

The TOASTMASTER

FEBRUARY 2004

**Humor and Speeches –
A Stand-Up
History**

**The Art and
Science of
Conversation**



In **Defense**
of **Rhetoric:**

A new take on
an old speech.

Never Surrender to Your Platform Fears

Stay the Course

It's AMAZING TO REALIZE THAT 200,000 members receive this magazine each month. I hope most of you read it! But did you know that 35,000 members reading this issue won't be around to read the June one? They will no longer be members after May. The reason? They won't renew their \$18 dues for the April-September period. Yes, every year, about 35,000 of our members don't renew at the April and October renewal periods. Are you one of those members reading this who is planning to leave your club in April? Here are the Top 10 reasons you should continue your membership another six months:

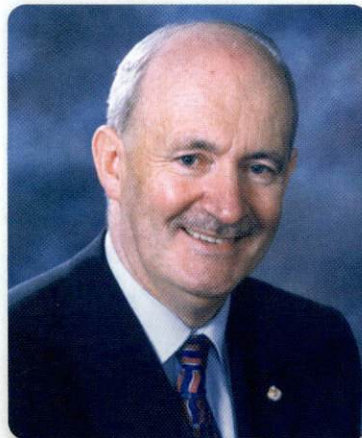
10. You will continue to receive this magazine every month. It's full of interesting articles!
9. You will still enjoy the company of your friends on a regular basis.
8. You will have fun, because Toastmasters usually have lots of fun.
7. You will be a member of an international organization with a network of clubs in 80 countries.
6. You will help another member by your evaluation, speech or mentoring.
5. You will help your club achieve its goals and perhaps achieve Distinguished status. Aren't you proud of your club?
4. You may finish another educational program. Have you at least earned your CTM? Only 18,000 members accomplished this last year. Leaving Toastmasters without a CTM is like leaving college without a degree.
3. You will add to your levels of emotional intelligence, thus increasing your interpersonal and leadership skills.
2. You will be a better speaker, listener and thinker. Isn't that why you joined in the first place?
1. Since you became a Toastmaster, you have changed for the better in many ways. Imagine how much better you'll be in another six months!

In my opinion, any of these 10 reasons is worth \$18; all together they must be the bargain of the year!

Your club will be collecting dues shortly, as the money must arrive at World Headquarters before April 10. Will your name be on the list? The choice is yours. If you feel Toastmasters has given you all you desire, then thank you for being a member, even if it was only for a short while. We have been happy to help you. But we can help you even more! Our communication and leadership training is the best in the world. There is still so much to be explored, experienced and learned!



Ted Corcoran, DTM
International President



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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.

Excellent Leadership Issue

"If you want to change the world, start with yourself." These words, in the November issue, caught my eye and spoke to me. I read Victor Parachin's article, "Leadership from A to Z" from A to Z. I loved each word and its association or quote. I initially thought that "integrity" was missing, but found it under "Character."

Nothing was left to chance. I especially liked the quote under "Learn." Learning lifts you up, and even when you think you can't learn anything else, you realize that to be a successful leader, you must be a lifetime learner.

Thank you for the excellent issue on leadership, reminding us to look inward to lead outward.

Mari le Roux, CL • Telephonix Club 9768 • Pretoria, South Africa

Thanks for the Suggestion

I was perusing the November issue of the magazine and saw the review of the book, *How to Give a Damn Good Speech, Even When You Have No Time to Prepare*. I bought the book and I keep it in my car. It's definitely one of the most helpful books I've purchased over the years. I can't be without it!

Judi Kanne, ATM-B • Dunwoody Club 6301 • Dunwoody, Georgia

Warning, Eugene Finerman! Warning!

This is a top-secret message to Eugene Finerman, author of "The Traveler's Dictionary" (Sept. 2003).

By chance, I read a message directed to the International Fraternity of Travel Agents. The gist of the missive was clearly conspiratorial and involved the above named writer.

Reason for the action by a group of travel counselors was a comment made by Finerman, comparing their honorable profession to the robber barons of centuries past. That prompted the following action: Every travel agency from New York to Los Angeles, from Berlin to Tokyo and all the towns in between, including Chicago, will have Eugene's picture as a screensaver on its computer.

Special booking instructions contained in a separate "read-only" file called 'EF Dictionary' will spell out the conspiracy: The minute Finerman walks into any travel agency anywhere around the world, his tickets will be altered to ensure that he and his *luggage* (female travel partner) will sit at least 10 rows apart, while his suitcases will end up in Timbuktu. The party will be secretly directed to board a flight to the Aleutian Islands – without a valid return coupon.

Since all travel agencies work very closely with the International Air Transport Association (IATA), compliance with the instructions is virtually guaranteed. As additional traveler's delight, Finerman's airline food will be dashed with codliver oil (CLO). Secret agents at the Association of American Travel Agents (ASTA) discovered that CLO was the reason for frequent *excursions* from his mother's house, since Eugene could not stand the smell and taste of codliver oil. It also created bowel problems for him.

This whistleblower's message is sent to you in the spirit of Toastmasters good.

Wolfgang Schmidt, ATM-S • South Okanagan Club 7791
Osoyoos, B.C., Canada

Mr. Finerman Reponds: You needn't circulate my wanted poster at airports. Being a freelance writer, I can only afford buses. However, as a freelance writer, I am also a masochist. If your travel agents association would be interested in tar-and-feathering me, you will find my rates very reasonable.

Why I Stay

I was very pleased to read International President Ted Corcoran's Viewpoint in the December issue. I often question why I am still in Toastmasters through the ups and downs of my club. Personal growth is not always constant or observable after several years of participating in a club, but helping others achieve and grow can

be very fulfilling. What a great sales pitch he's provided in this article. Mr. Corcoran, I thank you for your insight!

Nicole Savoie • La Voix du Suroît Club 7915 • Terrasse-Vaudreuil, QC, Canada

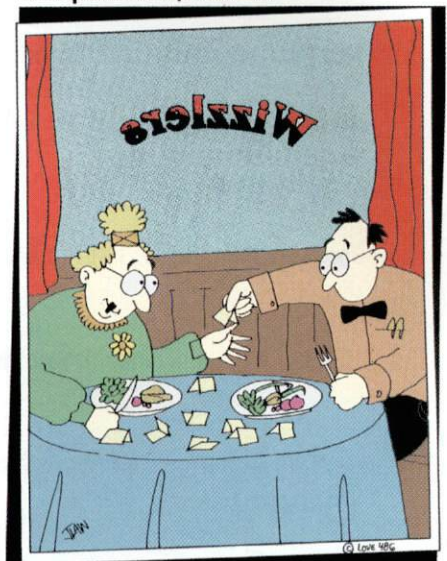
Toastmasters Can Keep You Healthy

Twelve years ago, I joined Toastmasters but had no sense of direction or goals of what I wished to accomplish. I almost gave up. But by the fifth or sixth meeting, I started to see my path and suddenly felt the need to invest in myself. I worked my way through the program and completed the Communication and Leadership manual. I was able to speak smoothly – and off-the-cuff, the idea of which had previously haunted me! The stress at work diminished as I was able to better express my thoughts, ideas and concerns. I felt like a new person.

Today, I am active in many community organizations and sometimes I even get paid to speak! Keep your goals and objective in sight and never underestimate your power to become an excellent communicator.

Siddy L. Coakley, ATM • Medical Center Speakers Club 6837
Miami, Florida

Snapshots at jasonlove.com



After months of chatting on the internet, Mark and Sandy finally met at a restaurant, where they passed notes back and forth throughout the evening.

The right choice
wasn't easy.

Being Disqualified is No Laughing Matter

I'M SURE I RUINED HIS DAY. HE DID the best he knew how. He would have won a humorous speech contest, but because of my efforts, he was disqualified.

I judged a speech contest recently. Normally, judging a contest involves picking a winner by using a point system suggested by Toastmasters International. But as a judge, I also have the right to protest the originality of a speech.

There were only two contestants in this Humorous Speech Contest. And the second speaker had much better material. I laughed as hard as anybody. Trouble is, I knew his lines. He drew from two different sources (there may have been a third), and I could quote the sources. As much as I found his presentation funny, I

“Sometimes we make decisions that we don't feel good about, no matter what we choose.”

had this nagging voice of conscience trying to get my attention.

I considered my options. Let someone else protest? Surely someone would. Well, maybe I was the only one who recognized the material. I considered doing nothing. If I didn't say anything, he'd probably win, right? Then he'd advance to the division contest level, where someone else would protest his speech – or perhaps to the district level. If his speech was not original – and I knew his (unacknowledged) sources – he would eventually be discovered, and suffer greater embarrassment. And what about the other

speaker, who clearly had his own material? What course of action was fairest to him? Thinking about it, I realized I had an imperative to act.

I discussed the protest with the chief judge, who called a judges conference and discussed the issue. I presented what I knew.

One of the senior Toastmasters present reminded us of the contest rules. The speech must be “substantially original.” I was asked, “Do you feel his speech was ‘substantially original?’” I searched my soul. Hard. And thought.

“No,” I answered.

A vote of the judges was taken. By a unanimous ruling, the speech was held not to be original.

Several of the judges thanked me for lodging the protest. But I was

thinking about the speaker who was disqualified.

You see, something like this once happened to me too. At my very first speech contest, I was disqualified because I didn't meet eligibility requirements. I had only been a member for two months and thought I at least deserved recognition for my bravery. I was ready to quit; I had invested a lot of emotional energy into that speech and in that contest. And I lost on a technicality. I was disgusted, and I never wanted to come back.

There was no joy for me in entering this protest. The speaker proba-



bly didn't know what was meant by “substantially original.” Most Toastmasters never bother to enter a contest, and those who do should be given a lot of support.

I wonder if this speaker will ever enter a contest again.

In my heart, I know that I made the best decision. Knowing what I knew, I couldn't let the speaker progress to the next contest level with that speech. There would be no glory in being disqualified at a higher level.

Sometimes we make decisions that don't feel good, no matter what we choose. Have you ever had to ruin someone's day, after they've made a good effort, after they've taken a risk?

Well, I did. Sometimes we have to make hard moral choices. Sometimes these choices leave another caring and worthy person feeling devastated. I take no pleasure in that action. I'd rather inspire, motivate or uplift. But my duty required me to do otherwise. ■

Steve Broe, ATM-S, is a member of Class Act Club 2222 in Phoenix, Arizona.

Editor's Note: Current contest rules require that contestants whose speech originality is questioned must be given the opportunity to respond to the judges before being disqualified. The rule did not exist at the time of this contest.

Never Surrender to your Platform Fears

By Jason F. Quigley, CTM

**Non-native speakers
can thrive and survive
on the stage.**

Go ban contestanto, Jayeeson Kuweeguri, Sanzen Miru, Jayeeson Kuweeguri, Sanzen Miru!" On May 24, 2003, these introductory words were my cue and calling to undertake a resolution that I almost regretted...

For the past eight years living an expat existence in Tokyo, Japan, through effective self-denial and uttering excuses as thin as rice paper, I conveniently confined myself to competing in only English-language Toastmasters events. However, at the beginning of 2003, I decided to challenge myself to participate in my first Japanese-language speech contest.

Outside North America, a club's official language varies. For example, Japan's District 76P has 63 clubs of which 52 are English-speaking, nine are Japanese-speaking and two are bilingual. After corraling enough courage to sign up for the 2003 All Japan Speech Contest in Japanese, I realized I was the only foreign-born contestant. From this moment, I knew I would need to work harder just to keep up and cope with the other 12 finalists! Over the next four months, I prepared for the event and would like to provide some pointers for non-native speakers on how to thrive and survive on the platform.

Seek Out a Mentor

In my personal search for Japanese platform proficiency, I soon realized the power of mentorship. In my home club, Tokyo Toastmasters, I found such a person in John Gibson, who was a previous contestant and third-place winner in the 2002 All Japan Speech Contest in Japanese. As a fellow foreigner in Japan, he could sympathize and understand how anyone preparing for a contest can be overcome with anxiety. He could provide encouragement to keep such worries from rattling you when you are speaking in your second language in front of a hundred people.

Plan, Plan and Plan

After writing my original English draft, I translated it into Japanese with the help of some very patient Japanese friends. With my new rough Japanese draft, it was again proofread, dissected and analyzed. Suggestions were added and recommendations removed until I was happy with the final version. Two months had elapsed, and to my



chagrin this was only the preparation part! John could relate to my experience, commenting that successful speech preparation is a time-consuming process and that, "large doses of patience and hard work are necessary to give good Japanese speeches. I probably spend at least twice as much time writing and practicing them as I do for English speeches."

