millions that were silenced, this voice no louder than a child's whisper.... It has outlasted the shouts of the murderers and soared above the voices of time."

What do the stories of Helen Keller, Richard Wright, Malcolm X and Anne Frank say to us? They tell us that the world we perceive is the world we see through words. They tell us, as Wittgenstein wrote, that "of what we cannot speak, we must be silent." They tell us that human beings grapple with the mystery of life by trying to find words to say what it is. They tell us that we must never take for granted the miracle of language. **T**

Richard Lederer, Ph.D., of San Diego, California, is the author of many book and articles about language and humor, including his best-selling *Anguished English*. He is regularly heard on national public radio and is this year's recipient of Toastmasters International's highest award, The Golden Gavel.

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We are all starved for sincere words of praise and appreciation.

Victor Parachin

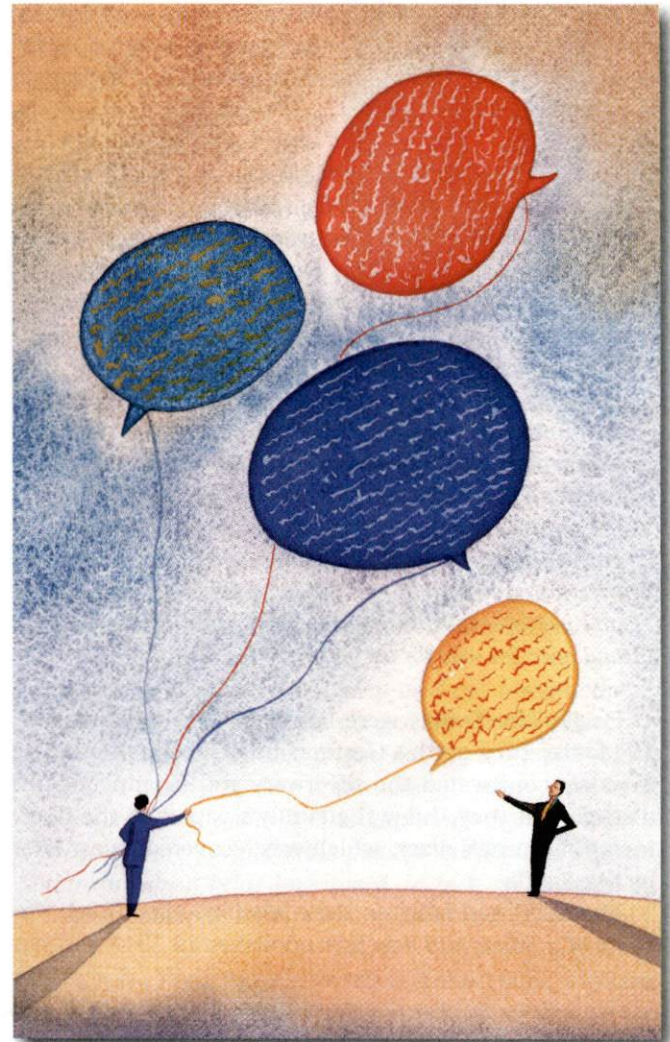
Words that Work Wonders

An ancient king once dreamed that all his teeth had fallen out. Troubled by his dream, he sent for a wise man from the kingdom to interpret the dream. The man listened to the king's dream, thought about it briefly and then delivered this interpretation: "Your Highness, the dream means that all your relatives will die and you will be left alone."

The king was furious at the man's interpretation and demanded he be removed and banned from the palace at once. He then called for a second wise man to come and interpret the dream. This wise man also listened to the king's dream, pondered for a moment, and then offered this interpretation: "Rejoice, O King! The dream means that you will live many more years. In fact, you will outlive all your relatives. **LONG LIVE THE KING!**" This interpretation so pleased the king that he gave the wise man a large purse of gold.

Look closely at the interpretations of the two wise men. They essentially made identical predictions. However, there was an enormous difference in how they delivered the message. As a result, there was an enormous difference in how the message was received. The moral of that story is clear: It's not merely what we say, but how we say it that counts. The fact is that the words we use can arouse anger or appreciation, hostility or harmony, despair or delight. Here are some ways of speaking words that can work wonders.

Use words to mend broken fences. Relationships are fragile, much like delicate flowers. A few words carelessly and recklessly uttered can fracture even the most solid relationship. Use your words to repair broken relationships. Jennie Whitmer of Fredericktown, Missouri, tells of visiting a friend in the hospital. Upon stepping out of the hospital room, she nearly collided with some children having a race in the hospital hallway. Irritated,



she marched over to the reception area. "Someone needs to tell these kids to settle down," she complained to the gray-haired man behind the desk. "That's not my job," he said abruptly. "Well, it should be!" she snapped back.

In the silence of the elevator, Whitmer's conscience began to disturb her. These thoughts raced through her mind: "Are you proud of how you just acted? Not really, but he shouldn't have talked to me that way. Besides, I rationalized as I reached the ground floor, it's too late to go back now." Realizing the man was old enough to be her father, Whitmer further thought: "I'd hate for someone to talk to Dad that way." She made her way back to the reception desk where the elderly man eyed her suspiciously: "I'm so sorry," she said. "I shouldn't have talked to you that way." The man broke into a broad smile and responded: "I'm glad you came back. I felt bad about what I said too. Let's try this again." Following a handshake, they then engaged in a much warmer conversation and parted on a friendlier basis.

