

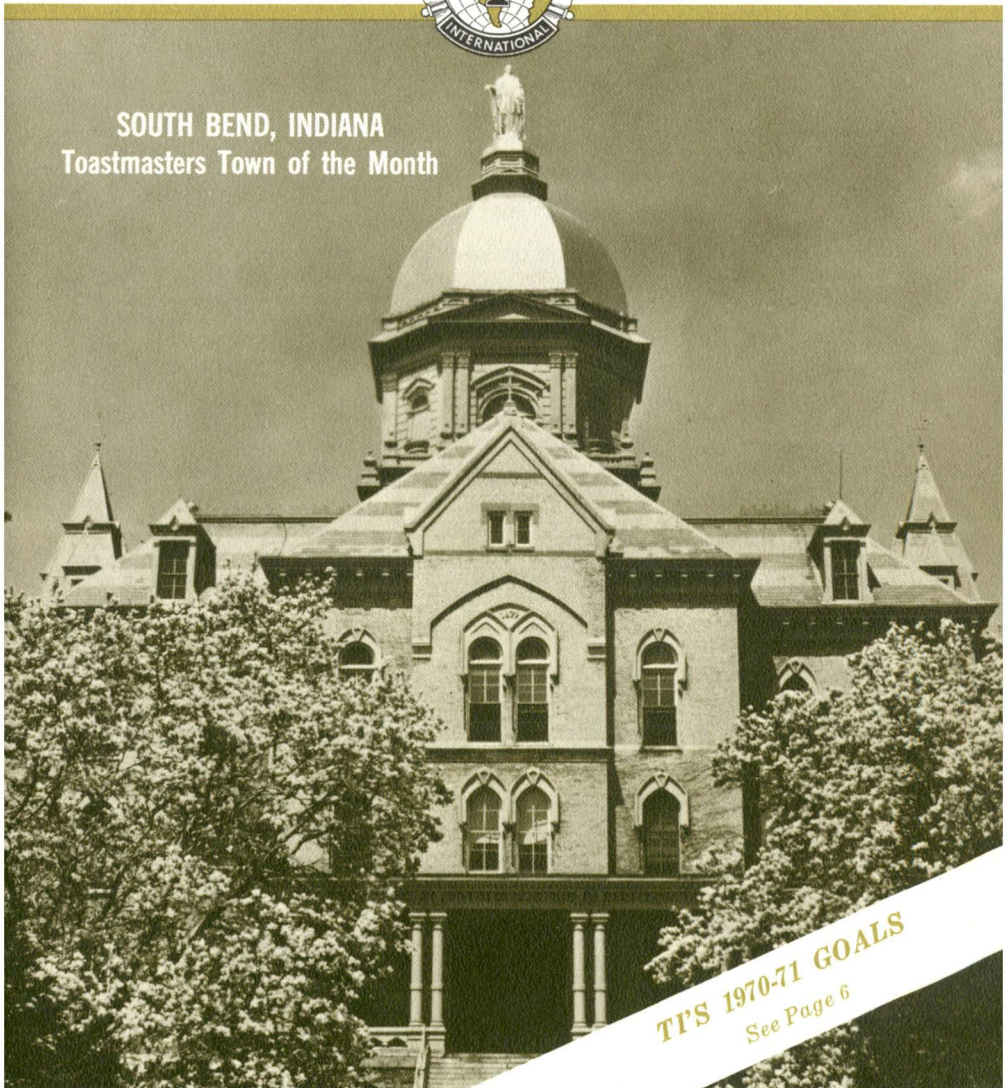
# THE TOASTMASTER

SEPTEMBER

1970



**SOUTH BEND, INDIANA**  
Toastmasters Town of the Month



**TPS 1970-71 GOALS**  
See Page 6

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

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

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

# THE TOASTMASTER

BETTER LISTENING, THINKING, SPEAKING FOR MEN ON THE MOVE

VOL. 36 NO. 9



SEPTEMBER 1970

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## In This Issue...

**A VIEW OF THE COMING YEAR** — Newly elected International President Arthur M. Diamond tells of the Toastmasters challenges for the coming year and how they should be approached by individual Toastmasters, clubs, areas, and districts. See page 6.

**OUR EFFECTIVE RESOURCES** — District 38 Governor Paul J. Cathey relates the importance and “how to” concept of effective management and use of your club’s Toastmasters resources — selecting “the right man for the right job.” See page 14.



**INTERESTING PATTERNS** — The style — or lack of it — in your club’s programming has a substantial effect upon how much you benefit from your Toastmasters program. TI’s new *NOW Patterns in Programming* is aimed at program variety and imagination. See page 20.

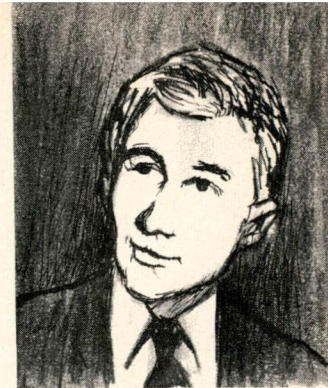


**SPEECH TOPICS IN SIGHT** — Toastmaster Marvin E. Hinton tells how you can find a multitude of speech subjects just by putting on your “Toastmaster Glasses” and looking at everything as a possible speech topic. See page 34.

**WILL YOU BE A LEADER?** — Toastmaster Albert T. Smith relates the necessity of putting a total effort into your Toastmasters program and the development of your communication and leadership abilities. Be thorough! See page 38.



## Educational Happenings For You and Your Club



### YOU HAVE TIME FOR PURPOSE AND CONTENT

You will be better prepared and gain a great deal more from your Toastmasters experience if you will take but 15 to 20 minutes to read the page and a half of material in each *Communication and Leadership Program* manual project.

If you want to shortchange yourself and not spend those extra few minutes of preparation you can move directly to the project requirements. However, experience indicates that those who shortchange themselves in this manner continue to produce speeches with little or no content and miss much of the benefits of their Toastmasters experience.

World Headquarters frequently is asked for speech topics. This is responded to with ease. What isn’t asked by Toastmasters — and few concern themselves with the question — “*What is my purpose for preparing and presenting my topic?*”

We all know when a speaker has no purpose. We’ve had to sit through such occasions many times. His talk is a lot of words — or, as one Toastmaster phrased it, “fluff.” He presents little or no meaty content.

It’s not difficult to determine the purpose for your speech. But it’s an impossible task if you build a “stoplight speech” on the way to your club meetings.

Your *Communication and Leadership Program* manual projects are designed to help you determine your purpose and develop a meaty content for your speech. By doing a bit of reading at home or at your community library you can firm the purpose and content of your speech.

To achieve satisfaction of accomplishment for your speaking efforts you must initially review the purpose of your manual project and give substance to its content.

# Meet Your 1970-71 International President

Arthur M. Diamond, a South Bend, Ind., attorney, was elected president of Toastmasters International at the annual business meeting August 11 in Portland, Ore. His election places Mr. Diamond as the central figure and spokesman for Toastmasters around the world.

A Toastmaster for 23 years, Mr. Diamond becomes chairman of the TI Executive Committee and presiding officer at all meetings of the TI Board of Directors for the coming year. As president, he will travel the equivalent distance of once around the world to visit with Toastmasters and civic and social leaders who support the development of communication and leadership in their communities.

A partner in the law firm of Diamond and Miller, Mr. Diamond is active in educational, civic, social, and political development programs in his community and in the State of Indiana.

As a Toastmaster, he was elected governor of District 11 (Indiana-Kentucky) in 1955-56 and was appointed to the TI Board of Directors in 1964. He was elected to a full two-year term on the board in 1965.

In 1967 he was elected TI third vice-president. He was elected second vice-president in 1968 and senior vice-president the following year.

He is a member of Wednesday Noon Toastmasters Club 462-11 in South Bend.

Mr. Diamond is a director on the board of the Community Corporation for Education Review and has been a delegate to the Indiana State Republican Convention.

He serves as an appeals adviser for his local selective service board, and is a member of the St. Joseph County Bar Assn., the Indiana Bar Assn., and the American Bar Assn.

For many years he has been a merit badge counselor for the Boy Scouts of America, a member of the Broadway Theater League, and the South Bend Coin Club. He is a former member of the South Bend Jaycees.

Mr. Diamond's family includes his wife, Dagny, and their three sons, Arthur Jr., 17, David, 15, and Eric, 12.



ARTHUR M. DIAMOND



**DAGNY DIAMOND** is active in community projects, such as the Broadway Theater League, the St. Joseph County Scholarship Fund, and the Boy Scouts of America. She also is active in politics. She enjoys Toastmasters activities and meeting Toastmasters and their wives.