Don't Memorize Everything!

After my Japanese speech contest experience, I had a new sense of respect and appreciation for the enduring and relentless efforts of non-native speakers when they present in English. On top of the essential contents of my speech, I needed to balance a combination of proper Japanese grammar, pronunciation, idioms and expressions, and keep my time management in tow.

However, since non-native speakers have a weaker grasp of the language, John offers the following warning about memorizing your speech word for word, "It is dangerous because you'll expend far more energy on trying to remember each and every word than you will on effectively delivering your message."

Memorizing the speech completely leaves you exposed to blanking out and forgetting complete sections of your speech in the heat of the moment on the platform.

Practice, Practice and Practice

Armed with my draft, I practiced my speech at any opportunity I got. At home, in the shower, on the train, walking in the park, at lunch with fellow Toastmasters (thanks Fukui san!), at work (temporarily unpopular with my boss!), on dates (temporarily unpopular with my girlfriend!) and any other location that could afford me time to prepare. I was surprised at the amount of time I could salvage from even unthinkable moments, to rehearse and polish my presentation. I was also grateful for my home club allowing me to rehearse my Japanese speech twice, and for their verbal and written comments and encouragement.

During these daily practice sessions, I had prepared in advance different back-up plans to address any potentially scary scenarios I might encounter on the stage. For example, if I forgot a section, I was prepared

to move on and could insert it later if I remembered it again. If I forgot a difficult phrase or word, I could substitute it with an easier synonym or alternative word. John offered some prize winning psychological advice of "having different expressions to fall back upon will boost your confidence and allow you to speak more effectively" on the stage.

As I was introduced on the day of the contest, "The fifth contestant, Jason Quigley, 3000 Miles, Jason Quigley, 3000 Miles," I was extremely nervous but well-prepared. In the end, I did not win but was satisfied with my performance. Planning and preparation, taking risks and good old hard work do pay off in the long run. For anyone preparing to give a presentation, the following advice from Winston Churchill rings true: It is "continuous effort, not strength or intelligence, that is the key to unlocking our potential." **T**

Jason F. Quigley, CTM, is a member of Tokyo Club 1674 in Japan. Over the past four years, he has taught workshops and seminars on the art of presenting. He can be reached at jfquigley@aol.com.

A Canadian in Japan

By Jason F. Quigley, CTM

After graduating from Carleton University in Ottawa, Ontario, Canada, I headed to Japan with an overwhelming sense of optimism and an almost empty wallet. My professional career began as it does for many newcomers in Japan — as an English teacher.

After a great deal of trepidation and fear, I attended my very first Toastmasters meeting in Tokyo in 1999 with a desire to improve my leadership and public speaking skills. At this juncture in my life, not only did I have the fortune and opportunity to develop these abilities, I was also offered a new job!

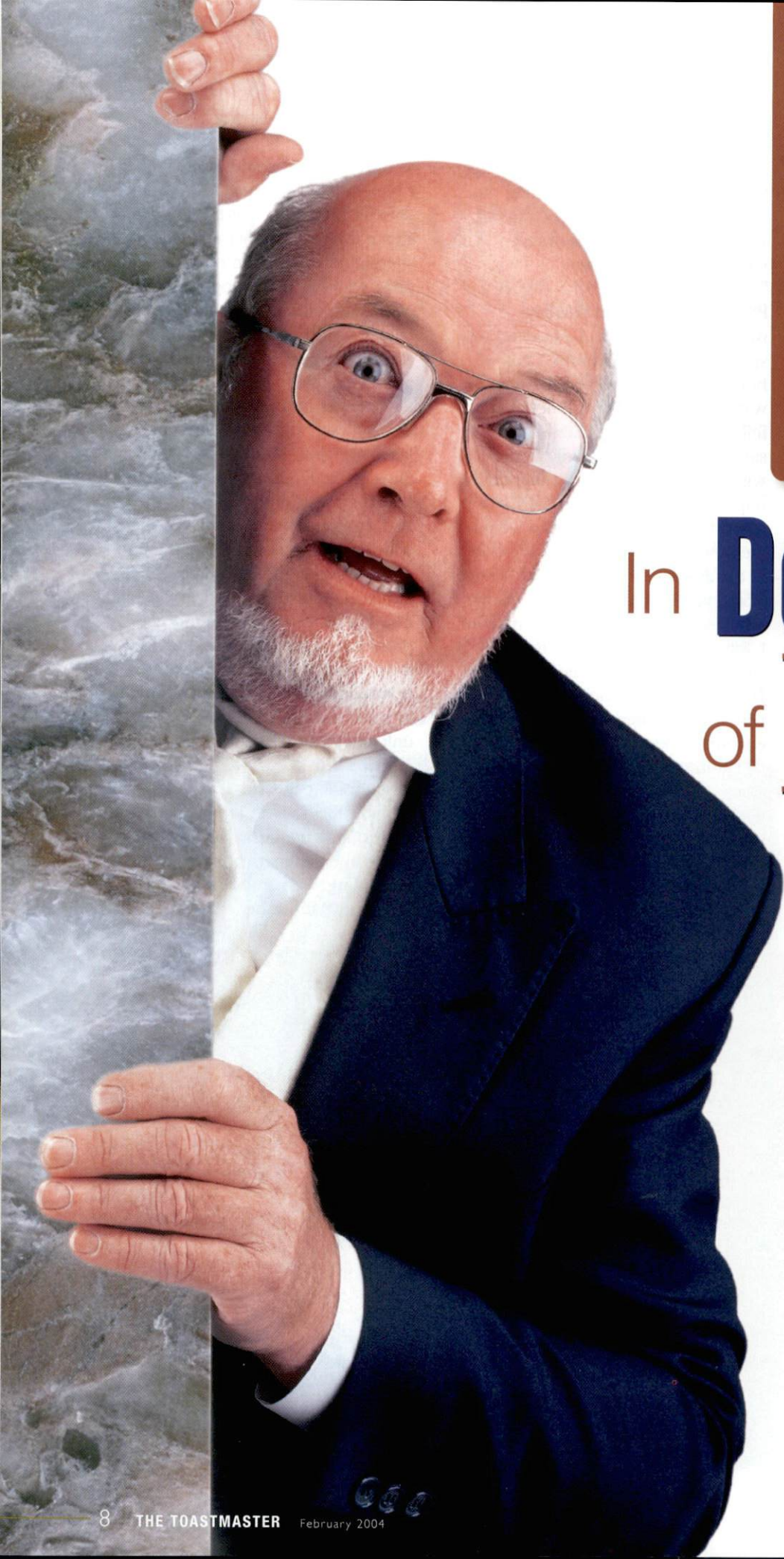
My future boss was also the president of Tokyo Club 1674. He fortunately took notice of my organizational abilities in handling some club contests and offered me a job interview. As a result, I organize seminars and roundtable discussions on a variety of topics, ranging from earthquake awareness to complex financial indus-

try issues. I work "behind the scenes," taking care of everything from reserving the venue to preparing the speakers' remarks.

Cross-cultural Communication

A great deal has been written about cross-cultural communication, but I can distill it down to three ingredients:

- **Go with an open heart and mind:** When on the road, there is no room for close-mindedness or inflexibility. If you are afraid to meet new people, try unfamiliar foods or experience different cultures, living abroad is probably not for you.
- **Learn the local language:** Learning a new language is an ongoing struggle, but I try. By entering a Japanese-language speech contest, I could challenge myself and benchmark my skills in front of native speakers. It is one word at a time, one failure at a time, but the rewards are immense.
- **A smile goes a long way!** From Peru to the Philippines, a warm smile and sincere intentions have opened more doors for me than anything else.



A new
take on
an old
speech.

In **Defense** of **Rheto**

By Andrew B. Wilson

“Plato condemned it. Aristotle, his pupil, spoke in its defense. The debate over rhetoric has raged back and forth ever since.”

Dear fellow speechwriters. Dear storytellers and searchers for meaning in turbulent times:

In 1952 when prohibition was a hot issue in the state of Mississippi, Judge Noah S. Sweat Jr. gave a speech in the state capitol that took a “stand” on whiskey. (See sidebar on the next page.) It won instant recognition as one of the classics of oratory. With great drollery, Judge Sweat came down hard on both sides of the issue. If by whiskey you meant “the devil’s brew, the poison scourge,” and

other bad things, he was absolutely against it. But if by whiskey you meant “the oil of conversation, the philosophic wine” and other good things, he was all for it.

Inspired by this fearless feat of fence straddling, I propose to tackle a topic that is no less controversial (and intoxicating) than whiskey. I speak of rhetoric itself. Plato condemned it. Aristotle, his pupil, spoke in its defense. The debate over rhetoric has raged back and forth ever since.

Taking a cue from Judge Sweat, I will tell you how I feel about rhetoric:

If, when you say rhetoric, you mean windy effusions and empty promises, or the crafty logic that makes the lesser argument appear the better; if you mean thoughts that are low but words that are sweet and pleasing to the ear – the honeyed whispers of the seducer and the unctuous urgings of the snake-oil salesman. If you mean the overblown and flowery speech that puts an expectant audience to sleep, or the use of words to evade the need for action. If you mean the lowest form of oratory – bigoted and incendiary speech that dethrones reason and incites men to violence, setting tribe against tribe, race against race, and religion against religion. Then, certainly, I am against it.

But if, when you say rhetoric, you mean the well-turned phrase and the well-constructed speech, the after-dinner toast that creates merriment and cheer at the close of an evening, or the witty and heartfelt eulogy that undoes death, making a loved one seem vividly alive and present. If you mean the ability to render complex issues in clear and simple language, to breathe poetry into policy and create a sense of urgency. If you mean the gentle art of charming an audience and sending ripples of laughter through a crowded ballroom. Still more, if you mean the highest form of oratory, powerful and passionate language that elevates the heart and frees the mind, that unites good people behind a just cause, that lights the fire of liberty and inspires us to overcome insurmountable odds and fight against wickedness and injustice; well, then, certainly, I am for it.

At this point in his “Whiskey Speech,” Judge Sweat rested his case, without really taking sides. But I am not finished, and I do not intend to remain impartial.

Rhetoric is no longer admired. It is no longer studied. It has sunk to the bottom of the barrel, linguistically speaking – as a word that is now used almost exclusively in a pejorative sense. I believe that rhetoric deserves a fuller defense – both from an historical and a present-day perspective.

Quintilian, the Roman rhetorician, argued that only people of good moral character were capable of the highest achievement in rhetoric and oratory. Quintilian – you may think – was an ass, a pompous fool. That would explain why a modern critic poked fun at him, saying, in rhyming couplet –

*Quintilian, in mild elation,
Pondered a peroration.*

Think about it. One still get chills today reading the speeches of Lincoln, Churchill and Martin Luther King.

However, out of all of history’s bad guys – including those who were acclaimed as orators – which one of them left behind any speeches that are worth reading today? Savanarola? Gibberish. Stalin? Boring. Hitler? More gibberish. You will find speeches by all those ghoulish people in standard anthologies of speeches, but I challenge you to read them. The only reason they are included in these books – I suspect – is that they would be conspicuous by their absence. They made the cut on the notoriety of the authors, rather than the merit of the words.

If you want to experience the thrill of great oratory from terrible villains, you have to go to Milton’s Satan, Shakespeare’s Iago, or dozens of other famously evil fictional characters. Iago, for instance, is wonderfully forthcoming (though not of course with Othello and Desdemona) and he is often screamingly funny. In the company of thieves and in the many asides that he addresses directly to the audience, “honest” Iago, with evil intent, delights in a wildly inventive and utterly convincing dishonesty. He displays a keen intelligence, a robust if twisted humanity, and a real mastery of rhetoric – all

oric

Then-Mississippi Congressman N.S. "Soggy" Sweat Jr. delivered this speech on April 4, 1952, at a banquet while the prohibition issue was before the U.S. Legislature.

My friends,

I had not intended to discuss this controversial subject at this particular time. However, I want you to know that I do not shun controversy. On the contrary, I will take a stand on any issue at any time, regardless of how fraught with controversy it might be. You have asked me how I feel about whiskey. All right, here is how I feel about whiskey.

If when you say whiskey you mean the devil's brew, the poison scourge, the bloody monster that defiles innocence, dethrones reason, destroys the home, creates misery and poverty, yea, literally takes the bread from the mouths of little children; if you mean the evil drink that topples the Christian man and woman from the pinnacle of righteous, gracious living into the bottomless pit of degradation, and despair, and shame and helplessness, and hopelessness, then certainly I am against it.