Offer words that help develop dreams. We often come across others who struggle to turn their dreams into realities. More people fail for lack of encouragement than for any other reason. Sensitize yourself to the struggles of others and respond by offering words that help to build their dreams. Suze Orman, a best-selling financial author, tells of a man whose words changed her life. In 1973, at age 22, she and three friends piled into a Ford Econoline van in her hometown of Chicago. They made their way west, ending up in Berkeley, California. There, Orman worked as a waitress for seven years at a local diner called the Buttercup Bakery. One of her regular customers was Fred Hasbrook, an electronics salesman. "He always ate a ham and Monterey Jack cheese omelet, and when I saw him walking toward the diner, I tried to have it on his table as soon as he sat down," Orman recalls.

Because she enjoyed working in the diner, Orman was secretly nurturing a dream of having her own restaurant. But when she called her parents to ask for a loan, they said, "We just don't have the money." The following day, Fred Hasbrook came for his omelet and noticed that Orman did not seem herself. "What's wrong?" he asked. "You're not smiling today." Orman shared her dream with him, saying: "Fred, I know I can do more if somebody would just have faith in me."

Hasbrook listened and then walked over to some of the other diner regulars. The next day he handed Orman checks totaling \$50,000. As important as the money was, the note Hasbrook penned made the greatest impact on Orman. It read: "The only collateral on this loan is my trust in your honesty as a person. Good people with a dream should have the opportunity to make that dream come true."

Orman invested the money while continuing to work at the Buttercup, all the time making plans for her restaurant. But the investments soured and she lost the money. However, the investing introduced her to the world of stockbroking. After considerable deliberation she decided to enter the field. Without experience, she was hired by Merrill Lynch and ended up becoming a successful broker. Eventually she paid back Fred and her customers the \$50,000 plus 14-percent annual interest. Orman received a heart-warming thank you note from Fred Hasbrook that she says will be "imprinted on my heart forever." Hasbrook explained he had been sick and that her check helped cover his mounting medical bills. His letter read: "That loan may have been one of the best investments that I will ever make. Who else could have invested in a counter 'girl' with a million-dollar personality and watch that investment mature into a very successful career woman. How few 'investors' have that opportunity?"

Speak in ways that restore balance to life. Periodically, people go through difficult times. Sensitize yourself so you can readily see when people are facing

challenges. Then be the one to step forward, offering words that can restore balance to their living. When people feel discouraged, offer words of encouragement. When people feel weak, offer words of strength. When people are wounded, offer words of healing. When people feel they are groping in the darkness of life, offer words that push back the darkness. When people feel isolated and alone, offer words of support and friendship.

Offer words that lift life's load. The world can be divided into two groups of people: those who help lift burdens and those who load people up with even more to carry. Use words to be a lifter rather than a loader. Recently a woman wrote American advice columnist Dear Abby (Abigail Van Buren). Identifying herself only as "Struggling in Arkansas," she asked Dear Abby: "Please continue to tell your readers how important it is to inquire about family members who are in prison." She went on to explain that three years ago, her son went to prison. She and her sister made the 450-mile round trip every other Sunday.

"Families have not only the guilt to deal with, but the financial burden also," she explained. "The first year, I don't know if I would have survived without friends. Even people I barely knew took a few minutes of their time to say a kind word and ask how my son is adjusting. On the other hand, people I have supported during periods of crisis in their lives, I no longer consider friends because they haven't even called to ask how I am doing."

Express words of praise and appreciation. We live in a harshly critical society. Most of us hear plenty of censure, disapproval and criticism. Consequently, we are starved for sincere words of praise and appreciation. Go against the tide by raising your voice with positive comments, praising people for their effort and work. Consider the example of Jerry Wyatt of Cornelius, North Carolina. After completing a meal at a restaurant one evening, he asked the hostess: "May I speak to the manager?" Promptly the manager came over, looking concerned. "I want to thank you personally for the wonderful dinner we had tonight," he said. "Our waitress was terrific. The food was superb. You have an excellent staff." As he spoke, the manager's worried look shifted into a smile as other employees gathered around and beamed with pride.

Today, look around at the people in your life and in the lives of your family members. Who needs your word of praise and appreciation: a teacher, a coach, an employee, a neighbor, a student, a young person? Today, reach out and touch someone with words of praise. **1**

Victor M. Parachin is a minister, author and frequent contributor to this magazine. He lives with his family in Tulsa, Oklahoma.

Once Upon a Story

Stories make your ideas visible and your message personal.

What do audiences long to hear? What causes them to scoot to the edge of their seats and listen expectantly? The answer is rooted in our childhoods, and it may surprise you.

"We never outgrow the enjoyment of hearing stories," says professional storyteller and singer Bill Harley, who is based in Seekonk, Massachusetts. "Good stories capture the attention and keep it."

Done well, stories can be spellbinding. They suspend time and draw us in to another world. We enjoy listening to a good story so much that we readily absorb the material being presented.

"A story makes your audience hope that what you have to say goes on and on, rather than wondering how long you're going to go on," says professional storyteller and author Donald Davis of Ocracoke Island, North Carolina. Davis and his colleagues travel the world communicating with audiences through the use of story.

Stories are so captivating and effective because they're visual. "In a story you paint pictures, which are concrete and lasting," says Davis, who grew up listening to stories in

the southern Appalachian Mountains. "No matter how good the information, an idea is not visible unless it's carried by story into being visible. Once it is visible, it stays with you."