**DAVID DIAMOND** follows in the footsteps of his older brother in the Boy Scout program. He recently earned the 21 merit badges necessary for Eagle Scout. David has attended Toastmasters International conventions regularly since 1964.

**ARTHUR M. DIAMOND JR.** is a high school senior and is enrolled in courses at Indiana University at South Bend. He is an Eagle Scout, captain of his school's debate team, and a member of the student council and National Honor Society.



**ERIC DIAMOND** is an avid fan of the Chicago White Sox baseball team. He is a walking encyclopedia of baseball facts (pre-1945) and has ambitions of either playing professional baseball or becoming a sports announcer. He also is a Boy Scout.



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# COMMUNICATION

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## Man's Finest Ability

By **ARTHUR M. DIAMOND**

President, Toastmasters International

To anyone, even with a rudimentary knowledge of the history of man, it must be evident that the human race has progressed only as a result of the development of an efficient and effective method of communication — both written and spoken.

Man progressed slowly from the beginning of history until about 70 years ago. It has been a relatively short period from the first powered air flight to placing men on the moon.

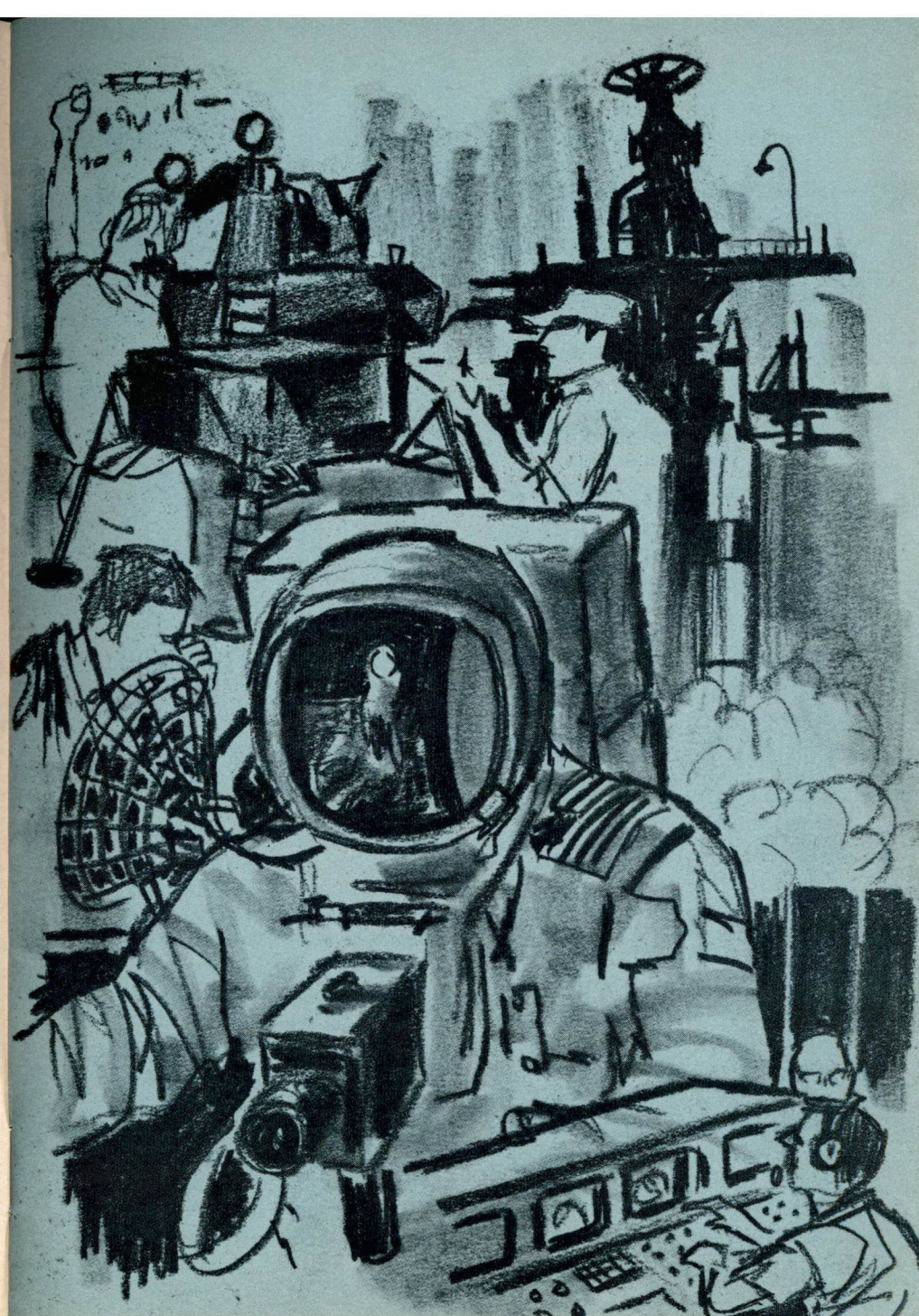
But this is not a measure of our progress, it is more like a symptom. Recall your recent history. The mid-19th century saw the fantastic development of mass communications media, the trans-atlantic cable, the telegraph, and other advances in the field of communication.

These technological advances are an outgrowth of man's ability to communicate, but they are merely devices to help him exercise a skill he already had developed.

Just for a moment, place yourself in a non-communicative world where there is no intelligent speech or writing. Television, communications satellites, and all the other communications media would be for naught. There would be no use for them; they would serve no function.

Without this ability to communicate, you and I still would be living in trees or caves. There would be no technological advancement, no government, no law, and no society.

How would Einstein have told the world about his theory



of relativity, Newton about gravity, *ad infinitum* through the great developments of man's history?

But let's not linger too long in this non-communicative world. Let's come back to present-day reality.

The ability to communicate, which each of us tries to master, is the foundation of the individual goals that each of us seeks to achieve.

### Your Success

It was the basis of this year's convention theme, "Success Is..." *Your* success is whatever you want it to be. There is no earthly success that you and I cannot achieve if we develop our abilities to the fullest... if each of us develops an efficient and effective method of communication.

That's why we joined Toastmasters, but this is not our sole responsibility. We have other duties within the realm of communication and leadership.

Each of us has his personal goals. As Toastmasters we realize the necessity of efficient and effective communication, but we should have an overall goal of promoting this realization among others. When one man can speak so that all others can understand him, most of world's problems will be alleviated.

During the coming year, I

hope to see a great deal of evidence that every Toastmaster has spread the word about the Toastmasters educational opportunity. Let's set these goals for the coming year:

### 1970-71 Goals

*Success is... sharing your Toastmasters opportunity with others.* Our progress toward meeting this goal will be measured, and individual recognition will be made, on the basis of your club bulletin reports: what your members are doing to share, new members in your club, the number of *Communication and Leadership Program* manual projects completed by your members, your Toastmasters International anniversary project, and your Invitation Month activities.

*Success is... participating in the Distinguished Club Plan.* Yes, members, your club officers will have a performance guide and checklist in the Distinguished Club Plan—your officers will need your help. Your club's participation in the Area-Club Assistance Program and the District Visitation Program, and your club officers' attendance at area and district conferences also

will provide program ideas to improve your club's standard of excellence.

*Success is... having your district recognized as a Distinguished District.* Recognition of your efforts and those of your club's officers in accomplishing the first two 1970-71 objectives will be reflected in your district's Distinguished District Program accomplishments.

Your successful participation in these three objectives will be *your* "Success is..." and it also will help others realize that self-improvement and progress depend upon effective communication.

### The Premise

The path seems clear to me. When news reports are filled with attempts to solve problems with violence, demonstrations, and force, there is only one solution. You and I must review our original premise—that progress depends upon effective communication.

This can't be achieved in our present status. The protagonists in our world of dispute must find a common ground—a common language—and speak the same words with the same meanings.

You might ask, how can Toastmasters right the world's

problems? Toastmasters might not, but it *will* require men with Toastmasters abilities to solve these problems. The youth you help in a Youth Leadership Program class today might be the great international diplomat of tomorrow.

This is where our overall goal of promoting the Toastmasters ideal must be put into effect. There is no more effective way of promoting the Toastmasters experience than that which is devised by you and your fellow Toastmasters.

Let's not sit back and say to ourselves, "Let World Headquarters do it." No one can do our job better than we.

### Realizing A Need

It is our responsibility to go into our communities and clubs motivated—and to motivate our fellow citizens and Toastmasters—to develop and exercise our communication and leadership abilities and bring about the realization of the need for efficient and effective communication.