But;

If when you say whiskey you mean the oil of conversation, the philosophic wine, the ale that is consumed when good fellows get together; that puts a song in their hearts and laughter on their lips, and the warm glow of contentment in their eyes; if you mean Christmas cheer; if you mean the stimulating drink that puts the spring in the old gentleman's step on a frosty, crispy morning; if you mean the drink which enables a man to magnify his joy, and his happiness, and to forget, if only for a little while, life's great tragedies, and heartaches, and sorrows; if you mean that drink, the sale of which pours into our treasuries untold millions of dollars, which are used to provide tender care for our little crippled children, our blind, our deaf, our dumb, our pitiful aged and infirm; to build highways and hospitals and schools, then certainly I am for it.

This is my stand. I will not retreat from it. I will not compromise.

qualities that are nowhere to be found in his much duller, evil, historical counterparts.

Most of history's bad guys – seen through the passage of time – are milquetoast villains who reveal very little. Instead of helping us to recognize and understand evil, they show us glimpses of evil but they hide the full reality under thick blankets of obfuscation and phony dramatization. No doubt that was part of the trick in getting ordinary people to go along with unspeakable horrors.

In contrast, the most memorable and enduring rhetoric both teaches and inspires. It draws inspiration of its own

“With simple words and short sentences (‘We will not tire. We will not falter. And we will not fail’), Bush’s address to Congress revealed a firmness of mind and clarity of purpose that struck a chord with millions of people.”

from the best instincts within the audience. Churchill acknowledged that when he said, “It was the nation... that had the lion's heart. I had the luck to be called upon to give it the roar.”

Turning to the present, I would like to recognize the debt of gratitude that all of us – as speechwriters – owe to U.S. President George W. Bush, whether or not we agree with his policies. No one has done more than Bush to demonstrate the value of the scripted word. Indeed, as I

think almost everyone knows, it has been one of the critical elements in transforming his presidency.

Upon entering the White House, Bush was the butt of endless jokes regarding his mangled syntax and seemingly tongued-tied manner of speaking. He was – as he himself said – badly “misunderestimated.” In his first months in office, he did nothing to dispel the image of Bush the bumbler. David Frum – a conservative writer who became part of Bush's speechwriting team – was ready to quit by the end of the summer of 2001. He was feeling increasingly embarrassed around his conservative friends. On issue

after issue, Bush seemed to be unable to make up his mind or take any kind of a persuasive stand. His presidency was, indeed, “a pudding without a theme.”

Three things happened to change that. The first, as we all know, was 9/11.

Second was the declaration of a “war on terrorism,” which would target not just the terrorists themselves, but any governments that aided, abetted or harbored them. Suddenly, there was a sense of purpose to Bush's presidency.

Third, Bush himself changed. He became more confident. He found his voice.

Surely, his address to the joint session of Congress on September 20, 2001, ranks as one of the great presidential speeches of all time. He was interrupted by applause 31 times during this stirring address. Now it may be – and

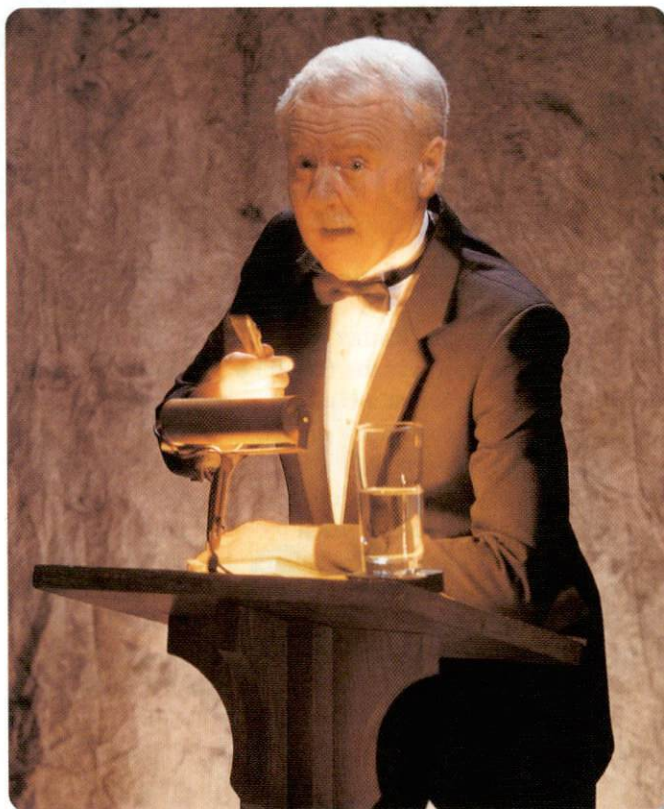
probably is the case – that he did not write a single one of the memorable lines in that speech. But so what, I say, when the words reflect the man, as they did so eloquently on this occasion.

Yes, Bush has benefited from great speechwriting by Michael Gerson and others (and all U.S. presidents since Warren G. Harding have relied on full-time, in-house speechwriters). But the more important point is that he has used his speechwriters – and used them well – in defining himself as a leader. In his book *The Right Man: The Surprise Presidency of George W. Bush*, David Frum made the telling observation: “Bush was not an articulate man, but unlike his father – who responded to his verbal infelicity by denigrating the importance of words – the younger Bush valued the skills he lacked.” With simple words and short sentences (“We will not tire. We will not falter. And we will not fail”), his address to Congress revealed a firmness of mind and clarity of purpose that struck a chord with millions of people.

Though they are written in a plain style, Bush’s scripted addresses demonstrate careful application of rhetorical principles laid down by Aristotle – not just in technique (but witness the repetition and rhythm in the words I have just quoted), but in their adherence to key principles – being written with an ear to what is most fit for the speaker, for his voice and his character, while acutely sensitive to the mental and emotional state of the audience and the demands of the occasion.

I cannot recall another president who was more inclined to call attention to ordinary people – housewives, firefighters and others – asking them to stand and then telling stories of their sacrifices or heroism. That too is excellent rhetorical technique – a way of coming down from the stage, as it were, and mingling with the crowd. When a speech “resonates” with an audience, it does so in the same way that sound resonates between a pair of tuning forks. It is a matching of frequencies that produces musical clarity and a dramatic increase in amplitude. There is a suggestive term in physics for the motion of the second fork – or what the audience is to the speaker under the right conditions. It is called “sympathetic vibration.”

Bush’s performance on the podium should be an inspiration to corporate CEOs – who can certainly afford to hire gifted speechwriters. They can profit from his example in other ways as well – in the great importance he assigns to the speechwriting function; in the progress he has made as a speaker through practice and experience; in his habit of looking for interesting and surprising ways to connect with the audience; and, last but not least, in the humility and grace he has shown in working in partnership with the lowly speechwriter.



In closing, I will go back to the whole issue of whether rhetoric is a good thing or a bad thing? Clearly, it is both.

It is condemned – loudly and often – for a variety of ills. But is it applauded for the good it does? No, hardly ever. That is a terrible injustice. It is also folly.

“In overcoming doubts through strong argument and stirring the emotions through impassioned language, rhetoric sets the stage for action.”

The highest rhetoric brings out the best in the speaker and audience alike. And the best rhetoric is never “just rhetoric.” In overcoming doubts through strong argument and stirring the emotions through impassioned language, rhetoric sets the stage for action. It is a legitimate and, indeed, a critically needed tool in the exercise of leadership.

That is my stand. **T**

Andrew B. Wilson, a St. Louis-based freelance speech writer, regularly writes for the CEOs of Boeing, JPMorgan Chase, Bryan Cave and other companies. Contact him at www.abwilson.com. This article is condensed from a speech to Chicago Speechwriters’ Forum on Aug. 5, 2003.

The One-Minute Oration

"OK, tell us about your day."

That was our cue to blather like idiots. Actually, it was the first exercise we performed at a class in stand-up comedy I took not long ago. The idea, said our instructor John Nydam (a very funny guy indeed who has the gift of being able to teach what he knows), was to get us talking, to loosen us up under the lights and behind the mike while being stared at. The eventual goal was to get us to do it smoothly, seamlessly, confidently, conversationally. Get a good comedian on stage, John would say, give him a topic – light bulbs, for instance – and he'll give you five minutes off the top of his head.

I remembered that when I recently read a piece in *The Los Angeles Times* by John H. McWhorter, the author of a book currently in publication, *Doing Our Own Thing: The Degradation of Language and Music and Why We Should, Like, Care*. While bemoaning the shabby state of the spoken word in America, McWhorter served up this incisive tidbit: "In Britain, a popular radio show called *Just a Minute* challenges contestants to orate on given subjects for 60 seconds "without hesitation, repetition or deviation." They can do it. Here in America these days, we just talk.

"We have become a country with less love of its own language than almost any other in human history."

Amen and amen. We have become not only imprecise and monosyllabic speakers and careless and indifferent writers, we have become, God help us, rare and resistant readers. We regard with active suspicion anyone who can stand before us and turn an English sentence into something with music, with cadence, with descriptive

punch and a memorable idea. The gifted speaker in America today is looked upon as a kind of conjurer, a snake-oil salesman, a linguistic double shuffle artist who is, at best, gleefully ramming his elite education down our honest, simple, populist throats. If he does not speak in sound bites, we mentally turn the page.

But back to *Just a Minute*. My guess is that the idea of standing up on a radio program and holding forth for 60 ticks of the clock on just about any subject under the sun will fill most Americans with either disdain or dread. However, I am so convinced that it should not that I would make it a daily requirement of academic life, from junior high school onward, for students to stand up in class and speak on any subject of the teacher's choosing "without hesitation, repetition or deviation" for the apparent eternity of one minute.

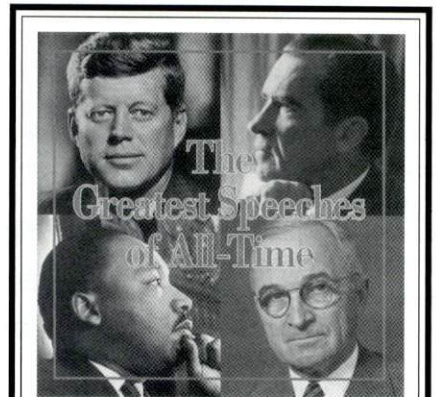
Two things will happen, eventually: the nerves, the fidgeting, the uncertainty, the blank mind, the palm sweats – even the sneers, the disdain and the sullenness – will disappear, and the formerly overwhelming minute will become too small to contain the onrush of coherent, focused and eloquent constructs and ideas.

The transformed students may never be orators, but neither will they shrink from a debate or an argument. And they will be far less likely to quietly accept the facile sloganeering, the five-second explanations and the embarrassing and infuriating double-speak that characterizes so much of American public discourse. They will, with patience and guidance, take true possession of their language.



And their parents will be in for a new world of discovery when they ask their children to tell them about their day. **T**

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Ten Principles of Motivation

By Nido Qubein

You must *connect* with your team members, not just *communicate* with them.

One of the questions I hear most often from leaders is, "How do I motivate my team to do the things I want them to do?"

The answer is: You don't!

We can't motivate people. They are already motivated. But we can determine what motivates them and use this knowledge to channel their energies toward our organization's goals.

From my 20 years of helping executives solve their people challenges, I've learned a few basic principles about motivation. Let me share them with you:



1 All people are motivated. Some people are like water in a faucet. They have the motivation; all you have to provide is the opportunity. The water is already motivated to flow. But it doesn't have the opportunity until you open the tap.

Others are like mountain streams, which flow swiftly but follow their own channels. People, too, may move energetically, but toward their own goals. We in the world of communication should make it worth their while to channel their motivations toward the results management is seeking.

2 People do things for their own reasons; not for yours or mine.

Toastmasters know that we need to show people what's in it for them when asking them to do something. We can answer them by using rewards and recognition, appealing to their sense of pride and achievement.

3 People change because of pain.

When the pain of staying the same becomes greater than the pain of changing, people will change. For example, Americans didn't start buying smaller, fuel-efficient automobiles until the pain of high gasoline prices became greater than the pain of switching to less roomy and less powerful cars.

4 The key to effective communication is identification. When something becomes personal, it becomes important. Toastmasters know that. When our clients or our employees begin to identify with who we are and what we are, good things begin to happen.

Large corporations have discovered this. Prudential, for example, knows that its customers want to buy security. So it doesn't just sell insurance; it markets peace of mind by inviting all of us to buy "a piece of the rock."