Stories can be used to illustrate just about any type of information. The more technical the data, the more important the story.

"The way we make meaning of any data is by developing a story around it," says Kat Koppett, a San Francisco speaker and consultant who specializes in the use of story-





telling in business and as a leadership tool. "Stories provide a great forum for getting a message across and making it understandable."

Perhaps more important, stories make a message intimate and personal. "People don't want to just hear about the top three bulleted points. They want to learn about other people," says Koppett. "If the top three points affect people in a particular way, then the message is more effective."

When you use storytelling in speaking, you tap more than the informational storehouse in the brain. Because stories involve people and their hopes and dreams and challenges, storytelling is a dynamic, interactive process that involves the audience.

Stories appeal to emotions, which moves people and connects them, says another professional storyteller, Diane Ferlatte, of Oakland, California. She tells of a past performance that shows how powerful storytelling can be.

"When I performed at a senior center in New Zealand, the elderly women I spoke to moved nary a muscle, nor showed any emotion during the performance. They simply stared at me, and I asked myself, 'Was this a mistake?' After the show, one woman stood up and said, 'When we first heard that there was going to be a storyteller, we didn't want to come. We had no idea what you were going to talk about. But I must say, I know I speak for all of the ladies here, we're glad you came our way.' The woman then hugged me tight, and with misty eyes told me, 'Thank you. You made us feel something.'"

FIRST FORM OF COMMUNICATION

Before the written word and certainly before television, radio and e-mail, stories were our only way to share any type of information with one another. Many storytellers – like Ferlatte – even consider storytelling to be our first art form.

"Every culture has storytelling," she says. "Other cultures share many more stories today than we do. For some, it's a natural part of everyday existence."

Historically there's really no distinction between history and storytelling, adds Koppett. "Telling stories has traditionally been fundamental to our communication. Stories have provided the foundation for our religions, laws and social structure."

Storytelling may not be as critical today to our communication system, but it is still a powerful tool that dramatically enhances any speaker's message. Here storytelling experts share their secrets:

KEEP IT SIMPLE

A few well-illustrated points are far more effective than many points not illustrated at all.

"When time is limited – as it often is – one good story about a single idea is much more memorable and long-lasting than a conceptual talk about three or more ideas," says Davis. "Simplicity is often best."

MAKE IT UNIVERSAL

"When you're sharing a story, there are always two stories occurring in parallel with one another," says Davis. "The first story is the one I'm telling, and the second story is what comes up in your memory as you make parallels with what I'm telling you. If I describe the scary-looking nurse that gave me my first shot, and you remember a similar experience, then you'll think, 'I've done that. I know that nurse!'"

But the only way to ensure that the audience makes such a parallel is to tell universal stories. Tap into those seemingly insignificant life circumstances that we all tend to experience. "If your story is so weird that the listener thinks, 'that would never happen to me,' then it's not effective," says Davis. "Those new to storytelling sometimes make the mistake of trying strange, catchy

stories, but it's the common bridge-building tales that appeal to people."

Ferlatte agrees. "The other night I started a story by introducing myself as a parent and saying, 'It's hard to know how your kids will turn out. Even though I adopted my two kids, that's still true with me.' The parents in the audience laughed and nodded, because they knew from personal experience what I was talking about."

STIMULATE THE SENSES

Good stories are packed with sensory details. Weave a story that titillates your listeners' five senses. What do things look like? How about smells, tastes, sounds? How does something feel to the touch?

"Avoid creating a plot-heavy story," says Davis. "The truth is, not much has to happen. Instead, it's important that your listeners see very clearly the people and places. If, for instance, I were to tell of the time that I ran from the nurse who gave me my first shot, I would create the nurse and needle first, describing both in an exaggerated, humorous fashion."

Davis has a formula for making sure stories are visual. He teaches this method to children, but adults can also use it.

"I have the kids make notes on their four fingers," says Davis. "On the first finger I tell them to write 'picture, picture, picture.' Can you see it?"

On the other three fingers he asks questions that all begin with P. 1) Place? Where did everything happen? 2) People? Who was there? 3) Problem? What catastrophe or calamity turned the world upside down?

Description is critical, agrees Koppett, who calls it "coloring the story." "Remember to separate the action from the description," she says. "If you have someone walk into a restaurant and order a drink – color the drink. Is it a cosmopolitan? What is the glass like? How does the person sip the drink?" You want your listeners to feel as if they're in the restaurant with the person.

CONSIDER STRUCTURE

Just as the foundation of a building is important, so is the structure of the story.

"If the story isn't set up so that the audience cares about what happens next, you can't stand on the stage for much more than a minute – even if your language is beautiful and your voice incredible," says Harley. "We're all busy people with limited time. Listeners must be curious about what will happen next."

Satisfying stories have a framework with a beginning, middle and end.

"The audience will respond if they feel like you're sharing a complete story, and they know why you're telling it," says Koppett. "If they don't feel like the story has a point, and don't understand its journey, then the experience will be less than satisfying for them."

When creating a story, Koppett suggests using what she calls a "Story Spine," which she shares in her book, *Training to Imagine: Practical Improvisational Theatre Techniques to Enhance Creativity, Teamwork, Leadership and Learning* (Stylus Publishing, 2001). Koppett's organizational method uses seven to eight sentence fragments as jumping-off points: 1) Once upon a time; 2) every day; 3) but one day; 4) the cause of that; 5) the cause of that; 6) the cause of that; 7) until finally; 8) and ever since then.