This is part of sharing the Toastmasters educational opportunity. This goal can be accomplished in many ways: through effective conversation—discussion—speeches in our club, speeches to other groups as part of our club's speakers bureau, in Speechcraft courses, Youth Leader-

ship Programs, and many others. This is a built-in opportunity for achieving our goal of more efficient and effective communication skills.

The adage that "practice makes perfect" has not worn with the passing of time. Motivate yourself and your fellow Toastmasters to pursue their communication and leadership opportunities as part of their everyday lives.

### We Demonstrate

KNOW AND SHOW the benefits—the realization—of the efforts as we share the Toastmasters opportunities with our friends, neighbors, acquaintances, and business associates.

This will have a two-fold effect. First, the more we practice our abilities, the more proficient we will become. Secondly, it will mean new members for our clubs. Combined, these two aspects have a snowballing effect upon the development of our communication and leadership abilities.

International recognition is given at each year's convention to members who have taken the initiative upon themselves. These men are leaders within their clubs, areas, and districts.

They are improving their leadership abilities. Not only do they participate in the

Toastmasters International program, but they also share their successes with prospects, guests, and new members. The new members often follow in the footsteps of that leader.

Don't get me wrong. I'm not saying that we should put the Toastmasters goal above our own. *Our* individual goals should come *before* any others.

But, in this case, the Toastmasters opportunity is an *integral part* of our goal. Promoting the Toastmasters opportunity is a step, a gear, an important component, in the development of our communication and leadership abilities.

### Our Standard

I have touched upon the recognition of clubs and districts, now let me encourage you to motivate club officers to constantly improve the standard of excellence of your club's programming, operation, and guest reception.

Utilizing the Distinguished Club Plan is an extension of the Toastmasters training experience. First and foremost, it offers your and my club officers and members a performance measurement, a standard of excellence checklist, and an opportunity to compare your club's success with all others in Toastmasters International. Ask to see your club president's copy of the plan, and ask

how he and his executive committee are using it.

You and I can benefit by participating in the Distinguished Club Plan—special projects, speaking engagements, and committee assignments—as we provide for and maintain the Toastmasters standard of excellence.

Total participation in our club's activities will provide each of us with the maximum benefits that Toastmasters has to offer.

The competition among clubs is a stimulant to our club's members in seeking recognition among Toastmasters International's Top Ten Clubs.

This distinction will bring recognition from our community.

Highly motivated clubs that are involved in friendly competition result in recognition for their district in the form of Toastmasters International's Distinguished District awards.

The mechanics of this type of success are fairly simple. Motivated individuals can easily produce a high standard of excellence of club programming and operation which will benefit each member and convert a prospect and a guest into a member.

Our "*Success is . . .*" better communication and leadership NOW!

---

## Changing Your Address?

If you're planning to move, let us know your new address eight weeks prior to the scheduled move. Be sure to complete all the necessary information. This will insure uninterrupted delivery to you of **The Toastmaster** magazine and other TI materials. **Send to: Toastmasters International, P.O. Box 10400, Santa Ana, California, U.S.A., 92701.**

Club No. \_\_\_\_\_ District No. \_\_\_\_\_

Name \_\_\_\_\_

Present address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip Code \_\_\_\_\_

New address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Country \_\_\_\_\_ Zip Code \_\_\_\_\_

If you are a club, area, division, or district officer, indicate your complete title: \_\_\_\_\_

OCTOBER - NOVEMBER - DECEMBER

IT'S



TIME

Help your club celebrate TI's 46th birthday — Help your club share its program and the TI anniversary celebration by inviting a guest to see the Toastmasters program in action. Help your club make its mark in the special three-month, October-through-December, membership sales project.

Your help is needed to make this year's celebration an around the world "birthday" party. Toastmasters in 47 countries are joining in the anniversary celebration:

- With special proclamations signed by their community, county, and state or provincial government officials announcing a special week or month for the official observance of the TI anniversary.
- By hosting and sharing with your local area civic leaders and governmental officials your Toastmasters club standard of excellence.
- By displaying Toastmasters materials in store windows, bank lobbies, community libraries, and other public places. Be sure to provide on your displays a member's telephone number for prospects to call for more information.
- By increasing your club's activities during these two special occasions to bring greater awareness to your club and the Toastmasters program.
- By beginning a Youth Leadership Program.
- By presenting a Speechcraft course.

- By keeping your speakers bureau especially busy during October and the following months of the membership sales project.
- By presenting on radio and television interesting testimonials about how the Toastmasters program has helped a member of your club move ahead.
- By having a feature story about your club or members published in your local newspapers.

Sharing — in this case the Toastmasters experience offered by your club — is an important phase in the development of your communication and leadership abilities. Testimony to this is the fact that experienced Toastmasters usually perform best in International membership sales projects. It demonstrates that this type of project not only builds your club's membership, but also strengthens *your* abilities.

- Help your club administrative vice-president to move your October-November-December membership sales project. Use your *Membership Sales Program* manual (1159) and your Membership Sales Program Check List (1015).
- Urge your club officers to polish the club programming so *your* club's October-November-December standard of excellence will be obvious to your guests.
- Read your copy of "From Prospect To Guest To Member" (108). If your administrative vice-president hasn't given you your copy, urge him to write to World Headquarters now for copies of this informative pamphlet. **IT'S NEW AND SOLID — IT'S NOW!**

International recognition will be given in *The Toastmaster* to members who achieve outstanding success in sponsoring new members. Clubs which achieve and maintain 40 members also are recognized in *The Toastmaster*. They are designated as "President's 40" clubs.

IT'S SHARE TIME IN TOASTMASTERS  
OCTOBER-NOVEMBER-DECEMBER  
MEMBERSHIP SALES PROJECT.



# Our Club Resources In Action

By PAUL J. CATHEY

The average Toastmasters club's member resources are infinite. Club officers are mistaken if they think they must seek out the *perfect Toastmaster* for specific jobs.

All Toastmasters have heard of the perfect Toastmaster.

He's the member who never misses a meeting. He comes early and stays until the end. His assignments always are well prepared. If he's speaking, the speech has been carefully practiced. If he's conducting Table Topics, the subjects are well thought out and phrased for easy understanding.

When he's Toastmaster of the Meeting, he contacts the speakers ahead of time. He knows all the speech titles in advance and introduces all the speakers properly.

In any capacity — evaluator, general evaluator, timer, grammarian, invocator — the perfect Toastmaster is ready, organized, and anxious to do a good job. He's the member who always volunteers to take part in the club's community involvement activities — Speechcraft, Youth Leadership Programs, and other civic action programs.

In his time, the perfect Toastmaster is eager to serve as a club officer. He's prepared to accomplish the tasks assigned him whether it means preparing the lectern when he's sergeant-at-arms or skillfully guiding the destinies of the club when he's president. Eventually he transfers his interests to larger assignments at area and district levels without losing sight of his club.

Undoubtedly there are some perfect Toastmasters. Possibly you know one. Certainly you know men who have many of the qualities of the perfect Toastmaster.

## A Rare Breed

But you must admit that perfect Toastmasters are rare. Where does that leave us? Who else is there to share — shine and strive for — the Toastmasters standard of excellence in your club?

There are many Toastmasters with interesting resources of talent, training, experience, interests, avocations, and vocations.

However, club and district officers frequently do not seek out — or recognize — their members' different resources. What each Toastmaster is willing to do — and do best — depends upon many factors: his age, his avocation-vocation, his personality, his working con-

ditions, his community interests, his family, and his basic reasons for joining.

As a rule, the younger Toastmaster is more anxious to accept additional duties and is more enthusiastic about getting things accomplished; however, his performance might be erratic, and his initial enthusiasm can wane.

If he's a family man with young children, his time for Toastmasters might be conditioned by factors at home: family illness, household crises, unexpected expenses.

## By Your Design

The more experienced Toastmaster might lack the fiery zeal of his younger counterpart, but he's usually steadier and more dependable. If he accepts a club assignment, the odds are that he'll stay with it and deliver.

Nothing influences a man's attitude toward Toastmasters more than his occupation. It determines how much time he is able to give his club. It dictates what he wants to achieve through the Toastmasters experience.

The shop man usually is interested in learning how to stand and speak. It's difficult, at the start, to interest him in district organization, leadership techniques, and parliamentary procedure. Without

thorough explanations, he doesn't see the need for them. When he is interested, however, he is an eager participant. Since traveling is seldom part of his job, he usually is dependably available to carry out assignments. His attendance record is excellent.

He also may be able to provide a craft or talent to produce a lectern, posters, or other needed club equipment.

The salesman, sales manager, and sales engineer are enthused about organization, but they might have to travel substantially as part of their job. As a result, their attendance record might be spotty. They should not be listed on the program if it's known they will be out of town.