Kodak doesn't sell film; it invites its customers to "trust your memories to Kodak." And AT&T doesn't tell us to make long-distance calls. It asks us to "reach out and touch someone."

In dealing with employees, it isn't enough to appeal to them on the basis of loyalty to the company. They need *personal* reasons for showing this loyalty. Whether we're instituting a new educational program or undergoing a total restructuring, we can get our employees on board more readily if we show them how the change will personally affect them for the better.

When my company sets out to lead corporate teams in developing their human-relations skills, we don't tell them what we're going to do for the company. We talk about what we're going to do for the individual. For

example, in the introduction to one of our manuals, we tell supervisors:

"We've designed this complete educational system to help you master the skills of supervisory management and enjoy the rewards of leadership and career enhancement."

From management's standpoint, the training was designed to increase the effectiveness of the organization. That's what sold the company on the program. But from the employee's standpoint, it was to upgrade the skills of the individual. That's what sold the employees on the program.

5 The best way to get people to pay attention to you is to pay attention to them.

That means listening to others and not just hearing them. Listening is active; hearing is passive. If you listen to individuals long enough, they'll tell you what their concerns and problems are.

It's very important that leaders listen to their staff and associates. Take the time to get to know them, not just by name, but also individually, by their interests and aspirations.

And don't neglect small talk such as, "How are you? What did you do over the weekend? Then listen. It's amazing what you'll learn.

6 Pride is a powerful motivator.

Everybody is proud of something. If you know what makes your people proud, you can use that insight to channel their motivation. Pride is tied closely to self-esteem. My friend Robert W. Darvin has founded several successful companies, including Scandinavian Design, Inc. His observations on self-esteem are worth repeating:

"There's only one thing that counts in a business: building the self-esteem of your employees. Nothing else matters, because what they feel about themselves is what they give to your customers. If an employee comes to work not liking

his job, not feeling good about himself, you can be sure that your customers will go away not liking or feeling good about your company."

7 You can't change people; you can only change their behaviors.

To change behavior, you must change feelings and beliefs. This requires more than training. It requires education. When you train people, you just try to teach them a task; when you educate people you deal with them at a deeper level relative to behavior, feelings and beliefs. Toastmasters know that we must "connect" with our audience, not merely communicate with them.

8 The listener's perception becomes the leader's reality.

This is a very important point. When we speak to an audience, they don't respond to what we say; they respond to what they understand us to say. When others observe our behavior, they respond to what they perceive us doing, and they will try to emulate us.

Suppose you send an employee to

"One of the questions I hear most often from leaders is, 'How do I motivate my team to do the things I want them to do?' The answer is: You don't!"

a developmental workshop or seminar and she comes back brimming with new ideas and information. But you haven't been exposed to all this stimulating stuff, so your behavior doesn't change. The employee realizes this and concludes that the behavior she observes in you is the behavior you want. This may not be the case at all. You may want the employee to implement all these new ideas, but your employee's perception is the reality you get.

9 You consistently get the behaviors you consistently expect and reinforce.

You should look for ways to reward others for doing the things you want them to do. The reward may take the form of financial incen-

tives, prizes, or simply public recognition of a job well done. Reinforcement can be positive or negative, as author and management expert Ken Blanchard has taught us all. If employees learn that a certain type of behavior results in lower earnings, less favorable hours or less desirable territories, they'll adjust their behavioral patterns.

10 We all judge ourselves by our motives; but we judge others by their actions.

Put another way, we're inclined to excuse in ourselves behavior that we find unacceptable in others. When our employees are late for work, it's because they're irresponsible and have no interest in their jobs. When we're late for work, it's because we were attending to necessary details that had to be taken care of.

When team members engage in undesirable behavior, we shouldn't try to assess motives or change them. Just deal with the behavior. We can't change the motives of our employees, but through positive or negative reinforcement you can

affect their actions.

Follow these principles and you'll find yourself surrounded by motivated team members who are channeling their energies toward your corporate goals – goals in which they have personal stakes.

Apply these principles as a communicator and speaker, and you'll discover new heights of effectiveness and persuasion.

Nido Qubein was Toastmasters' 2000 Golden Gavel recipient. He is an international speaker and business consultant based in North Carolina. Visit his Web site at www.nidoqubein.com.

HUMOR AND SPEECHES:

A Stand-Up History

By Eugene Finerman

**Humor has a charm
that cannot be
ignored and a power
that should not
be underestimated.**

A plumber, a jockey and a rabbi walk into a pet store....

What a cheap trick to get your attention, but that is the charm – and the power – of humor. Humor can engage, entice and persuade. It can ridicule, vilify and incite. Humor is a natural means of communication and it has served the public speaker for as long as there have been speeches.

In the democratic state of Athens, both comedy and the political speech evolved, and the art of one lent itself to the artifice of the other. Consider this example from the fifth century B.C., when Athens was at the height of its

power, but engaged in a devastating war with Sparta. Pericles, in his oration for the Athenian war dead, began his speech with a wry observation about the difficulty of giving a eulogy. Half the audience would feel that he did not adequately praise the dead; the other half would think that he was exaggerating. Pericles admitted that he could not speak of the fallen soldiers as individuals, but he could speak of them as Athenians and what that meant. The humor had allowed Pericles to bridge an awkward situation and get to the theme of his speech.

Demosthenes was said to be greatest orator of classical Greece. He was an Athenian statesman of the fourth century B.C. His Athens had been severely diminished by a century of war and now it, as well as the rest of Greece, faced the threat of domination by Macedon. Macedon was



a kingdom north of Greece, and ruled by the ruthless Philip. To put it in terms comparable to our geography, imagine a warlike Canada encroaching upon the 50 dis-united states of America. Demosthenes was trying to forge an alliance of Greek states against Philip and, in a series of speeches appropriately called the Philippics, the Athenian orator roused his city to war. Demosthenes did not rely solely on eloquence or logic; he unabashedly used ridicule and ethnic humor.

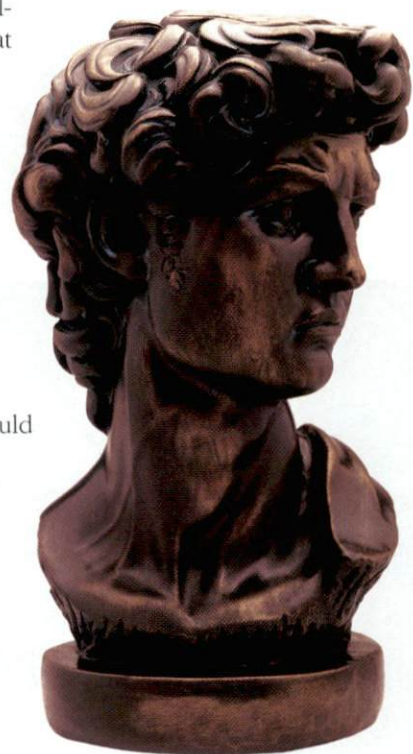
Demosthenes gave the King of Macedon a new title: Philip the Barbarian. The Macedonians were mocked as the type of people who gave barbarians a bad name. To quote Demosthenes, "Philip is not even a barbarian of a place honorable to mention; a vile fellow of Macedon, from which a respectable slave could not be purchased." The only ethnic joke that Demosthenes failed to tell was the most important one: How many Macedonians does it take to conquer Greece? Just two: Philip and his son,

Alexander the Great. Greece's army was not as good as Demosthenes' speeches. Unfortunately, history does not record what had to be Demosthenes' funniest speech: whatever he told Philip to avoid execution. Perhaps Philip was not such a barbarian after all. In fact, Demosthenes outlived both Philip and Alexander.

Like the Macedonians, the Romans conquered Greece and then succumbed to it. Every patrician and ambitious plebeian wanted a Greek education, including a mastery of rhetoric. Cicero studied in Athens and Rhodes. He was revered as Rome's greatest orator and notorious as Rome's most successful attorney. Ironically, in Cicero's lifetime, rhetoric became an increasingly useless art. In the declining days of the Roman Republic, the debates in the Senate were settled on the battlefield or by assassination. Yet, in the final irony, it was a speech that overthrew the Republic.

Marc Antony's eloquence turned Julius Caesar's funeral into a pyre for the Roman Republic. William Shakespeare simply polished the words of Roman historians when he dramatized Antony's eulogy for Caesar. It was a masterpiece of sarcasm, with the reference to the assassins as "honorable men" becoming a vengeful refrain. The Roman populace was stirred from its numb bewilderment into a frenzied fury that forced the Republican conspirators to flee. One of the victims of this reaction was Cicero. His eloquent ridicule earned him unforgiving enemies. Marc Antony did not need to hear about his character flaws; he already knew them. Octavian must have been offended to hear himself dismissed as "an admirable adolescent who should be praised and ignored." Cicero's execution was one of the few things that Antony and Octavian ever agreed on. The fate of Cicero was a warning to orators in the Roman Empire. When dealing with the all too mercurial Emperors, unctious was safer than eloquence.

"In the democratic state of Athens, both comedy and the political speech evolved, and the art of one lent itself to the artifice of the other."

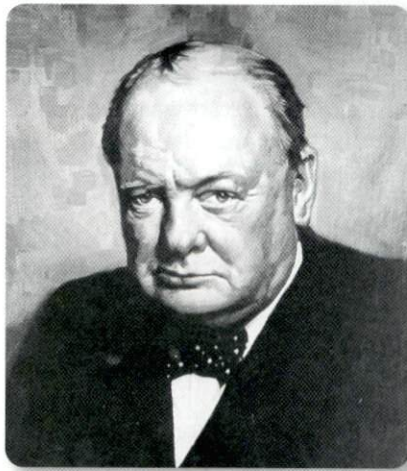


The political speech would not reemerge until the 17th century in the Parliament of England. After all, if it was permissible to behead a king, it was permissible to disagree with him too. We certainly have the time to discuss the humorous speeches of Oliver Cromwell... and we just did. After the return of the British monarchy, Parliament took on the characteristics of a Restoration Comedy; after all, it had many of the same characters – bluff country squires, nouveau riche merchants and ambitious rakes. The political parties began to form around these stereotypes – the Tory squires and the Whig merchants; the rakes embraced expedience and the politics of rich in-laws.

In this political atmosphere, humor was not simply a rhetorical ploy. It was the weapon of choice. The speaker's eloquence was judged by his wit. This was not a matter of style over substance, but substance required style. In his *Essay on the Freedom of Wit and Humor*, Lord Shaftesbury wrote, "Humor was the only test of gravity, and gravity of humor. For a subject which would not bear raillery was suspicious; and a jest which would not bear serious examination was certainly false wit." Politics was a battle of wits, and both sides were hiring mercenaries.

The political hacks included the best writers of 18th century England. In a triumph of talent over scruples, Daniel Defoe worked for both parties. Jonathan Swift, after several years as the satirist-in-chief for the Tories, retired both with financial security and, no doubt, a few ideas about Lilliput. Samuel Johnson wrote for the Whigs until he could afford to be a Tory. You may remember Richard Brinsley Sheridan for some of the worst plays ever put on in high school; he also set the precedent for Ronald Reagan by being the first celebrity politician. Sheridan was a Whig member of Parliament.

Eloquent wit remained the mark of distinction and the means of advancement in British politics throughout the



Winston Churchill

19th and into the 20th century. Benjamin Disraeli's origins set him apart, but his wit set him above. His epigrams would have made ready soundbytes. For instance, he said that there were three types of lies: "lies, damned lies and statistics." Disraeli's political rival and comic foil was William Gladstone. Gladstone was a man of great ability and achievements, but even Queen Victoria found him a pompous bore. To quote Disraeli, William Gladstone "has not a single redeeming defect." This is how Disraeli distinguished between misfortune and catastrophe. "If Mr. Gladstone fell into the Thames, that would be a misfortune; if someone pulled him out, that would be a catastrophe." Gladstone was to be Prime Minister for 19 years, while Disraeli stayed at "the top of the greasy pole" for only seven years. Yet, if you were to compare the space that *Bartlett's Quotations* assigns to each, you would guess that the quotable Disraeli was the more victorious of the two. From history's perspective, perhaps he was. We remember Gladstone for being Disraeli's rival, but we remember Disraeli for himself.

Winston Churchill also lived by his wits and his skill as a writer. He was a journalist, although he preferred his stories in the first person. His intent was to make a name by making news. The same was true in his speeches: He wanted to be heard, quoted and remembered. Consider this sampling of Churchill's wit. "An appeaser is one who feeds a crocodile, hoping that it will eat him last." "The problems of victory are more agreeable than those of defeat, but they are no less difficult." "Russia is a riddle wrapped in a mystery inside an enigma." In those three remarks, you have a summary of the 20th century. Winston Churchill had the vanity to think that he was always right; and western civilization has survived because he was.