Provide a satisfying end to your stories. Wrap up the details, making sure to sew up all of the story threads.

For more information, visit the Web sites of the story tellers mentioned in this article: www.dianeferlatte.com, www.ddavisstoryteller.com, www.billharley.com and www.thestorynet.com. **T**

Julie Bawden Davis is a freelance writer living in Orange, California. Visit her Web site, www.juliebawdendavis.com.

Storytelling for Kids

By Julie Bawden Davis

I'm not sure which story from my childhood my kids like best. It could be the tale of how my sister Mandy tap danced on and badly scratched the roof of a family friend's car. Or it might be the one about how my youngest sister, Katie, played "mailman" with the neighbor boy, collecting the entire neighborhood's mail, opening it and letting the wind blow it around our backyard. Maybe their all-time favorite is how my friend's horse ran away with our swing set.

Whatever the story, I always have my kid's rapt attention when I tell one. Fortunately, not only am I amusing them, it turns out that I'm benefiting them, too.

"Listening to stories is good for brain development, which reaffirms what storytellers have suspected all along," says storyteller/singer Bill Harley, who is based in Seekonk, Massachusetts. "Brain science has confirmed that pathways in the brain are established early on. The ability to listen and have logical, sequential thought is very much based on auditory stimulation. It's really important for kids to hear language in the narrative form and visualize in their heads."

Storytelling can also teach kids of any age important life lessons. "Kids know it's their job to grow up – they're struggling to figure out how," says Harley, who since 1984 has produced hilarious, yet meaningful, stories and songs that pinpoint what it is to be a kid, such as "There's a Pea on My Plate," "50 Ways to Fool Your Mother" and "Down in the Backpack."

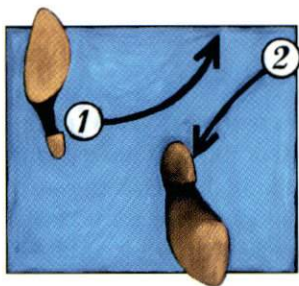
"When you tell kids a story about how you grew up – especially about your mistakes – they think, my parents had trouble just like me, but they made it okay," says Harley. "You're providing a framework for kids to look at their lives."

Storytelling is a great way to reach kids and impart a message without lecturing. "Stories change the relationship and tone, especially if you talk about your kids, but use other names," says Harley. "This technique provides a little distance from reality and can be very liberating for them."

Don't be intimidated about telling stories, says Harley, who feels that his stories and songs are successful because they're a fun mix of reality and fantasy that are full of details about a kid's daily life. Cast away your inhibitions when sharing stories with children. They love it when you affect accents, jump up and down, and make strange faces. Consider the following tips:

- The easiest story to tell is about what happened to you and your family when you were a child. Appeal to the five senses when you share the tale. How did things look, smell, feel, sound, taste? What were the reactions of your parents and other adults when you had your adventure/mishap?
- Create imaginary stories and children. Concoct characters that are similar to your kids, but have different names. Have them experience similar life challenges.
- Develop your own folklore. Go to the folktale section in the library and use the stories you find there to develop your own repertoire of intriguing yarns.





HOW TO

By Craig Harrison, DTM

Success stories help job seekers sell their skills.

Once Upon a Job

Nothing succeeds like success, according to an old French proverb. And for job seekers, nothing succeeds quite like success stories. Are you sharing yours?

As a Toastmaster, you're already skilled at telling short stories. You do it every week during Table Topics. Success stories are 30- and 60-second stories that can be shared in job interviews, at networking events or even socially in casual conversation. Did you know you have a storied past?

While your résumés' bullets and dashes accurately tell a reader what you've done, success stories tell a listener so much more. Success stories showcase your values, qualities and thought processes while telling listeners how you achieved these accomplishments.

During interviews, a quick-hitting story can make or reinforce a point in memorable fashion. Success stories may be told in response to a question, to punctuate a credit on a résumé, or even as an aside.

Success stories can showcase your acumen, demonstrate your facility with others, or profile your leadership qualities. Each story shows you succeeding in a work context, which is the purpose of your interview. Remember, the person interviewing you is trying to envision how you'll do in the work environment. Past performance is often the best predictor of future success, so it behooves you to share your triumphs. Stating only facts or statistics leaves interviewers dry. Telling your story adds the color, context and realism to help your interviewer appreciate your skills and experience, and how you applied each.

Stories work for several reasons. For starters, they're more memorable than numbers, names and dates. Stories also work well because we enjoy the drama: a problem followed by a solution, a mystery solved with a twist, or a creative workaround to a seemingly insurmountable obstacle. Also, listeners can find themselves

in the story. According to Gay Ducey, a past president of the National Storytelling Association, "We're wired for stories, individually and collectively. Since the time of Odysseus we've been told stories. Since we were little kids we've been

read and told stories. This is how we've been conditioned to learn; our morals and our values are taught through stories." So our connection with listeners is an emotional one as well.

Look at your résumé and pick out an accomplishment. Now tell your interviewer the story behind the accomplishment. You increased sales by 60 percent. But tell how you did it. Give us a "before-and-after" description. What was the secret? Stories that reveal secrets captivate listeners.