### Plan Ahead

Toastmasters of these occupations usually know many people in the community who can be of assistance to your club, such as personnel in the local or regional news media.

The sales personality by nature is outgoing. The salesman likes to meet and persuade people. Therefore, he's the natural man to sell the Toastmasters program to new prospects. His enthusiasm will pay off if he's not tied down to a number of club committee meetings or loaded with excessive club paperwork.

Because of his ability to enthuse and inspire others, the salesman usually makes a good Toastmasters Club officer. But again, if he has substantial travel requirements, he should have a fellow club member who can conduct the routine, day-to-day aspects of club organization.

### Doctors, Lawyers . . .

Professional men — doctors, lawyers, teachers, engineers — together with business and industrial managers and employees, form a solid core in Toastmasters. Generally, their business trips are not frequent or extensive. In addition, they are used to organizing their activities and scheduling their time. These are the men you must depend upon to keep the club functioning smoothly during meeting days and all the time between.

Members who are employed near the area where your club meets are especially valuable. Without too much inconvenience they can arrange for lunches, dinners, and meeting rooms and conduct the many personal contacts related to organizational activities.

Their value is even more readily seen when plans must be made for an area, section, or district function. When such planning is underway, try

to find a Toastmaster who works near the location of the event, and give him an assignment related to its organization.

There are many military officers and enlisted men in Toastmasters. They, too, are highly experienced in organization and tactics — they have to be. They are fine on leadership and planning. However, the nature of their jobs might make prolonged, exacting club duties difficult. They are subject to transfers, re-assignments, and unexpected travel.

### A Large Group

Civilian employees of government supply centers, logistics areas, research operations, and other military support functions have backgrounds similar to military personnel. They form a large group of Toastmasters with the added quality that they are not as likely to travel.

Some of the most active Toastmasters I've known come from this group. They know organization, they like to work with people, they have a strong sense of duty, and they are willing to tackle difficult and unusual tasks.

There is one final occupational group that should be mentioned — the "word-workers." These are the public relations men, advertising man-

agers, newspaper and magazine editors and writers, and radio and television personnel. They are obvious choices to conduct Toastmasters publicity, edit papers and bulletins, and direct promotional efforts.

One word of caution: Because they do this kind of work for a living, some of them might have joined Toastmasters for a change of pace and would rather talk than write. I'm one of them.

### Outside Activities

The amount of other outside activities a Toastmaster has can influence how much he will do for his club. However, the old saying about going to a busy man if you really want to get something accomplished often applies here. The "joiner" usually is a "live wire" who has a lot of energy. In his mind, he's rarely too busy to refuse to help.

Just as in the business world, a Toastmaster's wife can be an asset or a hindrance. A Toastmaster whose wife understands what he's trying to do, sympathizes with his efforts, and supports him in every way possible is a valuable asset to the organization. Elect this man to an office. He'll go far, always doing a good job.

Some Toastmasters' wives fail to appreciate the sociabil-

ity and fun of Toastmasters conferences, contests, and special meetings. All Toastmasters' wives should be helped to discover what Toastmasters can mean in terms of travel to new places, meeting interesting people from other sections of the country, and really enjoying the "ladies portion" of the program. It should go far beyond just having a ladies' night once or twice a year.

My wife still recounts the time she appeared on a panel at the district conference with two other Toastmasters' wives discussing "How the Toastmaster Appears to His Wife." She and the other lady panelists were given beautiful corsages by the program moderator.

#### Club Needs

In the final analysis, what your club does for the member depends upon what the member wants from the program. I recall one sales engineer who recoiled in horror when he was approached about becoming a club officer.

"I'm almost through the manual," he said in a friendly but firm manner. "As soon as I finish I'm out and gone." He

belongs to the "show and go" branch of participation. I later discovered that this man's sales presentations were so poor that his boss told him to "join Toastmasters or else."

#### Members' Needs

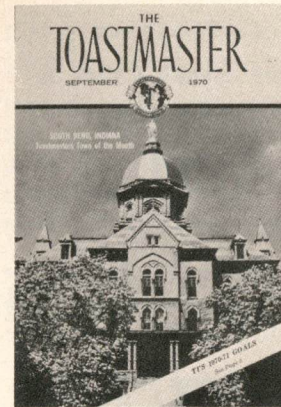
Mr. Educational Vice-President: Find out why each member *really* joined. What are his needs now? Experience indicates that during each nine-month to one-year period each member's needs and desires change as a result of the Toastmasters experience.

Find out if he likes to organize things. Does he enjoy convincing others? Does he just want to learn to be a superior speaker? Does he have a secret desire to lead, to preside at meetings?

Your educational vice-president should find out what each member wants to do by conducting a Member Program Planning Guide (403) survey every six months. Also determine what each member is fitted to do in terms of time, talent, and temperament. Then ask him—don't tell him—and he'll go to work. He'll benefit and so will your club, area, and district.

#### ABOUT THE AUTHOR

*Paul J. Cathey, District 38 governor, is a frequent contributor to The Toastmaster. He is a longtime member of Jenkintown (Pa.) Club 2684-38. Toastmaster Cathey is a senior editor of Iron Age magazine.*



## Toastmasters Town of the Month **SOUTH BEND, INDIANA**

SOUTH BEND, INDIANA, Toastmasters Town of the Month for September, is the hometown of newly elected International President Arthur M. Diamond.

The county seat of St. Joseph County, South Bend is located 90 miles east of Chicago, Ill., on the "south bend" of the St. Joseph River. The area first was visited by Robert de la Salle in 1679.

South Bend enjoys a diversified industry, with products ranging from automobiles, trucks, aviation equipment, and farm machinery to elastic and surgical goods, and electrical equipment. In the early 1900's the city was known as the home of the largest carriage and wagon works in the world.

Nearby, to the north of the city, are two internationally known educational institutions: St. Mary's College and the University of Notre Dame. South Bend also has an extension center of Indiana University. Notre Dame, established in 1842, enjoys a substantial reputation for its outstanding academic program and its highly skilled football teams.

The South Bend area boasts many small recreational lakes and the Lake Michigan resort area.

There are seven Toastmasters clubs in South Bend, including President Diamond's Wednesday Noon Club 462-11. There also are Tuesday Y Club 394-11, Friday Y Club 578-11, Transportation Club 653-11, K of C No. 1 Club 1210-11, Clay Township Club 2267-11, and Turner Club 2415-11.

# SUCCESS IS...

## A Sure Standard of Excellence...An Educational Happening...**PATTERNS** IN PROGRAMMING

4-4-1 plus 4-4-1 plus 4-4-1 — Yes, four speeches, four evaluations, and one Table Topics session. Is this the program your club officers and your educational committee have provided you five of your past six meetings?

Your “top drawer” club’s *standard of excellence* is not a simple or hollow phrase. Gutty - imaginative - exciting - challenging are the results you share when *your* club officers are *NOW!*

Introduced at the 39th International convention in Portland, Ore., was TI’s new NOW — *Patterns In Programming* (1314).

If you can push your educational vice-president to do two things — *read it and use it* — more guests will become members quicker than ever before. You and your fellow members will *WANT* to attend every meeting and participate in every program.

Start now. Make your club’s month-long TI anniversary celebration *the* new standard of excellence — move your programs to the *NOW* patterns.

Just a few samples to savor:

- A Table Topics session moderated by a Toastmaster who is really *prepared* to deliver, while sitting as one of the group, a five-minute talk about a major community problem. THEN, all have a discussion of opinions and questions followed by a summary of the opinions by the moderator. Time — 20 to 25 minutes.
- Man-on-the-street tape recorded interviews of 45 seconds — made before the meeting and played back and evaluated during Table Topics.
- Costumes - Customs - Countries — All can change the pace of your program.
- Visualize a Table Topics session devoted to:
  - *Imaginary situations which encourage gaiety and stimulate imaginations.*
  - *As a candidate for public office, what would you promise voters?*
  - *What would you do if a large fortune suddenly came your way?*

Variety, imagination, and participation are the ingredients of good club programming. The new *Patterns in Programming* manual can’t provide participation, but with the variety and imagination it produces, your club’s educational committee can achieve participation, enthusiasm, and *esprit de corps*.

Move ahead. Utilize the program ideas in TI’s new *NOW* manual. They all have been successfully used by Toastmasters clubs. They will spark still other ideas and test your educational committee’s ingenuity for discovering and developing new program experiences for you and your fellow members.

All the programs suggested in the new *Patterns in Programming* manual, sent to your club’s educational vice-president, provide you an opportunity to keep progressing in your communication and leadership development.

At your next meeting, ask your educational vice-president to see this new *educational happening* — *Patterns in Programming*.