In the early history of American politics, wit was more of a vice than a talent. This new country was a slapdash federation of penal colonies and religious retreats, but it aspired to respectability. So we tried to impress the world with our lofty gravity. A sense of humor, like any other indiscretion, was for private indulgence rather than public display. John Adams and Alexander Hamilton were men of sharp wit, but the evidence is in their correspondence, not their speeches.

While politicians were expected to be humorless, politics were not. Ridicule, satire and distortion are campaign traditions as old as the Republic. The proper place for them, however, was in newspapers; our idea of objective



Benjamin Disraeli

"Eloquent wit remained the mark of distinction and the means of advancement in British politics throughout the 19th and into the 20th century."

journalism is relatively new and still largely a theory. While his partisans could stoop to any depth, the politician had to maintain the posture of a marble bust. Humor had a stigma; it was a warning of improper character for public office. Abraham Lincoln was renowned for his homespun wit, and embarrassed by it; his lack of solemnity may have lost him the election for the senate. His humor fostered an image of him as an uncouth backwoodsman and a rustic clown. Lincoln's talent for stories and quips were not evident in his speeches as president;



Franklin Delano Roosevelt

for all practical purposes, he left them back in Illinois. Throughout the 19th century, the U.S. Presidency maintained its tradition of the staid and the stiff. When Britain had Benjamin Disraeli, we had Rutherford B. Hayes. That tradition was finally disrupted in 1901. The disruption was named Theodore Roosevelt. He had an ebullient sense of humor; but he was fun rather than funny. In fact, his speeches are a bland combination of civic lessons and sales calls. After Theodore Roosevelt, the presidency resumed its adherence to the gray and the grim. Woodrow Wilson could not manage a convincing smile; Calvin Coolidge never tried; and Herbert Hoover certainly had no reason to smile.

The first U.S. president who relished being clever – or, at least, having clever writers – was Franklin Roosevelt. FDR appreciated the power of humor. Technology had given him an unprecedented opportunity to address the public. Millions of people now could see and hear him on the weekly newsreels at movie theaters. Millions more could hear him on the radio. This was an audience that needed to be reassured and encouraged, and he did exactly that. His suave voice and confident humor cheered and rallied his country. That jaunty charm lent itself to a droll delivery of lines; he was every bit the actor that Ronald Reagan was. FDR could turn a simple phrase into a devastating weapon of ridicule.

He did exactly that to win his third presidential election. The year was 1940 and Britain was alone in its fight against Germany, but Britain had an ally in FDR. He was struggling with an isolationist Congress to provide military aid to Britain and to build-up America's defenses. In the House of Representatives, opposition was led by three Republicans – Joseph Martin and Bruce Barton wanted to keep the U.S. out of the war, while Hamilton Fish wanted us to be on Hitler's side. In a campaign speech at New

“In the early history of American politics, wit was more of a vice than a talent.”

York's Madison Square Garden, FDR addressed some rhetorical questions about who was blocking progress, undermining America's defense, hindering this, harming that – and the answer to each question was always this liting poem of derision: Martin, Barton and Fish. Martin, Barton and Fish. Martin, Barton and Fish. The audience began chanting it, national radio was broadcasting the speech, and the phrase became a national joke. Wendell Wilkie, the Republican presidential candidate, was not an isolationist, but he knew the election was over when he found himself saddled with that trio of troglodytes – Martin, Barton and Fish.

Since FDR, most of our presidents have expected their speechwriters to provide jokes on demand. The attempts frequently were more ridiculous than amusing. The idea of Richard Nixon telling a joke has to be funnier than the joke could possibly be.

Between the leaden delivery of Jimmy Carter and the malapropisms of George W. Bush, the only exemplar of presidential wit was Ronald Reagan. You could hate his policies and Nancy, but not him. He could regale us with a repertoire of quips, self-deprecating humor and his cheerful delivery. President Reagan certainly knew what people preferred to hear.



Ronald Reagan

In this media-crazy age, the first impression could be the only one. The 15-second film clip and the soundbyte have tailored our attention span. We are not expected to read the lines or between them. Yet that makes the challenge of communication greater. Persuade us – now! Rouse us – now! Calm us – now! This is what humor can do. It can be the voice of persuasion, a weapon of ridicule, or a placebo for the truth. Humor has a charm that cannot be ignored and a power that should not be underestimated. **T**

Eugene Finerman is a freelance writer living in Northbrook, Illinois. He welcomes your comments, critiques and adulation at finerman@theramp.net.

Small talk may grease the social wheels,
but it doesn't drive you anywhere.

By Katherine Meeks

The Art and Science of Conversation

Everyone, on some level, is interested in better communication. We want to communicate and really connect, not only in speeches but in personal conversation. But how often do we achieve this? Conversation, as it turns out, is both an art and a science.

Linguists have discovered rules that apply to how people ideally practice conversation. If these rules are broken, people feel uncomfortable and communication suffers. Some rules worth remembering are:

- **Turntaking.** The turn must pass smoothly and regularly from one person to another. If a person finishes a sentence, if there is a slight pause, or a sentence begins to trail off, it is a cue that another person may now speak. Or the conversational ball may clearly be thrown to the other person with a direct question. The point is, the ball must change hands at regular intervals. No hogging! Seventeen seconds is about the longest you can hold forth in an everyday conversation without appearing to break the rules. As conversations go, that's actually a very long time to hold the ball!
- In general, **no interrupting** except at the cued points mentioned above.
- **Keep eye contact** with conversation partners. If it's one on one, don't stare but look into the other person's eyes at regular intervals. If you're talking within a group, try to keep up eye contact with everyone. (I have seen a

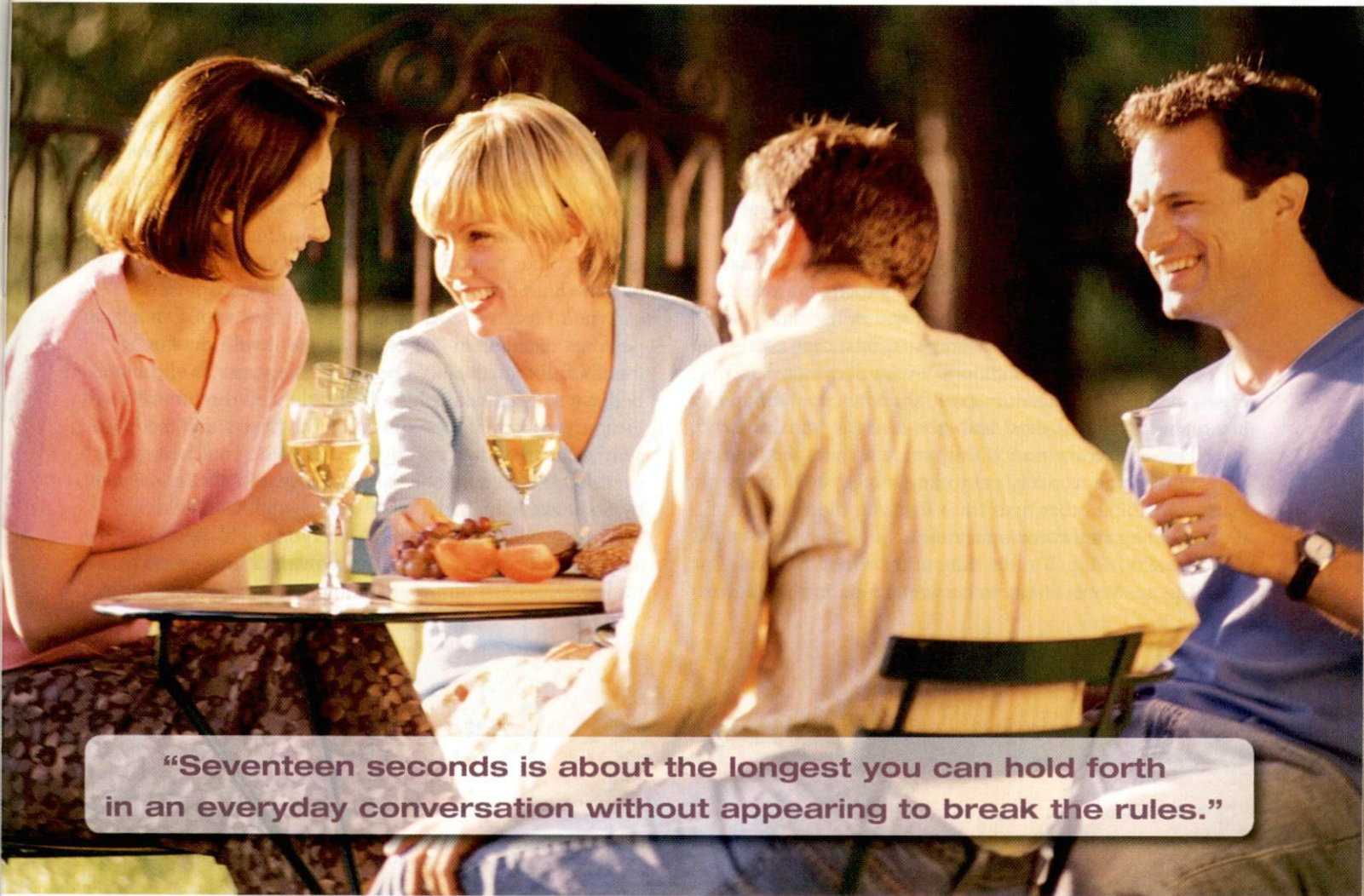
real pro at this. He was sitting at the far end of the conference table and had everyone in his line of vision except me, as I was sitting one seat farther down. Yet he made sure to twist his head around to catch my eye also.) It is polite for listeners to try to keep similar eye contact with the speaker.

- Each conversational contribution should be **related to the subject** of the last contribution in some way.

- **Everyone should contribute** to the conversation. The more equal the contributions, the better everyone feels about the conversation at the end. In a group, a good conversationalist tries to draw out the quieter members and to make sure the subject is of general interest to everyone present (so for example, no "shop talk" with non-shop people).

Rule Breaking

If someone is monopolizing the conversation, there are two solutions. One is to break in even if there is no cue. It's particularly good if you can do this while bringing someone else to the fore. For example, if Fred is



“Seventeen seconds is about the longest you can hold forth in an everyday conversation without appearing to break the rules.”

monopolizing the conversation about going through customs, you can say, “Oh, John! Tell us about that customs officer that time you went to Costa Rica . . .”

The second solution, which only works if you know the person well, is to bring up the fact that while you really like the other person and enjoy being with him or her, communication between the two of you is suffering and you are feeling bothered. Consider that people who talk on and on are often nervous, or they may feel that they are not being listened to enough – really listened to. Sometimes it is just a long-standing habit. They do not mean to annoy. Discuss with them how this communication problem between the two of you could be resolved. When I tried this with my mother, she suggested I bring the word “Ireland” into the conversation whenever I was feeling steamrolled. See what suggestions your conversation partner has.

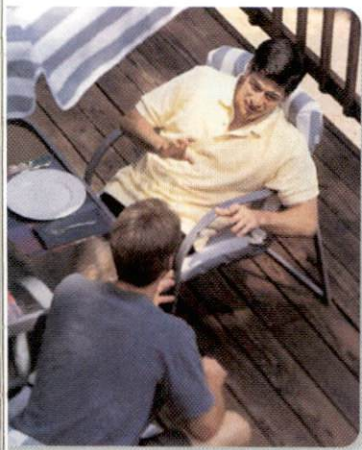
Sometimes it’s necessary or desirable to change the subject, but it’s best to clearly signal this: “By the way” or “Apropos of nothing . . .” “That made me think of . . .”

The Art of “Real” Conversations

Beyond the “hows” of conversation we have the “whats.” What is the gist of your conversational content? Think

of the conversations you’ve had today with friends, family members, acquaintances or co-workers. Does your conversation tend to fall in any of the following categories?

- **Twin recitatives** – Does one person tell everything that happened to him, while the other person listens patiently (or pretends to listen patiently while impatiently awaiting her turn), and then the second person holds forth?
- **Laundry lists** – “You need to do the income tax. Will you pick up milk? Do you think we need to replace the carpet? Did you talk to Jessie’s teacher? Did you call for another estimate on that repair job? We need gas in the car and the oil needs to be changed . . .”
- **Banter and wisecracking** – Nothing against humor, but bantering about inconsequential topics shouldn’t take up 95 percent of your conversation.
- **Ironic putdowns** – Does your conversation often center on making fun of objects and persons that differ from your own tastes, preferences and values?