Your résumé indicates you streamlined production time by 40 percent in your last job. What was the key to this success? Why hadn't others done this already? What personal quality helped you succeed at this task?

The Three S's of Success Stories: Success stories offer a setting, a situation and a solution. Remember, you're the hero of your stories. Your decisions, actions and insights made a difference and it's OK to say so. You don't have to be boastful, but make the late sportscaster Howard Cosell proud: "Tell it like it is!"

Here is an example of how one candidate summarized his most recent employment for a competitor:

"In my last job I was hired to manage a production department at war with the editorial department. I walked into an environment full of distrust and resentment, built up over years of animosity and recrimination. Through my implementation of cross-training between departments, initiation of mutual social outings – such as picnics – and scheduling of project post-mortems, we were able, after six months, to convert resentment into understanding and competition into cooperation. As each department began to understand how the other one worked, we were jointly able to improve the workflow and consequently shorten time-to-market with publications. Even quality improved as



- Your conversion of old equipment into new uses shows you can think outside the box and are resourceful.
- The non-monetary ways you recognized your staff show your creativity, abilities as a leader and your understanding of how to motivate others.
- The weekly internal E-letter you created for employees not only boosted morale, it demonstrated your strong communication skills.
- The canned-food drive you initiated showed your commitment to your community, raised your company's visibility and thus improved its public relations.
- By forming a lunchtime jogging club you helped bring employees from different departments together, while improving the physical and mental health of employees who participated. Your leadership and team-building skills were further evidenced when your runners club formed a team in your city's local charity race.
- Your multilingual skills helped fix a project suffering from miscommunication between subsidiaries from overseas. Not only did you translate phrases and idioms, your insight into cultural differences bridged a gap and corrected a wayward project. More than showcasing your knowledge of languages, you demonstrated the ability to liaison between different groups, negotiate and turn an important project around.

we better understood how best to work together. That showed me the importance of internal communication and how hard it can be, though not impossible, to change an existing culture."

Not only does this success story demonstrate the candidate's ability to solve problems, but it shows interviewers the candidate's understanding of interoffice politics and the human side of operations. This candidate took initiative, was a change agent and didn't shy away from a challenge. Notice how the same story can convey multiple qualities.

Stories can demonstrate your detail orientation, dedication, leadership, independence, researching ability, creativity or problem-solving inclination. Remember that employers want well-rounded hires, so make sure they see evidence of your varied skill set. Here are a few examples:

It stands to reason that when employers hire candidates with such skills and experience, similar stories will ensue. Your continued employment makes yours a never-ending story. Review your past work history and identify the stories within each accomplishment. Now tell it to others. Make sure you include the moral of each story. What is the point the story tells about you, your skills and credits? And remember, it's never too soon to tell your story: "Once upon a job"...



Craig Harrison, DTM, is a member of Dramatically Speaking Club 1580-57 in Oakland, California. This article is based on the presentation Craig gave at our International Convention in San Antonio, Texas. Visit his Web site at www.craigspeaks.com.



By Brenda Caine, ATM-G

Pulling It Together

Most members – new and old – have questions. And more often than not, they fail to ask them out of fear, embarrassment or shyness. Do not be afraid; Miss Behavin' is here to help you!

Develop your own evaluation strategy. I think you'll find evaluations much easier and more successful if you spend some time organizing your thoughts before the speaker begins.

DEAR MISS BEHAVIN': I'm fairly new at evaluations. I always feel like I ramble, leave out important things, or go on too long. Do you have any tips to help me organize my evaluations? I've seen really good evaluators, and I just don't know how they do it.
RAMBLING ROSIE

DEAR ROSIE: Speech evaluations are hard work. You're expected to provide feedback to the speaker in a way that will be most helpful. You must be organized, positive and give specific areas for improvement, all with little time for preparation. Here are some tips:

1 Don't try to cover everything you saw, noted, or that's on the manual evaluation form. Focus on key areas.

2 Try to find something specific the speaker can do to improve in future speeches. Don't just say you didn't think something was ineffective; give the speaker some options to do it differently.

You can organize your evaluation. Some like to use the same organization each time; others like to base the organization on the individual speech and speaker. Either way, some organizational strategies include:

- **Oreo cookie with double stuff:** Start with something the speaker did exceptionally well, then provide at least two areas to work on in future speeches, and end on a positive note. This way, you'll have the "stuff" for improvement surrounded by the positive "cookies".

- **Content, organization, delivery:** Organize your remarks around these three fundamental areas. Take the speech as a whole and discuss content, move on to organization, and then discuss how it was delivered.

- **Chronologically:** Go through each part of the speech in the order it was given; i.e., the opening, body and conclusion.

- **Manual questions:** How did the speaker fulfill each requirement for the specific speech? I think this is the least effective strategy, although it's good for your written comments.

DEAR MISS BEHAVIN': Since joining Toastmasters, I've learned that I can come up with a topic the night before I'm scheduled to speak, put a few ideas together and give a speech that everyone likes. My fellow Toastmasters tell me I do a great job. When I tell them I just pulled it together, they're surprised. I guess I'm just a good impromptu speaker. Toastmasters always emphasize practice. Maybe it's OK for other people, but why should I bother?

QUICK ON MY FEET

DEAR QUICK: You have a wonderful talent. I'm sure your fellow club members have great admiration for your skills. Although people enjoy your speeches, do you have any of these problems?