### Presidential Recognition

A Downey (Calif.) Space Club 513-F "Apollo" club bulletin, which included a resume of the Apollo XI project, was sent to President Richard M. Nixon. The President forwarded the bulletin to the National Aeronautics and Space Administration (NASA) which afforded it official recognition.

### White House Note

A congratulatory telegram from President Richard M. Nixon was received by Indiana University Medical Center Club 3033-11 when Ivan A. Welborn was installed as club president. Toastmaster Welborn and President Nixon occupied adjacent professional offices in Whittier, Calif., in the early 1940's.

**FOR PARTICIPATION** — This proclamation of appreciation and award plaque were presented to J. Clarke Sinex by fellow members of Mason-Dixon Club 2186-48 in Huntsville, Ala., for presiding as chairman of two Speechcraft courses and having a Speechcraft article published in *The Toastmaster* magazine.



**MEETING IN JERUSALEM** — Sidney Muller (left) of B'nai B'rith Club 3769-TCA in Sydney, N.S.W., Australia, and Joe Cahn of B'nai B'rith Club 3229-68 in New Orleans, La., met when both attended a B'nai B'rith International Board of Governors meeting at the King David Hotel in Jerusalem, Israel.



### Toastmasters In and For Their Community

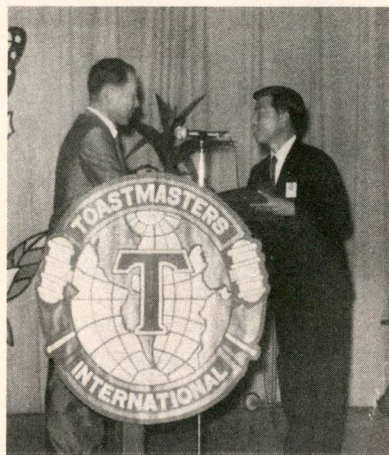
Past District 49 Governors John Mow (1965-66), Douglas Nakaguma (1966-67), and Hideo Toda (1967-68) are members of the 1970 speakers bureau of Flora Pacifica, a non-profit community supported ethnobotanical exposition scheduled for the Honolulu (Hawaii) International Center Arena, Sept. 11-20.

### For Cancer Society

Members of Royal Club 1774-27 at Lemoore (Calif.) Naval Air Station conducted more than two dozen presentations about the dangers of cancer for the Hanford (Calif.) Branch of the American Cancer Society.

**IN NEW ZEALAND** — The first three presidents of the New Zealand Toastmasters Council (from left), Peter Shephard, immediate past president; Jolyon Firth, Foundation President; and Robert J. Hendry, current president, gather at the recent annual council convention in Rotorua.





**IN KOREA**—Yong Sin Kim (left) accepts the "Best Speaker" award from Young Yu Choe, president of **Waegwan (Korea) Club 3886-U**, during the club's second annual convention, hosted at the service club of the U.S. Army's **Camp Carroll Depot**.

### TV Interview

**District 8** Administrative Lieutenant Governor P. J. Hill and Sid Towerman, a member of Plus-Factor Club 1229-8, were featured in a 10-minute interview about Toastmasters on the daytime "**Charlotte Peters Show**" on KTVI, Channel 2, in St. Louis, Mo.

## CLUB ANNIVERSARIES - OCTOBER

### 25 YEARS

- Executives Club 335-19**  
Des Moines, Iowa
- Executives Club 309-6**  
Minneapolis, Minnesota
- CPA Club 338-2**  
Seattle, Washington
- Evergreen Club 333-32**  
Tacoma, Washington

### 20 YEARS

- Palm Springs Club 846-F**  
Palm Springs, California
- Dynamic Whittier Club 873-F**  
Whittier, California
- Mount Vernon Club 882-8**  
Mount Vernon, Illinois
- Harrisburg Club 885-38**  
Harrisburg, Pennsylvania
- EE-Quip-Sha Club 501-9**  
Ephrata, Washington
- Chemewa Club 278-2**  
Seattle, Washington
- Cambuslang Club 920-TCBI**  
Cambuslang, Scotland

- Elgin Club 893-TCBI**  
Elgin, Scotland

### 15 YEARS

- Redstone Club 1932-48**  
Huntsville, Alabama
- Fresno Jaycee Club 1850-27**  
Fresno, California
- San Luis Obispo Club 83-12**  
San Luis Obispo, California
- Dogwood Club 1901-14**  
Atlanta, Georgia
- East Story County Club 504-19**  
Nevada, Iowa
- Hibbing Club 819-6**  
Hibbing, Minnesota
- Jackson County Club 1871-29**  
Pascagoula, Mississippi
- Sunset Club 1888-8**  
Hazelwood, Missouri
- Omaha Westside Club 1928-24**  
Omaha, Nebraska
- Shawlands Club 1925-TCBI**  
Glasgow, Scotland

# Honor Roll



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

## ABLE TOASTMASTER (ATM)

### Certificates of Achievement

Each of the following men is entitled to include ATM after his name.

- |  |   |
|--|---|
| <b>James A. Salagi, ATM</b><br>Friendly Club 300-F                     | <b>Carroll B. Mills, ATM</b><br>Los Alamos Club 607-23        |
| <b>Keith E. Smith, ATM</b><br>Papago Club 2944-3                       | <b>D. E. "Doc" Wilson, ATM</b><br>Andrew Jackson Club 704-29  |
| <b>Edward Dominion, ATM</b><br>Daly City Club 1881-4                   | <b>Louis L. Willcox, ATM</b><br>Pendleton Club 154-33         |
| <b>Donald R. Green, ATM</b><br>San Diego Gas & Electric Co. Club 545-5 | <b>Everett J. Partington, ATM</b><br>Oconomowoc Club 834-35   |
| <b>Charlie Evans, ATM</b><br>Solar Club 2183-5                         | <b>A. R. Brown, ATM</b><br>Milwaukee-Traffic Club 2492-35     |
| <b>Mel Anderson, ATM</b><br>Lakers Club 388-6                          | <b>Luke Gallegos, ATM</b><br>Knights of Columbus Club 1273-36 |
| <b>Edward L. Metzger, ATM</b><br>Nationwidars Canton Club 384-10       | <b>Bobby C. Layman, ATM</b><br>Missilemasters Club 3114-36    |
| <b>Clyde S. Wilcox, ATM</b><br>Monday Morners Club 3726-10             | <b>Murl K. Curtis, ATM</b><br>Carmichael Club 2213-39         |
| <b>James V. Thompson, ATM</b><br>Aerospace Club 3368-14                | <b>Grafton H. Dickson, ATM</b><br>Wekearny Club 1898-46       |
| <b>Royal C. Mursener, ATM</b><br>Los Gallos Club 2428-15               | <b>Ronald L. Ulmer, ATM</b><br>Calliope Club 2821-47          |
| <b>Elias B. Lopez, ATM</b><br>Tulsa Club 148-16                        | <b>Herbert E. H. Linden, ATM</b><br>Associates Club 1042-50   |
| <b>Donald H. Barrick, ATM</b><br>Big Sky Club 3175-17                  | <b>Floyd J. Louquet, ATM</b><br>Cavalier Club 596-66          |
| <b>Gib Bromenschenkel, ATM</b><br>K.C. Club 1059-20                    | <b>Kristjan Einarsson, ATM</b><br>Vulcan Club 1768-U          |

# Don't Come Unless You Bring Visuals



*Reprinted from the April, 1970, issue of  
Meetings & Conventions, a Gellert Publication.*

By DAVID CURL

Most meetings exist for purposes of communication — whether for disseminating policies or information, introducing a new product, training in methods or skills, or professional, political, or social interchange. When communication breaks down, meetings lack purpose and direction.

Many meeting planners, unfortunately, fall victim to the “schoolhouse” syndrome — anxious to cover the assigned subject matter, and will fall back upon the time-honored lecture format for crucial content sessions. They overlook new ways to be sure attendees leave the meeting with something worthwhile to take home.

While the silver-tongued orator with the sparkling delivery and the touch of humor still receives top billing on the keynote circuit, it's no coincidence that the knowledgeable, articulate man-with-the-visuals is invited again and again to handle the really important meat of the better conferences. One national scientific organization recently advised program participants: “Don't come unless you bring visuals!”

Everyone is a learner in today's changing world. No one can sit back and “be an expert” without being certain that he gets his thoughts across clearly and succinctly to others. Television makes every man and woman compete with professional performers. No longer can any of us relax, secure in the comforting knowledge that “we've been running these seminars for The Company for fifteen years — why change?”