■ **Third party** – Have both of you told your landlady about the problems in your relationship but not each other? Do you use a dog to convey a message?

Maureen: “Waffles thinks we need a bigger house and a bigger yard.”

Jason: “How about that dog?”

■ **Prosaic topics** – Does your conversation usually focus on topics such as food and drink, diets, fitness routines, sports, cars, road conditions, home decoration and

repair, restaurants, vacation spots, shop talk, or perhaps just one of these subjects? Is there room for curiosity or awe? Does the conversation only serve to pass the time or does it help you to really get to know others? Did you learn something other than trivia that you didn't know at the beginning of the conversation?

So how do we get to the nitty gritty of real conversation? The answer is, it has to be worked at. Small talk may

grease the social wheels but it doesn't drive you anywhere. So at some point (and where better to start than with a spouse or other intimate relationship), you might want to draw the conversation around to things like, “What was one of the highlights of your life?” This question, especially with those who are not used to deeper communication, may require some prodding and encouragement – e.g. giving examples of your own, and getting beyond the cop-out reply, “I can't remember any.” You may even have to give the other person time to think about it. Still, you may hit pay dirt. Such a topic reveals a lot about a person.

When I teach a story in an English class with a moral or personal dilemma in it, I often discuss it with my family, friends and acquaintances before or afterward. “Well, should he have stuck it out in his job until he could retire on a lifetime pension in Capri, or should he have taken the lump sum and moved to Capri right away so he could enjoy life, even if this life could only last for 25 years? (*The Lotus Eater* by Somerset Maugham) What would you do?” Dilemmas, fictional or real, are something everyone is likely to have an opinion about, and they can provide a foundation for further discussion of important and interesting topics.

Not From Where You're Standing

By Isabel Gibson

Tall – that's what you notice first. Then his gait grabs you – he walks like a runway model. Head up and half-smiling, sure of his right-of-way. In a trench coat and black shirt, jeans and boots, he'd be at home on Vancouver's streets at 2 a.m. At 2 p.m., he makes airport security guards stand a little taller themselves. But appearances are deceiving – he's not a security threat, he's just young. Young enough to risk being a smart-aleck with a stranger he needs something from.

Not knowing what she's getting into, the airline agent glances up at him – looks again. Looking down at the screen, she asks about photo identification. A standard request, a non-standard response.

“Do you have any photo ID?”

“Yes.” Then silence.

She looks up, puzzled. He isn't moving. Not reaching into a back pocket or inside that preposterous coat for a wallet. The inaction joins the silence, piling up between

“May I see it?” A tad impatient.

“I have no objection.” Very pleasant.

Another pause, as she processes her options.

“Can I see it?” A little sharper.

“Not from where you're standing.” Perfectly polite, perfectly precise. Merely informing.

How often do we hear shorthand questions and respond not to what was said, but to what we think was meant?

“Show it to me!” OK – now she's annoyed.

“Certainly.” As he reaches for his wallet, happy to oblige the implied-request-turned-explicit-demand, the rest is left unsaid, “Why didn't you ask?”

Not a standard exchange. Even occasional fliers know the security staff is not conducting a survey: They want to see your photo ID and they will see it. Asking the wrong question seems more polite than giving an instruction – “Show me your photo ID.” It seems more efficient than asking a

chain of questions. Usually, the shorthand form works fine.

How often do we hear shorthand questions and respond not to what was said, but to what we think was meant? The cashier asks if we have two pennies and we surrender them without comment, simplifying our change. The hotel clerk asks if we know our license plate number, and we recite it. The Alabama-based call center operator asks if we can spell that odd Canadian city name, and we do. Someone on the street asks if we know where a certain store is, and we launch into directions. The waiter asks if we've had time to make a choice, and we give him our order without further prompting.

Usually we're right. We understand the intent of these questions and respond appropriately. But as all aspects of our lives speed up, perhaps we're a little quicker to use the


If there is something that puzzles you about life, people or the world, ask your conversation partner! When I asked “What do you think are the most common reasons people get married?” I got some very interesting answers. Or looking at a print of Michelangelo’s *Creation of Man*: How do you interpret the expression on Eve’s face? What is she thinking? (Again, a variety of answers here – all very revealing.) What do you think of that?

To a man: What is so riveting for men about watching sports? What goes through their heads?

To a woman: Why are clothes and looking right so important for women?

To anyone: Have you ever had any experience with serendipity or strange coincidences? What do you think of that? When you were young, how did you imagine your adult life? What really brings you satisfaction or joy?

As a teacher I know that certain subject areas lend themselves to a type of discussion that opens people up and builds bonds between them: poetry (generally the whole poem, or at least certain lines in it, will be open to many interpretations), most short stories, and moral and existential questions. There are also everyday questions



shorthand forms in what we say, not just with service people in standard transactions, but with people we work or live with. And so it happens that we sometimes have trouble getting our question heard, much less answered. Listeners think they know where we’re going, what we mean. They jump in with the answer before we can even get the question out. They’re just trying to help, to cut out seemingly unnecessary steps. All those steps that involve listening and waiting.

We stop listening – to others and to ourselves. As responders, we believe that we have heard

the direct question. Only rarely does someone respond precisely to the question actually asked.

“Do you have any photo ID?”

“Yes.”

As askers, we believe that we have asked the direct question. Like the airline agent, we react with impatience when someone doesn’t respond as we expected. When they play a different game with us.

“Can I see it?”

“Not from where you’re standing.”

Maybe communication isn’t an art. Maybe it’s a game – cooperative or competitive, touch or full contact, depending on the circumstances and the players. Like any game, it’s hard to learn just by reading the rules. You have to play.

that puzzle everyone on child-raising, marriage, relationships, good and evil, and current events. Even historical events of the past can serve your purpose, e.g., What did Pope Leo say to Attila the Hun, on the road to sack and pillage Rome, to miraculously get him to turn around? (No one knows, but what do you think?) And when people begin to use personal examples to illustrate their opinions, the conversation can become very rich. Keep your mind open to learning more about these things as well as great questions of literature, poetry, art and philosophy.

In many ways, the abilities necessary to make an interesting, effective speech are the same as those necessary to make interesting, effective conversation. Both require a certain degree of extroversion: the ability to consider where others are coming from, to reach out to them and to be inclusive of everyone. And both require a certain degree of introversion: the ability to know and share ourselves, and the ability to wonder about things. ■

Katherine Meeks is a freelance communications teacher and speech coach who lives in New York City. She welcomes your comments at kmeeks2@juno.com.

It’s safest playing with people you know, people who won’t be too startled or irritated when you violate the accepted shorthand forms. But sometimes, like the young man at the airport, I like to surprise someone. I choose wisely; I never play with people who carry guns. But there are many potential partners out there, signaling in various ways their readiness to play.

Reading a book while waiting in line outside a popular brunch place on Calgary’s 17th Avenue, I look up to see a young woman in front of me. As a middle-aged woman, I look like a safe choice.

“Do you know what time it is?” she asks.

I flashback to an episode of *The West Wing*. The White House counsel is prepping the press secretary for her testimony.

“Do you know what time it is?” he asks. She checks her watch and tells him the time. Impatiently.

He says, “I wish you’d stop doing that.”

“Doing what?” Even more impatiently.

“Answering more than I asked,” he says. There’s a tense pause. He says again, “Do you know what time it is?”

She stares at him long enough to be rude. “Yes.” Flatly.

I look up from my watch. The young woman is waiting for my answer to her question.

“Do you know what time it is?”

I could just tell her the time. I could say “Yes” and stop. Instead, I choose the middle course.

“Yes.” I smile. “Would you like to know too?”

Let the games begin. ■

Isabel Gibson is a business consultant and freelance writer, living and playing in Ottawa, Ontario, Canada.

How I Made Miss Manners Proud

By Craig Harrison, DTM

In a manner of speaking, Toastmasters taught me about good manners. While the lessons weren't explicitly laid out in my manuals, I developed sensitivities and good habits that would make Miss Manners proud. You can too, as you attend your club's meetings each week.

Howdy Stranger: Welcoming Guests

It all started before I even joined a club. Others welcomed me as if I were visiting royalty. They extended themselves to meet and seat me, and they helped me feel welcome in this foreign environment. They made sure an experienced member sat next to me to anticipate and answer questions I might have. Their graciousness contributed to my comfort level and desire to join Toastmasters.

Within a month of joining, I too found myself playing the role of gracious host for our guests. Toastmasters was not only helping me get over my fears of greeting strangers, I was now helping strangers feel comfortable.

Speaking In The "Hear" and Now

One of the most important manners to be learned is that of listening. Toastmasters gives us weekly practice in this lost art. Communication is best achieved when others listen while one person speaks. Toastmas-

ters promotes civil discourse by helping its members improve listening skills and supporting the notion that the speaker alone has the floor while speaking. In a world in which people are constantly interrupting each other, finishing each other's sentences or else talking simultaneously, Toastmasters promotes listening skills and well-mannered dialogue. Indeed if we are ever to get along and better understand each other, nations and individuals will surely need to improve their ability to listen to each other.

Punctuality

Toastmasters teaches us all the importance of being on time. The meeting starts whether or not we are there. Yet often others' roles are contingent on ours. When we are late, everyone is affected. And most of the civilized world operates on time. Planes and trains depart at their published times, events such as weddings, symphony and opera performances and movies all typically occur on schedule. In life, polite people show up on time or early and are prepared to play their role. Toastmasters sets a wonderful example in helping its members be punctual and respect time limits. We start on time, run on time and end on time!

Toastmasters teaches timeless qualities of politeness, etiquette and teamwork.



Trust!

Every week, when we sign up to fulfill a role, others count on us. By honoring our commitment we're building our reputation. When we "are" our word, and do the things we say we'll do, others build trust in us. Each time your name is on a weekly agenda, you've made a tacit agreement to assist the team, help the club and honor your role for the week. Toastmasters helps you become a person others can count on, a person who honors his or her word and can be depended upon. Toastmasters helps you stand for something: good manners!

Teamwork

Growing up as an only child, I was accustomed to caring only for myself. But when I joined my Toastmasters club, suddenly I began to think in terms of 20, not just one! When I was the week's Toastmaster and

created the agenda, I now made 20 copies. When, as Wordmaster, I introduced a word of the week, I printed it up in letters big enough to be seen at the back of the room as well as the front, so all 20 members could read it with ease.

Toastmasters membership helps you think in terms of the success of all club members. In 1995-96, past District 57 Governor Jim Doyle Jr.'s

"Toastmasters taught me to appreciate the efforts of others and shine the light of praise upon them."

theme was "TEAM: Together Everyone Achieves More." Indeed, Toastmasters helps us succeed as a club, area, division and district, as well as individually. What a wonderful quality to cultivate in us all. In a

world that is increasingly intertwined, teamwork is more and more essential to our individual and collective success. Toastmasters promotes teamwork for the betterment of all.

Appreciating Others

Ultimately the Toastmasters experience is about achieving success. When we succeed, others revel in our accomplishments. More often, we support, recognize and appreciate

others' successes. To be a Toastmaster is to be magnanimous in our praise of others. Toastmasters taught me to see and appreciate the efforts of others and shine the light of praise upon them.

The essence of manners is steeped in courtesy for others. When I acknowledge members by their name, rank, educational accomplishments and contributions to our club, I am more fully seeing them. Instead of just seeing them as someone who speaks before or after me, I see them for their many skills, accomplishments, contributions and qualities. By giving them their due I demonstrate graciousness and appreciation. That's what well-mannered people do!

Honing My Humility

One of the best lessons I learned in Toastmasters is how praise I receive can be shared with others. Indeed it's polite to accept thanks and praise with humility. I find, when I share my own

recognition, others too get to bask in the spotlight. I've come to prefer sharing success this way.

The Power of Politeness

"The skills one learns through Toastmasters – listening, punctuality, trust, teamwork, appreciating others – are the same skills that help you succeed in the workplace." So says Dana May Casperson, author of *Power Etiquette*.

Casperson sees a general decline in etiquette with the advent of many technology tools. She also sees the edge Toastmasters carry when they compete for jobs and promotions in the workplace. "You learn, practice and hone a set of skills in Toastmasters that are transferable to social

relationships and professional commitments beyond Toastmasters. They become a part of your life."