- Difficulty staying within the time limit?
- Finding you skip around from idea to idea?
- Remembering something you wanted to add after you sit down?
- Sometimes feeling that you don't quite know how to finish?

These are all signs that more planning and practice can help you. If you're already a terrific speaker without lots of planning, think how much better you can be.

Do you think that practice will take out the spontaneity from your speech? If you truly have a message you want to communicate to your audience, the passion and energy will come out as you look into their eyes and feel them taking in your ideas.

The next time you're scheduled to speak, begin thinking about your subject a week or so before your speaking date. Then rehearse your speech several times for two or three days before the date. See how the feelings differ when you're speaking compared to when you haven't prepared, then you decide for yourself if planning and practice make a difference.



Brenda Caine, ATM-G, aka Miss Behavin', is a member of Sunrise Bluffers Club 6347-26 in Scottsbluff, Nebraska. She welcomes your questions at BrendaCaine@yahoo.com.

What do you think?

We want your opinion. For the next few months we're going to ask you about major (and not so major) issues. To answer, visit our Web site at www.toastmasters.org and take our online poll. The results will be posted in a future issue of *The Toastmaster*. This month's question is:

What types of articles would you like to see more of in *the Toastmaster*?

On the home page of the TI Web site, you'll find a button labeled: "Online Poll." Click on that button to get to a page of questions.

We look forward to hearing from you!

Results From Our Online Poll

By Dr. Ken Tangen

In the July issue, we asked readers what Toastmasters should do to emphasize the International part of its name. The following summary is based on 100 respondents, randomly selected from the 240 who responded to the online poll.

Some suggested organization changes, such as adding more international members to the Board of Directors or creating regional headquarters. At the club level, suggestions included "sister" clubs, visiting clubs while traveling and not calling Canadians "foreigners."

One suggested changing the name to Toastmasters Worldwide. Another recommended joint projects with international service organizations, such as Lions and Rotary. Lifting restrictions on the use of the Toastmasters logo also was suggested.

A more common target for change was the World Championship speech contest. Some suggested having speech contests in languages other than English. Others suggested that more contestants from outside North America be allowed in the International Speech Contest finals. Another common suggestion was that the Annual International Convention be held in other countries.

Most suggestions revolved around *The Toastmaster*

magazine. One suggested that covers should highlight a different country each issue. But the primary concerns were Americanisms (references only people in the United States understand) and the U.S.-centeredness of the magazine's scope and attitude. Ways to improve included articles on famous international speakers, pages printed in different languages, fewer American writers, and more articles on and from other countries.

Although some questioned whether any changes were necessary, a couple of people suggested that the best way to emphasize the international aspects of Toastmasters is to add more clubs around the world.

In general, the respondents were female (53%), members (92%) and had given 11 or more speeches (63%). The majority (58%) were from the United States, followed by Australia (10%) and Canada (9%). The remainder came from New Zealand, Bulgaria and Germany (2% each) and 15 other countries. Surprisingly, 82% had never used the online poll before. To

take the current poll, simply go to the home page at www.toastmasters.org. **T**



Toastmasters from Mexico and other countries proudly carry flags at the International Convention in San Antonio, Texas.

Dr. Ken Tangen has more than 20 years of experience as a research psychologist and management consultant specializing in surveys and the independent, third-party evaluation of training programs. He is an expert in information processing, memory, and the integration of cognitive science, psychometric assessment and strategic planning. Visit www.kentangen.com for more information.



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Editor: L. Gale Mitchell, ATM-B