We all have a secure and comfortable shell of experience into which we like to retreat. Each of us has meeting formats which we've used successfully before; we have orientation briefings which have seemed to work out in the past, so we continue to use them. We use techniques of presenting information which have been accepted without question for generations — so why should

we change the way we do things? We need to change because our organizations are growing faster than we, as individuals, are growing. We need to change because knowledge and technology are expanding more rapidly than human nature normally will accept or retain. We need to change not because traditional methods are bad, but because society depends upon us, as professional communicators, to do the best job we can with tools made available by modern research and technology. We need to change now; if we don't, we'll be left behind!

### Relevancy Factor

Schools and colleges are changing, too! Modern learning theory focuses no longer on the teacher, nor the textbook, nor on units of subject matter, but on each human learner and his personal needs and goals. *Relevancy* is the key concept underlying educational change. *Relevancy* should be the by-word of meeting and conference planners, organizers, and presenters.

"What's in it for me?" asks the college student; and he immediately turns off or rebels if no meaningful answer is forthcoming. And so it happens with most aware people, jealous of their precious time and personal freedom.

Behavioral objectives are the basis for relevancy in formal communication. "Why is this material important to me?" asks each listener. What, exactly, is he going to do now with the information or skill that he is being exposed to? *Behavioral objectives* means stating outcomes or results of a program or session in terms of *measurable performance by participants* instead of describing merely lecture titles, time units, or invoking jargon-al generalizations about "increased understanding" or "appreciation."

Meetings focused upon needs of the participants provide not passive, but active opportunity for participation by everyone — not just the main speaker. Perceptive group leaders for years have employed such useful tactical variations as buzz groups, panels, and forums. Today, there are many types of audiovisual media which alert program organizers and presenters can use in novel ways to involve people and stimulate individual participation and personal involvement by each member of each group. Experienced meeting planners are acquainted with most of these media, but it may be useful to examine briefly the specific advantages of each.

### MOTION PICTURES —

There are fine films available on just about every topic imaginable, but their value in a group session depends less upon the film itself than upon how it is used. Films improperly used may merely provide entertainment or distraction or even increase confusion. Properly used, films may be the heart of an active learning experience by influencing attitude and interest, becoming a springboard to meaningful group participation.

Many film users forget that nothing is sacred about a long film. Short, "single concept" films and cartridge-loading projectors now make it easy for anyone to view relevant film clips or segments without a projectionist, complex apparatus, room darkening, and a "show" atmosphere.

**FILMSTRIPS** — Filmstrips or slide films, like motion pictures, depend upon active context for their learning value. Often thought of as "the poor man's movie," filmstrips have some advantages over films in that filmstrips are less expensive, more easily shipped, shown, and maintained, and are comparatively easy to produce locally. The disc-recording sound track is giving way to the more compact audio cas-

sette for filmstrip narration, making this flexible medium even more attractive.

**SLIDES** — Slides, especially 35mm or 2x2-inch, are easy to produce and, for many purposes, offer greater flexibility at lower cost than other media. Most local organizations and individuals can produce slide sets of good quality and pertinent communication value, even without the services of a professional photographer or audiovisual technician.

### OVERHEAD PROJECTION —

The versatile overhead projector can be used to stimulate group participation or it can show versatile, colorful, animated charts and diagrams made up on relatively low cost transparencies. Many presenters are aware of creative ways in which the overhead can be used to stimulate group participation in planning and feedback sessions.

### AUDIO RECORDINGS —

The familiar tape recorder, especially its mighty-midget cassette cousin, allows individuals and small groups to record dialog and discussion for later sharing. The cassette, and its low cost relative to the vinyl disc are unexcelled for storing and dispensing information for independent learning and displays.



**TELEVISION AND VIDEOTAPE** — Although expensive initially, TV has so many logistical advantages that large-scale meetings and conventions of the future are certain to make wide use of this new medium. Closed-circuit systems have great potential for information retrieval. "Seeing one's self" on TV is an enlightening experience for anyone; modern, portable videotape equipment is being used in encounter groups, sales training meetings, and management communications, as well as workaday applications.

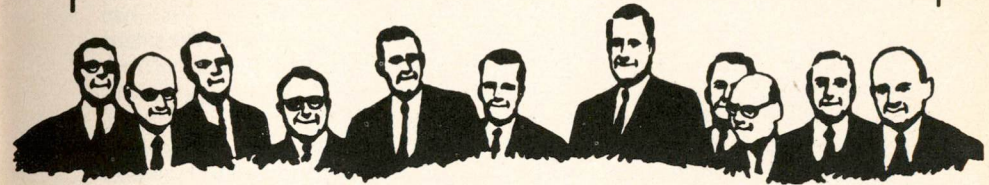
**EXOTIC SYSTEMS**—Even more sophisticated media are just around the corner. The decade ahead will see optical/electro-mechanical methods for recording and retrieving pictures and sound using compact cartridges and random-access selection. All of these devices will eventually provide even cheaper and more convenient ways of putting people into contact with people through media.

#### Why Use Media

Why should media be used to extend and enrich the communication process at meetings? One obvious advantage is that media can effectively *visualize and simplify abstractions* such as technical terminology and symbols. The old

cliche about one picture being worth a thousand words is rooted solidly in fact. Many concepts can be communicated quicker and more effectively visually than by talking or writing about them. Pictures and words usually supplement or complement one another, together clarifying concepts far better than either medium alone. Media *focus attention*, providing a common basis for perceptual experience by all participants, collectively or individually. Media can *extend human perception* by revealing the remote, the inaccessible, the invisible or inaudible, or enabling viewers to re-live past events. Each participant can have a front row seat at a surgical operation, walk on the surface of the moon, peer with the same well-focused eye into the mysterious world of microorganisms, or analyze the rapid functioning of complex machinery. Why should presenters employ the advantages of media? Because the less experienced eyes, ears, and memories of audiences usually can't fill in the missing information experts take for granted. Media can help close the relevancy gap by literally grabbing individuals, causing each man to say to himself, "*This is important to me!*"

## TOASTMASTERS ON THE MOVE



#### On The Move

**Harry B. Palmer** of Ala Moana Club 3701-49 in Honolulu, Hawaii, was appointed administrative manager of the **Hawaiian Dredging & Construction Co.**, a division of Dillingham Corp., Honolulu.

#### Elected Commander

**Lyle B. Clark** of Pioneer Club 272-20 in Moorhead, Minn., and a former District 20 governor, was elected commander of the **Albert E. Johnson Post**, Veterans of Foreign Wars, in Moorhead.

**AMPEX CORP. CONGRATULATES** — Outstanding Area Governor of District 4, **Vit Eckersdorf** (center) of Ampex Club 773-4, is congratulated for his accomplishments by **Alexander M. Poniatoff**, chairman of the board of **Ampex Corp.** Also offering congratulations is Ampex Club President **Raymond Brooks**.



### Never Lost

The article "Lost in the Files," by **H. H. Christie**, which appeared in the December, 1969, issue of **The Toastmaster**, was capsulized in the February issue of "Executives' Digest." The digest presents summaries of timely articles of special interest to business men. Toastmaster Christie is past president of Chinook Club 1448-42 in Calgary, Alberta, Canada.

### Club Builder

District 19, Area One Governor **Wayne K. Lentz** of Sioux City, Iowa, has influenced the formation of five Toastmasters clubs in the Sioux City area during the past year.

**TOASTMASTERS WEEK** — The 13th anniversary of Gunpowder Club 2562-18 at Edgewood Arsenal, Md., was occasion for **Colonel Paul R. Cerar**, arsenal commander, to designate July 27-31 as **Toastmasters Week** at Edgewood. Accepting the proclamation are Toastmasters (from left) Frank A. Abbruscato, Club President Charles G. Denzler, Clark N. Clugston, and William J. Hewitt.

### Club Effort

**Reuben Levine** of Arsenal Club 2264-38 in Philadelphia, Pa., has been cited by Past Club President Joseph R. Martino for his efforts in promoting the club's special observances of TT's 45th anniversary. Among TM Levine's accomplishments was a congratulatory editorial in the local "Times Northwest" newspaper, which has a circulation of more than 102,000.

### Speech Published

A prize-winning speech by **Kenneth Smith** of Mentors Club 1974-29 in Milton, Fla., was published in "Cyanamid News," a publication for employees of American Cyanamid Co.

**CHARTER PRESENTATION** — District 63 Governor Dr. Kenneth Walker (right) and Preston Allen (left), district educational lieutenant governor, gang up to present club charter to Gene Connelly, president of **Fayetteville (Tenn.) Club 907-63**.