Four hundred years ago, the British clergyman and author Thomas Fuller (1608-1661) rightly recognized that "all doors open to courtesy." So harness the power of politeness, take advantage of the etiquette edge and make Miss Manners proud as you're toasted for your Toastmastering. Here's to you! **T**

Craig Harrison, DTM, a member of Speakers Bureau Forum Club 9338 in Lafayette, California, is a professional speaker who continues to mind his P's and Q's when speaking. For more about Craig, visit www.craigspeaks.com.

Meeting Manners Matter

Avoid these meeting culprits.

By Craig Harrison, DTM

I have a confession to make: I'm a Tangent Talker. I don't mean to hurt my club, yet during meetings I often sit in the back and make side comments to those around me. Sometimes other members shoot me sharp looks. On occasion my remarks disrupt the speaker at the lectern. I never thought much about my behavior until I was giving a speech and someone in the back of the room was funnier than I was. His comments were distracting other members as well.

I began to look at all sorts of distracting meeting behavior that in big and little ways diminished the quality of our club. Among the things I've witnessed were attendees:

- Balancing their checkbooks.
- Making notes in their calendars and personal digital assistants.
- Knitting.
- Writing letters.
- Tearing coupons out of magazines.
- Passing notes to other members.
- Doodling on their agendas.
- Chatting with other members.

In addition to the "Tangent Talkers," many meetings feature would-be humorists, commentators, and even a brand of commentators I have dubbed The Contrarians

for their proclivity for disagreeing with what others say. In each case,

their remarks have the effect of undermining the speaker who legitimately has the floor. Their unscripted remarks often distract speakers and disrupt meetings.

Lately I've come to realize that Toastmasters meetings are wonderful environments to work on my skills of concentration. By focusing my attention solely on the member who is speaking, I get practice in tuning out distracting noise from my surroundings. I listen to the speaker's message, especially the concepts behind their words. I observe the body language. I listen for congruity, for new insights and for parallels with my own thinking. And by giving undivided attention to each featured speaker, I believe I help them to connect with me as well.

As an audience member, I have a choice to make each meeting and for each speaker: Am I with him or her – or not? I now give each speaker my full, undivided attention. I tell him or her, without words, that I value what they have to say by listening intently. When other club members pass me a note or make an aside during another's speech, I nicely rebuff them. I send my own non-verbal message that I am here for the speaker who's speaking. These days, common courtesy is uncommon. I've learned that meeting manners matter! **T**



A holistic view for recruiting new members.

Toastmasters Reinvented

WE IN TOASTMASTERS ARE HEARTY souls who have confronted and mastered our fears of public speaking. But, let us look at our club from a layperson's perspective. Throughout the years, polls consistently rank public speaking at the top of fears – with the other greatest fear being death.

Can you imagine the general public's reaction to a club formed to help people overcome their fear of death? How successful would such a club's recruitment and retention be?

Toastmasters know how absurd it is to compare the fear of public speaking with the fear of death, but the average person who fears public speaking about as much as death is not going to easily join either one of those clubs.

In terms of marketing strategy, to say that Toastmasters is about public speaking is like saying that sports are about stadiums, that music is about concerts, and that art is about museums. Few athletes will ever play in a packed stadium, few musicians will ever play to a sold-out concert, few

sports, music and art have tremendous value to their participants regardless if they perform in public, and the same can be said for Toastmasters.

Even if a Toastmaster never speaks before a large audience, the whole of the Toastmasters experience will help him or her improve their personal and professional lives, far beyond just the public speaking skills they develop. This "holistic" view is what we as Toastmasters must sell – not just the opportunity to become better public speakers and overcome the fear of public speaking. After all, if someone never plans to become a public speaker, why bother overcoming the fear of public speaking?

Our club has taken this holistic view of Toastmasters to recruit new members. In this view, public speaking is only a part of the whole Toastmasters experience. We sell everything Toastmasters has to offer, not just public speaking.

Toastmasters is about networking, and everyone knows that networking

ments constructively. Toastmasters also strengthen their minds by exercising their intellect, sharpening their logic and reasoning, increasing their vocabulary, experiencing diversity, and learning how to express important ideas concisely but powerfully. Yes, people in Toastmasters do all these things and so much more.

All those skills are valuable in their own right – they also are skills most sought after by employers. Thus, the Toastmasters experience will give its members an edge in today's competitive marketplace. No other club offers its members the opportunities to practice executive-level business skills. In this sense, public speaking in Toastmasters is not an end in itself, but a means for career advancement and personal success.

Business and graduate schools charge their students thousands of dollars to teach skills we all learn for less than \$50 in Toastmasters. If that's not a good reason to join Toastmasters, then I don't know what is! Toastmasters isn't for everyone, but neither is it just for people interested in public speaking. Anyone interested in professional development and career advancement (and who isn't?) needs to be in our club. Great executives aren't born; they're made in organizations like Toastmasters!

This is how our club has reinvented Toastmasters. We have actually done nothing to change the content of our meetings. Instead, we have just made explicit what our members had taken for granted. I encourage all the clubs worldwide to do the same! **T**

Steve Brandon, an attorney and accountant, is a member of "Ah" No More Club 7898 in Phoenix, Arizona.

“To say that Toastmasters is about public speaking is like saying that sports are about stadiums, that music is about concerts, and that art is about museums.”

artists will see their work displayed in museums, and few Toastmasters will ever give speeches to large audiences.

But the fact that relatively few Toastmasters go on to speak in front of large audiences does not diminish the value of the Toastmasters experience. To say otherwise would be to say that sports, music and art are diminished because relatively few athletes, musicians and artists go on to perform before large audiences.

is the best way to get a job. In addition, Toastmasters is about self-fulfillment through overcoming fear, fortifying courage, becoming more self-aware and listening open-mindedly to others. Toastmasters develop stronger interpersonal skills by building friendships and alliances, enhancing leadership skills, offering and receiving criticism diplomatically, and learning how to resolve disagree-

Avoid Alphabet Soup

By Philippa Anderson, CTM

Use words rather than letters to get your message across.

At a recent charity conference I was looking forward to a speech on children's health issues in the third world. Within a minute of the start, I was frankly bored with references to NGOs, USAID, WHO and MMR. This alphabet soup may have been palatable for some, but for most it was simply indigestible.

Acronyms are creeping into everyday language at an alarming pace. But they have little place in a speech – or do they? When is it acceptable to use them and when not? And is there a difference between acronyms and abbreviations?

An acronym is a string of letters from a phrase or title that together pronounce a word – such as KISS (Keep It Simple Stupid) and AWOL (Absent Without Leave). Initialism is using the first letters of words – as in UK or USA. An abbreviation is something completely different – such as *auto* for automatic or *demo* for demonstration.

Frankly I am not bothered with semantics. I am concerned that as Toastmasters we ensure that, whether it's an acronym, initialism or abbreviation, every member of the audience can understand the message.

Part of the problem is that because so many "short-forms" have become words in their own right, we assume that everyone will get the message. After all, we live in a world where people talk in letters rather

than words. Consider this recent phone conversation with a teenage girl. When questioned about her plans for the evening, she replied: "It's OK, Mom, we're just going to eat BLTs while we watch a DVD or listen to CDs, probably REM, U2 or UB40. Must go. TTFN" (that's "Ta-ta for now").

Just because we know what we are talking about doesn't mean that others do!

I'll give you an example. At a recent corporate event, the CEO (sorry, that's Chief Executive Officer) said: "CSR is part of our DNA." Should he have said: "Corporate social responsibility is part of our deoxyribonucleic acid?" With or without acronyms, his meaning was unclear – particularly as he had just referenced GM (genetically modified) ingredients in the company's foods. (It's my belief that non-scientists could confuse GM and DNA based on a sign I saw in a UK shop "Our tomatoes do not contain any DNA!") What he might have said is: "Corporate social responsibility is ingrained in everything we do." That is a clear statement with no confusion.

Since WWII (World War Two), the use of short forms has spread PDQ (Pretty Darn Quick). The U.S. Army seems to be where it all started. And now every organization seems to have its own *lingua franca*. Change jobs and you may find you need a guide to the local language.

Indeed there is so much competition for employees' attention that



agencies devise clever catchy acronyms for everything from a company's values to its programs. I recently encountered a Go *MAD* initiative, for example. Once I understood it stood for "Go Make a Difference," it made sense. Some acronyms, like this one, and SMART objectives, for example, fit well with the intended meaning but still require explanation.

Why is there this drive for clipped communication? Many things are fueling the change: increased literacy, a plethora of printed material, quickening pace of communication, less formal approach to talking and writing, the need for a "shorthand" to describe increasing complexity in organizations and technology – and, of course, text messaging, e-mails and the Internet. It's 21st century-speak.

Cyber language itself is evolving – from FAQs (Frequently Asked Questions) to HTTP (Hyper-Text Transfer Protocol). Many of these terms will simply become accepted words in their own right, just as

laser (Light Amplification by Stimulated Emission of Radiation) and *quango* (Quasi-Autonomous Non-Governmental Organization) have become. The important thing for us as speakers, however, is to note that although the Internet is "virtual," it is nevertheless mainly

"Words are, of course, the most powerful drug used by mankind." – RUDYARD KIPLING

words. When we give a Toastmasters speech, people don't have the visual recognition, or their own time, to work out what an acronym means. If you use an abbreviation or acronym that people do not understand, you may lose them not only for a few seconds, but for the whole speech.

So if you are giving a speech without visual aids or handouts, I recommend avoiding acronyms, initialisms or abbreviations altogether – simply say the words in full. There are a number of exceptions:

- Initialisms or acronyms that are widely understood such as GMT or NATO
- Well-known expressions that have become common parlance, such as ASAP (As Soon As Possible) – you could check to see if the expression is listed in a dictionary.
- Where you know your audience and their level of understanding well, so that spelling out meanings might be seen as patronizing. An example would be a presentation to a specialist team at work or college. If in doubt, you could spell out the word the first time (as you would in a written article) and thereafter use the short form.

Even these guidelines don't hold up when you consider an international audience. Why should we expect a non-English speaker to understand such idioms if native speakers often need translation? And at Toastmasters we are as guilty as any. How often have you heard references to CTM and DTM without an explanation for visitors? So beware:

Your club may be thinking of setting up a TAC (Toastmasters Acronym Counter)! **T**

Philippa Anderson, CTM, is a freelance writer and communications consultant whose clients include CEOs and board members of the UK's FTSE 100 companies. A member of Guildford Speakers Club 9834 in Surrey, England, she can be reached at philippa@philippaanderson.com.



Tom Cruise & Toastmasters

Not many Toastmasters clubs can boast about their meeting rooms appearing in a major motion picture. But three clubs in New Plymouth, New Zealand, can do just that.

Tom Cruise's latest movie, *The Last Samurai*, was filmed last year in and around New Plymouth. For three months, three Toastmasters clubs – New Plymouth, Pukekura and Ngamotu Breakfast – were temporarily evicted from their humble club rooms in Pukekura Park while the building was transformed into a majestic Japanese Emperor's palace. During this time, the clubs met in halls around the city.

The building, located near an equally well-disguised cricket field and parking area, was the setting for a parade ground and some fierce battle scenes. The new look was incredible – many of us wished it could have stayed that way. Unfortunately the façade was removed at the end of filming. The good news is that the peace-loving club members have returned. Since filming for the movie was completed, a fourth Toastmasters club has moved into the "star quality" club rooms: the newly chartered Nga Manu Reo Club.

Filming added a real buzz during the summer of 2003 as Tom Cruise and his entourage moved in. Regular sightings of co-star Billy Connolly as well as Japanese movie stars and extras added spice to New Plymouth's usually quieter holiday season. Not only was the movie a boost to the region; many locals knew someone involved in the filming.

We eagerly wait to see on screen the role our meeting rooms played in the recreation of early Japanese history!

Marie Gibbs, ATM-G, is a member of Ngamotu Breakfast Club 8994 and Nga Manu Reo Club 585057 in New Plymouth, New Zealand.

The Magazine on Tape

Are any of the members in your club visually impaired? If so, they may be able to get *The Toastmaster* magazine on tape! The Braille Institute in Los Angeles, California, provides recordings of the magazine at no charge to those in need. Please contact pubs@toastmasters.org at World Headquarters for more information.



Smedley Says...

"Knowledge inspires self-confidence, and knowledge plus confidence will overcome fear of the audience."

New C & L Manual Now Available

Toastmasters' Communication and Leadership Program manual (Catalog No. 225) has been revised and redesigned. Because the previous version of the manual is still valid and the information is not outdated, World Headquarters will not exchange any "old" manuals for the new one.