The Buckeye

District 10

Editor: Judi Haven, DTM

The Oklahoma

Toastmaster

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District 51

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District 68

Editor: Kirk Carney

Newsline

District 72

Editor: Robyn Mackay, CTM

District 76P Newsletter

District 76P

Editor: Shoichi Nikai, CTM

TOP FIVE MEMBERSHIP CAMPAIGNS

Kalamalka Toastmasters

Club 4869-21

Talking Rain Toastmasters

Club 1446-32

Chua Chu Kang CC

Toastmasters

Club 7702-51

Tiong Bahru Toastmasters

Club 8705-51

LACMTA Toastmasters

Club 7451-52

PRESIDENT'S 20+ AWARDS

District 71

Margaret Worthy, DTM,
Governor

District 51

Lilian Lau, DTM, Governor

District 67P

Bing Bing Lin, DTM, Governor

PRESIDENT'S EXTENSION AWARDS

District 51

Lilian Lau, DTM, Governor

District 4

Tom R. Dennis, DTM, Governor

District 25

Ronald R. Bland, DTM,
Governor

OUTSTANDING TOASTMASTERS OF THE YEAR

Steve Smith, DTM • D-F

Linda Coverdale, ATM-S • D-1

Karen Evons, DTM • D-2

Trish Blackwelder • D-3

Anne Hu • D-4

Jason Gregory, CTM • D-5

Ken Kendle • D-6

Karen Semprevivo • D-7

Carole Breckner, DTM • D-8

Jim Hills • D-9

Chester J. Pucilowski, ATM •
D-10

Kathleen Kyle, DTM • D-11

Linda Russell, DTM • D-12

Janice M. Wesley, ATM-B •
D-14

Jacquie Kennedy, DTM • D-15

Mary Pursley • D-16

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Marion L. Harris • D-18

Kayoko Kimura • D-19

Sue Hamilton • D-20

Anne Kramer, ATM-S • D-21

Alston Voorhees, DTM • D-22

Judy Schwery • D-23

Margaret Sailors – D-24

Britt Morgan, DTM • D-25

Phillip Winkler • D-26

Ralph Sierra, CTM • D-27

Lisa Staley-Richardson, CTM •
D-28

Sterling Kay Carlow, DTM •

D-29

Mei Li, ATM-B • D-30

Chris Lowe, DTM • D-31

Julie Brummond, ATM-S • D-32

George Gilbert • D-33

Jaime Alejandro Coca

Rodriguez • D-34

Diane Finnegan, ATM-B • D-35

Bonnie Maidak • D-36

Rhonda Vrell • D-37

Alfred Breaux, ATM-G • D-38

Lorenzo Cuesta • D-39

Brenda Simpson • D-40

Miguel Restrepo • D-41

Tim Burchill • D-42

Robert H. Rounsefell • D-43

Martha Bland, DTM • D-44

Debra Nowak, ATM-G • D-45

Joan Maurizio, ATM-S • D-46

Terry Ingram, ATM-S • D-47

Lee Sherrill • D-48

Larry Lands • D-49

Shirley Hamilton, DTM • D-50

Josephine Lee, ATM-S • D-51

Frank Clarke III, ATM-B • D-52

Yvonne Fitzgerald • D-53

Del Calderini • D-54

Elizabeth Sprecher • D-55

Cynthia Abdon, DTM • D-56

Joyceland Myers Farrow • D-57

Gary Wong • D-57

Catherine Angus, ATM-B •
D-58

Gloria Pierre • D-60

Bob Sloan, CTM • D-61

Carolyn Weikel, CL • D-62

Deborah Kleineick • D-63

Stan Penner • D-64

Bernadine Czarnecki, ATM-S •
D-65

Salah Asad • D-66

Ann Fan, ATM-B • D-67P

Paul R. Jagen • D-68

Barrie Richardson, DTM • D-69

John Gibson, DTM • D-70

David MacLeod • D-71

Connie Hassan • D-72

Graeme Stevens • D-73

Rod Taylor • D-74

Michael Angelo Chua, DTM •
D-75

Hiroki Ohara, ATM-B • D-76P

DIVISION GOVERNORS OF THE YEAR

Lura Harrison, DTM • D-F

Don Wells, ATM-G • D-1

Kyle Hall • D-2

Cindi Newburn • D-3
 Lorraine Jackson, DTM • D-4
 Trina Gregory, CTM • D-5
 George Kane • D-6
 Terri Gillespie • D-7
 Cheryl Passanise, ATM-S • D-8
 Susie Hicks • D-9
 Sally Clem, ATM-B • D-10
 Emily Hyde, DTM • D-11
 Kay Mellen, DTM • D-12
 Andrea Richko, ATM-S • D-13
 Sandy Koch, ATM-B • D-15
 Alvin Holland • D-16
 Raymond Kane • D-18
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 Mary Urbanski • D-20
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 Jo Ann Fisher, DTM • D-22
 Roy Crawford • D-23
 Charlotte Endorf – D-24
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 Fred Aring • D-26
 Donna Gordon, ATM-S • D-27
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 E. Ted Merry Jr., DTM • D-29
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 Bruce Pyne, ATM-B • D-31
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 Brenda O'Brien • D-33
 Graciela Olvera Ibanez, ATM-S • D-34
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 John Munns • D-36
 Mary Persson • D-37
 Jean Shipos, DTM • D-38
 Louise Houdelette • D-39
 Lillian Cooke • D-40
 Anne Stewart • D-42
 Mary McClendon • D-43
 Sharon Cramer, ATM-B • D-44
 Antonio Figueroa, ATM-B • D-46
 Eric O. Skau, ATM-B • D-46
 Bill Le Clere, DTM • D-47
 George Putman • D-48
 Ron Neff • D-49
 Sheree Tsai, ATM-S • D-50
 Mike Brendel, ATM-S • D-50
 Kan Kin Fung, ATM-G • D-51
 Peter Geissler, ATM-S • D-52
 Joel Neuwirth • D-53
 Michael Smith • D-54
 Chuck Burt • D-55
 Phil Potter, ATM-S • D-56
 Duane James • D-57
 Lindy Sinclair • D-57

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 Brian Robinson • D-60
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 Steve Green, DTM • D-62
 Karen Davis • D-63
 Dianne Boulay • D-64
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 John G. Harman, DTM • D-66
 George Yen, ATM-S • D-67P
 Melvin R. "Ron" Spooner • D-68
 Alix Fortescue, DTM • D-69
 Dianne Sammut, ATM-B • D-70
 Finola O'Brien • D-71
 John Reimers • D-72
 Dennis Talbot • D-73
 Amanda Steyn • D-74
 Alma Silla, ATM • D-75
 Keizo Hanada, ATM-S • D-76P

**AREA GOVERNORS
 OF THE YEAR**

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 Donna Oja, CL • D-1
 Jim Schaming • D-2
 Tracy Maxwell • D-2
 Chris Vicencio • D-3
 Hanh Chau, CTM • D-4
 Lisa Martini-Saliers • D-5
 Michelle McMullen • D-6
 Sharon Hennick • D-7
 Julie Redden • D-7
 Michael Lewis, DTM • D-8
 Christine Brewer • D-9
 Margaret Havanas, ATM-G • D-10
 Pat Moore, DTM • D-11