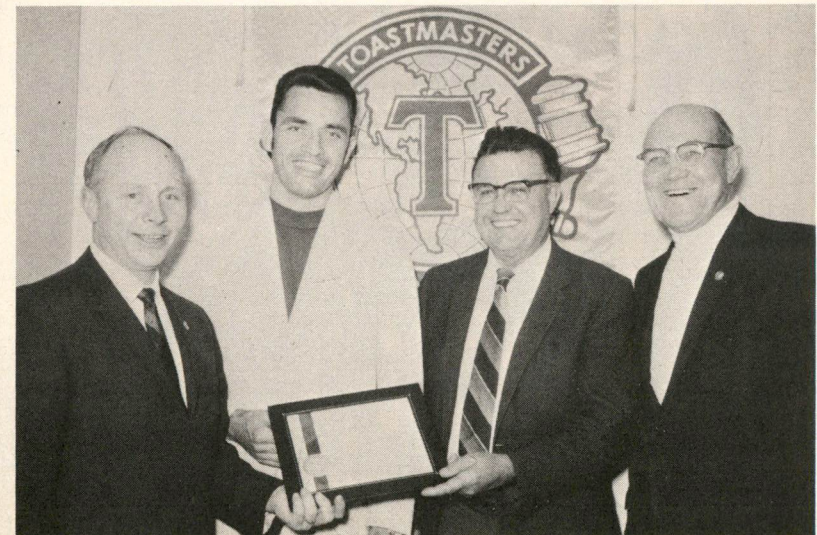
### Promoted Duties

**Kenneth E. Braendle** of Meadville (Pa.) Club 1206-13 has been promoted to product planning manager at **Talon Inc.**, a division of **Textron**.

### Award Nominee

**Manuel Ornellas** of Kikua Club 1911-49 at Pearl Harbor, Hawaii, was nominated for the **Manager of the Year Award** among U.S. government managers in Hawaii.

**ABLE TOASTMASTERS** — District 39 Governor **Klayton Nelson** (third from left) poses with his three lieutenant governors (from left) **Kenneth Peters, Robert Boggs, and Murl Curtis** after each received his **ATM certificate of achievement**.



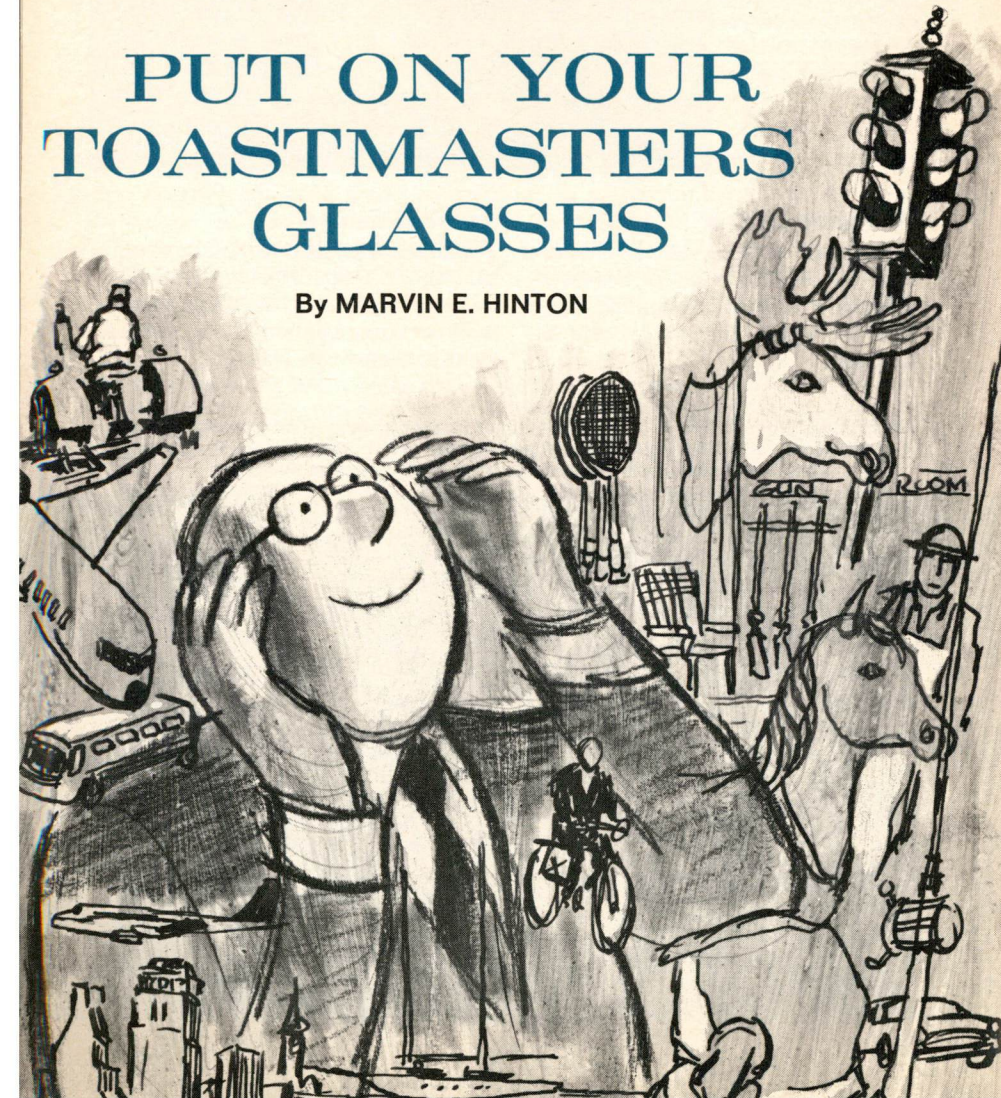
I need a topic! I just don't have a thing to talk about. I can't think of anything."

Sound familiar? How many times have you heard that? How often have *you* said it?

Speech subjects are difficult to develop? BUSHWAH! If you have been singing that old, threadbare "Toastmasters Lament" you have not been using your imagination. You have

# PUT ON YOUR TOASTMASTERS GLASSES

By MARVIN E. HINTON



not been looking at and listening to things around you.

We're only talking about a verbal exposure of a few minutes. You ought to be able to talk about a gravy spot on your necktie for that length of time, and make it interesting!

As a matter of fact, I'll wager right now that you are running overtime on your Table Topics, and these subjects aren't even of your choosing.

Let's remove for all time the mental booby trap that has so many good Toastmasters floundering around in the misconception that speech subjects are "hard to find."

## Almost Anything

Try this system. It's easy. It works! It's merely a matter of embracing the philosophy that almost anything will lend itself to an interesting speech.

First, put on your "Toastmasters Glasses" so you can see everything as a possible speech subject. Then, from the hundreds of people, places, and things that pass before your eyes and across your mind, merely select the choicest. Let me show you how it works.

Not long ago I was faced with a speech assignment, but there was no speech in the hopper. "Okay," I told myself, "I'll find a speech topic on the way home tonight." True to my nature I promptly forgot about it.

In the company parking lot that evening, I reached for my car key and my hand encountered a small note pad I had purposefully deposited there earlier that day. (I learned long ago that if I have something to do before I get home, the best "memory gimmick" is to place a foreign object in my car key pocket. It never fails, as long as I can remember the reason for its being there.)

## Your Memory

I already had my first speech subject possibility. I jotted "Possible Speech Subjects" at the top of the note pad and posted my first entry — memory joggers.

With my mind exploring the interesting question of how many and varied must be the private memory systems used by people every day, I sat down in the driver's seat, started my car, and edged into the sluggish stream of commuters heading home.

With a little bit of luck I usually can get home in about 20 minutes. I made the first two traffic lights, but the third caught me. As I edged to a resentful stop I reached to the car radio.

The harsh, tooth-rattling sounds of a modern "rock" group slapped against my ear. I quickly twisted the knob to blissful silence. "Boy," I

growled as I reached for my note pad, "Noise pollution — there's a speech subject I really can get emotional about!" The traffic light changed as I quickly scribbled the second entry on my note pad.

My thoughts drifted back. "Modern music. An interesting subject. Hmmm. What was our music like that makes today's seem so horrendous? 'Stardust,' 'Sentimental Journey,' 'My Reverie,' 'Temptation' all were great!

"I can remember those terrific singing groups: The Mills Brothers (still going strong), The Boswell Sisters, The Merrimacks, The Andrews Sisters . . . what was the song they sang that my generation used to get such a kick out of?"

#### Another Idea

I started to hum as the tune slid easily back into my memory: "Foodle de racki sake I want some sea food Mama!"

I began to chuckle. Then my mind snapped to attention. Hey! We had some pretty nutty songs in our day too! How about "The Sow Song," "Three Itty Bitty Fishies," "Mares Eat Oats," "The Witch Doctor," and "The Purple People Eater?"

I could hardly wait until the next traffic signal to whip out my note pad and scribble an addendum to my last entry.

The horn from the car behind me complained. Irritated, I eased my car into motion and glanced into the mirror. I mused at how all horns sound alike these days. I fingered the button of my bullhorn, resisting the temptation to retaliate.

I remembered fondly the day I installed my unorthodox horn "... as my personal protest against the quiet, impersonal sameness of modern automobiles," I told my wife.

Speaking of horns, what has become of those wonderful horns of yesterday: the "ah-oo-ga," the "wolf whistle," those beautiful air horns, and that gorgeous "bugle horn" that sounded "ta-too-ah-ta?"

#### Keep Thinking

Where, in fact, have gone all those wonderful sounds of my generation? The traffic had thinned now, and I reached down to jot another entry on my note pad. Nostalgia and humor are two of my favorite subjects.

I congratulated myself and glanced at my watch. Only five more minutes and I would be home.

A familiar sign caught my peripheral vision as it slid by: "Santa Clara, the Mission City." Missions! My fifth grader recently had a series of assignments on California missions, and I spent an enjoyable afternoon last Sunday

helping him build a sugarcube replica of one of the missions. Something pecked at my memory. In a moment it came to me.

Each month a history brochure about a California mission accompanies my utility bill. Boy, here was a good one! I drove into my driveway, set the handbrake, and added another note to my speech subjects possibilities list.

With my engine still idling, I stepped out of my car with a sigh of resignation. I removed the two bicycles that are never-supposed-to-be, but always are in my parking space.

"Well," I grunted, "it's giving me some exercise. Maybe I should start some of that jogging that everyone talks about, but seldom does." It sounded like a lot of work.

#### Five Good Subjects

I nosed the car into the garage and turned the ignition key to off. I thought for a moment and then made a final notation on the pad.

At the kitchen table I sat down and surveyed my list. Five good speech subjects in 22 minutes. That's about one every four minutes. Not bad!

After adding a few parenthetical notes my list looked like this:

1. Memory Joggers — informative with possible humor.

2. Noise pollution — What Has Happened to Music? Nothing? Look at Some from My Generation! — topical, humorous.

3. Where are the Sounds of My Generation? — nostalgia with some humor.

4. Missions, Their Influence Today — informative with a tone of civic interest.

5. Bicycling. Do Your Jogging Sitting Down! — informative, health interest with possible humor.

So there it is, and it was easy. It even was fun. Is there any reason you can't do the same? All it takes is an ounce of imagination.

Slip a note pad into your car key pocket, don your "Toastmasters Glasses," and start a collection of good speech subjects . . . today!

Then read your next *Communication and Leadership Program* manual project to determine which subject will best fit. *Bon appetit.*

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#### ABOUT THE AUTHOR

Born in Santa Ana, Calif., Marvin E. Hinton has been associated with Toastmasters since 1935. He is a past president of Telestar Club 1913-4 in Sunnyvale, Calif.

# Footprints

By ALBERT T. SMITH

Long before man learned to speak and write he learned to know other animals by the tracks they left. He would know the kind of animal that crossed his path, and he would know if it was large or small by the depth of its print and the length of its stride. He would know whether the animal was seeking food, water, or shelter, and he would know if it was brave or fearful.

The prints left behind would indicate whether the animal had a purpose or if it was merely browsing aimlessly, completely unaware of anything other than its own pleasures.

Man also leaves footprints. How will yours be read by those who come across your path? Footprints, fingerprints, or deeds, man leaves a record. Sometimes this record is shallow and quickly obliterated by the winds of fate. Sometimes his tracks wander aimlessly to and fro, as the animal seeking only its own pleasures and unaware of other creatures that might devour it.

The Toastmasters experi-

ence has allowed some men to step away from the crowd. But far too many are meandering with no purpose following the path of least resistance. They exhibit no program participation and no desire to achieve a higher standard of excellence.

Those who step ahead find a new confidence and choose to lead so that others might follow. Moses, Plato, Caesar, Copernicus, Galileo, and Newton left their well-defined footprints in the sands of time. Man has left footprints on the moon.

Most men have a desire to be recognized — to cause attention to their viewpoint. Bringing your thoughts into logical focus for others to easily grasp is a deep footprint.

Lesser evidences of gaining attention is the man who speaks loudly without thought-content, the man who wears bizarre clothing or parades with banners in demonstration.

As Toastmasters, we share in the desire to present our viewpoint. The fact that we

WILL YOURS BE READ  
BY THOSE WHO FOLLOW?



belong and participate in the communication and leadership program signifies that we want to communicate and lead.

Yet too many of us remain silent because we don't bother to prepare or we fear making a mistake; we fear that others might ridicule us or fail to comprehend our effort. Oh yes, we give talks, but we don't want to be inconvenienced by having to determine our purpose — to read and organize good material and then communicate with our audience.

We must overcome this fear and the temptation of taking the easy way out by not totally using our communication and leadership opportunity.

It requires preparation — time and effort — to communicate with an audience. But when we take this little time to read and use our *Communication and Leadership Program* manual material we find

ourselves prepared to leave footprints of which we can be proud.

Man receives recognition by the things he says and the way in which he says them. Our desires can be at least partially satisfied if we are able to effectively communicate. We can leave lasting footprints in the minds of our audience.

The method is of your choosing. Is it better to vainly reach for thunderous applause and standing ovations, or is it more satisfying to follow the steps of Abraham Lincoln, who walked in shame from a platform at Gettysburg, leaving a mark never to be forgotten.

The effort put into the development of your communication and leadership abilities through the use of your member *Communication and Leadership Program* is directly related to the quality of the end product.

## ABOUT THE AUTHOR

Albert T. Smith is a past president and currently administrative vice-president of Irving (Tex.) Club 3365-25. He has been a free-lance writer, machinist, electrician, plumber, and newspaper editor.

# NEW CLUBS

As of July 6, 1970

## District 11

FOREMOST Club 507-11. Meets alt. Mon., 6:30 p.m., Bonanza Steak House, 1003 Diamond Ave., EVANSVILLE, Ind. Contact: 425-5145.

## District 23

EL LLANO GRANDE Club 3881-23. Meets 1st and 3rd Tues., noon, NCO Club, CANNON Air Force Base, N.M. Area: Three. **Sponsoring Club: CARLSBAD CLUB 1182-23.**

## District 36

VAN NESS Club 2935-36. Meets 1st and 3rd Wed., 6:00 p.m., Roma Restaurant, 3410 Connecticut Ave., N.W., WASHINGTON, D.C. Contact: 244-4200, Ext. 565. Area: Fifteen.

## District 38

UNIVAC Club 397-38. Meets 1st and 3rd Wed., 5:30 p.m., Phil's Tavern, Rt. 73 and Butler Pike, BROAD AXE, Pa. Contact: 646-9000, Ext. 2700. Area: Twelve. **Sponsoring Club: VALLEY FORGE CLUB 1128-38.**

## District 46

UNIROYAL RESEARCH Club 1361-46. Meets alt. Mon., 4:00 p.m., Uniroyal Research Center Auditorium, WAYNE, N.J. Contact: 694-4000, Ext. 211. **Sponsoring Club: MIDLAND PARK CLUB 3041-46.**

## District 47

RS & H Club 1980-47. Meets 1st and 3rd Mon., 6:00 p.m., Uncle John's Restaurant, 6139 Beach Blvd., JACKSONVILLE, Fla. Contact: 396-2011. **Sponsoring Club: STATE FARM CLUB 2385-47.**

## District 56

ALZAFAR SHRINE Club 2180-56. Meets 1st and 3rd Wed., 6:00 p.m., Youngblood's Restaurant, San Pedro Ave., SAN ANTONIO, Tex. Contact: 922-9292. **Sponsoring Club: ALAMO CLUB 1316-56.**

## District U

FLUOR WORLD WIDE Club 3315-U. Meets Mon., 7:00 p.m., Fluor Western, PONCE, Puerto Rico. Contact: 843-0202 or 836-1075.

YELLOWKNIFE Club 3829-U. Meets alt. Wed., 5:30 p.m., Anglican Church (or as arranged), YELLOWKNIFE, North West Territory, Canada. Contact: 873-4625.

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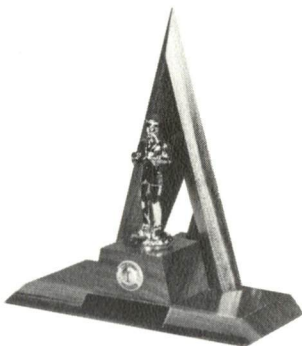
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