Richard Hall, ATM-S – D-12
 Mari-Lou Wong Chong, ATM-B • D-13
 D. J. Calderwood • D-15
 P. K. Das • D-16
 Bonnie David, ATM • D-17
 Joyce Yanichko • D-18
 Marvin Johnson • D-19
 Gerice Anderson • D-20
 Loralee Monro, ATM-S • D-21
 Hugh Magness, ATM-B • D-22
 Ken Quaschnik • D-23
 Donett Herring • D-24
 Melvie Smith, ATM-B • D-25
 Joyce Feustel • D-26
 Fred Ferate, ATM-S • D-27
 Karen Holland, ATM-B • D-28
 Tim Hoerauf, CTM • D-28
 Frank Kennedy, ATM-B • D-29
 Jill Stanger, CL • D-30
 Thomas W. Weber, ATM-B • D-31
 Suezy Proctor, ATM-G • D-32
 Barbara Linde • D-33
 Rafael Sanchez Cuevas • D-34
 Jeff Ebel, ATM-B • D-35
 Kathleen Sorensen • D-36
 Sindy Martin • D-37
 Caherine A. Jaggard, DTM • D-38
 Lin Hokana • D-39
 John Lidonnicc • D-40
 Donna Parrish • D-41
 Dan McCosh • D-42
 Judith E. Keesbury • D-43
 Sheila Beam, ATM-B • D-44
 Edward Miner, ATM-G • D-45
 Julian Hernandez, ATM-B • D-46

Scott Johnson • D-46
 Godfrey Springer, ATM-G • D-47
 George Senicz • D-48
 Mercedes Balli, DTM • D-49
 Lori Hughes, ATM-S • D-50
 Ooi Poh Tin, ATM-S • D-51
 Cindy Myrtetus, ATM-B • D-52
 Chris Hollaway • D-53
 Paul Mueller • D-54
 Fred Haley • D-55
 Connie Hofmann • D-55
 Allen Prescott, ATM-B • D-56
 Kim Ross • D-57
 Denise Abero • D-57
 Mikhail Agrest, ATM-G • D-58
 Dorothy Cobb, CTM • D-58
 Ranger Russell • D-59P
 Renate Zorn • D-60
 Ron H. Gannon-Berg, ATM-S • D-61
 Joyce Brownell, ATM-S • D-62
 Pat Sharp • D-63
 Elaine Stewart • D-64
 Carol Runions • D-64
 Gordon Penniston, ATM-G • D-65
 Doug Small • D-66
 George Wang, ATM-B • D-67P
 David Lincoln • D-68
 Mary Ford, ATM-B • D-69
 Sandra Brown, ATM-B • D-70
 David Thompson • D-71
 Trish Kelly • D-72
 David Nicholas • D-73
 Derrick Sanyahumbi • D-74
 Jane Rosales, ATM-G • D-75
 Melinda Sisles, CTM • D-75
 Kazumasa Umemoto, ATM-S • D-76P



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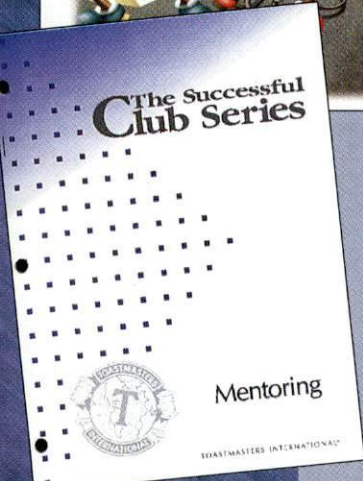
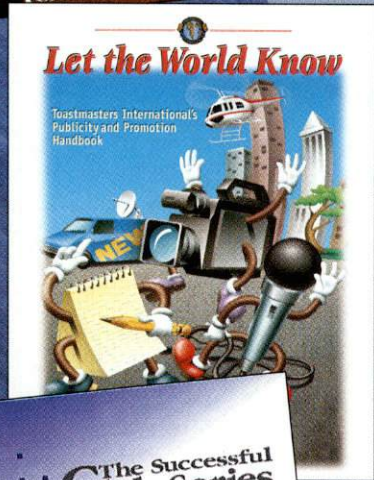
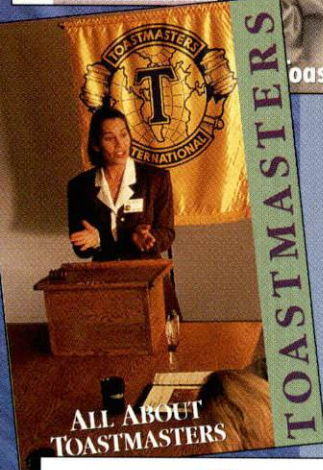
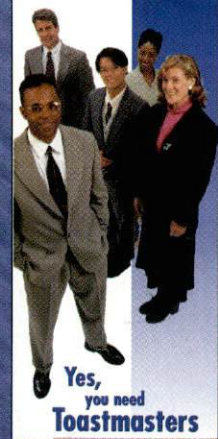
First Aid

for your

Club

Membership
Growth
Materials

All Toastmasters Clubs need new members. Even though your Club may currently enjoy a healthy membership roster, a few months from now that could change as members move, change employment, or reach their speaking and leadership objectives. Toastmasters International has created a variety of materials to help:



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