Any member completing any version of the basic manual, no matter when it was published, is eligible for the CTM award.

Check www.toastmasters.org, look under "Inside Toastmasters" on the home page for more details!



Have You Moved Recently?

Please help us keep costs down by notifying us of your new address at egrant@toastmasters.org

NEW International Speech Contest Rules

There have been some changes to the Speech Contest eligibility requirements, so please be sure to carefully review them. The rules were published in the November issue of *The Toastmaster* magazine. A link to the new information can be found under "Inside Toastmasters" at www.toastmasters.org.

The following listings are arranged in numerical order by district and club number.

DTM

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

Sean Peet 9796-U, Shanghai, China
 Dolores Corpus 1455-1, Lawndale, California
 Andrew A. Wang 2828-2, Redmond, Washington
 Dixie D. Humphries 4630-3, Phoenix, Arizona
 Brenda R. Bird 8835-3, Phoenix, Arizona
 Cora Lonngin 9521-7, Portland, Oregon
 Shirley Crossland Doyle 1316-10, Mansfield, Ohio
 Jan W. Pauw 797-12, Riverside, California
 Janice M. Wesley 5997-14, Atlanta, Georgia
 Victor R. Hernandez 3791-15, Magna, Utah
 Raymond Kane 2925-18, Baltimore, Maryland
 Phil A. Cramer 3486-21, Chilliwack, BC, Canada
 Grace Dewing 6399-21, Port Coquitlam, BC, Canada
 Angela C. Louie 9132-21, Burnaby, BC, Canada
 Alma L. Anderson 1543-22, Wichita, Kansas
 Mary J. England 97-26, Casper, Wyoming
 Hsu Terry Wang 8282-27, Fairfax, Virginia
 Todd Brockdorf 6600-28, Ann Arbor, Michigan
 Wendy Ann Schonwetter 2079-32, Federal Way, Washington
 Melissa C. Riley 1999-36, Olney, Maryland
 J. Frank Stark 2416-36, Silver Spring, Maryland
 Roger L. Hoskin 6687-36, Washington, D.C.
 Sharon C. Green 2246-40, Columbus, Ohio
 Jacqueline H. Collins 1084-42, Edmonton, AB, Canada
 Keith Miles 3192-42, Calgary, AB, Canada
 Jeffrey Schwotzer 4227-45, Manchester, New Hampshire
 Jason E. Bank 2004-47, Fort Lauderdale, Florida
 Lori Hughes 9790-50, Shreveport, Louisiana
 Ragavan Rajagopal 7211-51, Kedah, Malaysia
 Robert D. O'Donnell 7488-52, North Hills, California
 Joan Harkness 8568-60, Toronto, ON, Canada
 Sam M. Mehta 1427-65, Syracuse, New York
 John P. Lamanna 7549-65, Liverpool, New York
 Leo Baxendale 8994-72, New Plymouth, New Zealand

Carolyn Joy Hannaford 830-73, Adelaide, Australia
 Karen M. Tregenza 4416-73, Scarborough, Australia
 Elaine Swanepoel 5667-74, Durban Natal, South Africa
 Antonio J. Monter 2789-79, Riyadh, Saudi Arabia

Anniversaries

DECEMBER 2003

70 YEAR

Pioneer 17-11, Indianapolis, Indiana

55 YEAR

Morgan Martin 686-66, Norfolk, Virginia

50 YEAR

Homewood-Flossmore 1451-30, Country Club Hills, Illinois

Hub City 1431-43, Jackson, Tennessee
 El Dorado 1390-39, Sacramento, California
 Gilcrease 1384-16, Tulsa, Oklahoma
 New Providence 1095-47, Nassau, Bahamas
 Ogdén 140-15, Ogdén, Utah

45 YEAR

Cape Fear 2879-37, Fayetteville, North Carolina
 A-R 1481-39, Sacramento, California
 Communicators 1129-11, Louisville, Kentucky

40 YEAR

Oregon State 3722-7, Corvallis, Oregon
 Sarnia 3700-62, Sarnia, ON, Canada
 Bergen 2581-46, Ridgefield Park, New Jersey
 Nanabijou 2090-6, Thunder Bay, ON, Canada

35 YEAR

Gelfand Good Morning 2096-47, Hollywood, Florida
 Eye-Opener 1675-33, Lancaster, California
 Towns of York 1609-60, Aurora-Newmarket, ON, Canada
 Affirmationists 1209-19, Iowa City, Iowa

30 YEAR

Edison Loquacious 3364-F, Rosemead, California
 Steel Centre 3285-45, Sydney, NS, Canada
 Bilingue 3052-5, San Diego, California
 Brea 2757-F, Brea, California
 Simply World Class 2633-24, Omaha, Nebraska
 Toast of the Town 2424-44, Amarillo, Texas
 S Cntrl/State Farm Insurance 2409-63, Murfreesboro, Tennessee

25 YEAR

Carillon 3406-64, Steinbach, MB, Canada
 FUN 3317-57, Fremont, California
 Five Flags 3229-77, Pensacola, Florida
 Salmon Arm 2861-21, Salmon Arm, BC, Canada
 Peninsula 2697-4, South San Francisco, California
 Montala 2482-77, Montgomery, Alabama
 Achievers 1625-31, Foxboro, Massachusetts
 Molave 1592-75, Mandaluyong, Manila, Philippines
 Speakeasies 1401-4, San Francisco, California
 Shoreline Speakers 1391-1, Long Beach, California
 National 1117-70, Sydney, NSW, Australia
 Power 1080-62, Jackson, Michigan
 Excelsior 699-5, San Diego, California
 Borealis 522-U, Anchorage, Alaska
 OCLC 478-40, Dublin, Ohio
 Green River 92-2, Kent, Washington

20 YEAR

True Potential 5394-46, Kew Gardens, New York
 Talk of the Town 5390-47, West Palm Beach, Florida
 BHP Billiton 5389-73, Melbourne, VIC, Canada
 Opelousas 5388-68, Opelousas, Louisiana
 High Vibrations 5385-68, Albuquerque, New Mexico
 Virginia Advanced Speakers 5378-27, Alexandria, Virginia
 DC Advanced Speakers 5377-36, Washington, D.C.
 Spirit-Ed 5375-45, Halifax, NS, Canada
 Wild Rose 5374-42, Edmonton, AB, Canada
 L Perrigo Company 5373-62, Allegan, Michigan
 The Lunch Bunch 5372-F, Orange, California
 Westender 5370-42, Calgary, AB, Canada
 Toro Prose 5369-6, Bloomington, Minnesota
 St. Augustine 3774-47, St. Augustine, Florida
 Conversing Couples 1873-16, Tulsa, Oklahoma
 Land O'lakes Buttermasters 1505-6, Arden Hills, Minnesota

TI Technology Update – What's In It for You?

This year, various new services will be added to the TI Web site. You'll be able to track your progress in Toastmasters online — as well as check your club's and district's points progress in the Distinguished programs.

In the coming months you'll be able to:

- Pay dues renewals and receive immediate confirmation of renewal status and credit card payment.
- Be sure to ask the bank if your club's account is entitled to a debit card.
- If debit cards are used, funds will come directly from your club's account, making club accounting more clear.
- Add new members.
- View your personal educational accomplishments.

We will notify you via *The Toastmaster*, and the online newsletters *TIPS* and the *District Newsletter* as these services become available.

TI's new computer system has provided the foundation for implementing these types of services. We appreciate your patience during this transition and look forward to providing you with the benefits of this investment in our organization's future.



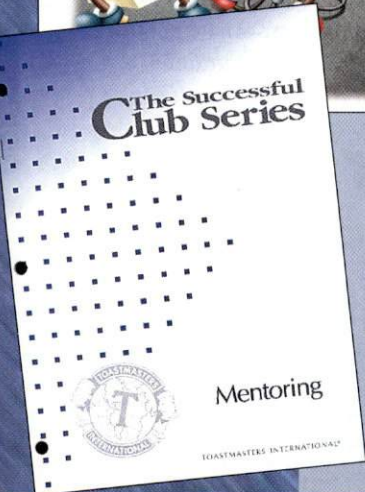
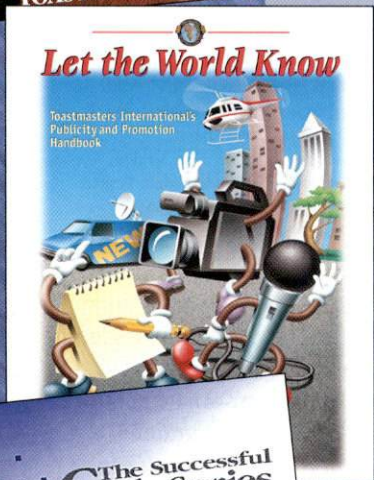
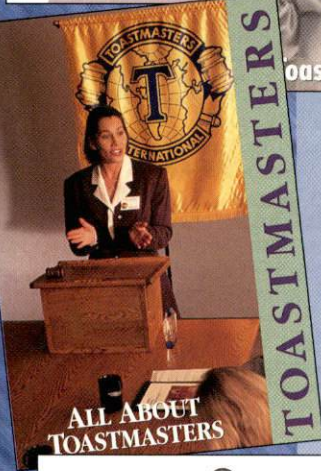
First Aid

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:



- QTY** **BROCHURES & FLIERS**
- ___ 101 Talk. Still the Most Effective Means of Communication10 free*
 - ___ 99 Yes, You Need Toastmasters . .10 free*
 - ___ 103 Bringing Successful Communication into Your Organization50 cents
 - ___ 124 All About Toastmasters25 cents
 - ___ 114 Toastmasters Can Help! (Pkg of 50 fliers) \$2.50
 - ___ 115 Toastmasters. It's More Than Just Talk (Pkg of 50 fliers) \$2.50
 - ___ 367 Toastmasters. It's More Than Just Talk (Five full color posters) \$4.00
 - ___ 108 From Prospect to Guest to Member3 free*

- QTY** **SUPPORT MATERIAL**
- ___ 84 Guest Book \$8.95
 - ___ 231 Guest Invitation Cards (set of 25) \$3.50
 - ___ 348 Invitation to Membership (set of 25) \$5.25
 - ___ 400 Membership Applications (pad of 20)1 free*
 - ___ 405 New Member Profile Sheet (set of 10) \$1.00
 - ___ 401-A Membership Cards (set of 50) . \$1.00

*Your club can order the specified number of copies free of charge every six months when placing an order. Additional copies are available for an additional charge.

- QTY** **MANUALS AND KITS**
- ___ 1158 How to Rebuild a Toastmasters Club manual \$1.00
 - ___ 1159 Membership Growth manual . . \$2.25
 - ___ 1160 Membership Building Kit . . . \$5.00
 - ___ 1162 New Member Orientation Kit for Clubs \$5.00
 - ___ 1140 Let the World Know—Public Relations manual \$2.50
 - ___ 1150 Public Relations & Advertising Kit \$18.00

- QTY** **MEMBERSHIP CONTESTS/PROGRAMS**
- ___ 1620 Annual Membership Programs Flier3 free*
 - ___ 1621 A Simple Membership Building Contest3 free*
 - ___ 1622 Membership Building 101 . . . 3 free*

- QTY** **MODULES & TRAINING PROGRAMS**
- ___ 290 The Moments of Truth (club self-analysis) \$11.95
 - ___ 291 Finding New Members for Your Club (short seminar) . . . \$4.00
 - ___ 293 Closing the Sale (short seminar) \$4.00
 - ___ 294 Creating the Best Club Climate (short seminar) \$4.00
 - ___ 296 Mentoring (create a mentoring program in your club) \$15.95
 - ___ 4007-V Everybody's Talking about Toastmasters (promotion video) \$5.95

See your club's copy of the Toastmasters International Supply Catalog for complete details about each item.

PAYMENT MUST ACCOMPANY ORDER

- Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)
- Please change my MasterCard / Visa / AmEX (CIRCLE ONE)

Card No. _____
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Merchandise Total _____
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 CA residents add _____
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Mail to:
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 P.O. Box 9052, Mission Viejo, CA 92690 USA
 (949) 858-8255 • FAX (949) 858-1207

NOTE: When placing your order, please submit the entire page!

Standard Domestic Shipping Prices - 2004

TOTAL ORDER	SHIPPING CHARGES	TOTAL ORDER	SHIPPING CHARGES
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5.01 to 10.00	4.00	100.01 to 150.00	12.00
10.01 to 20.00	4.75	150.01 to 200.00	15.00
20.01 to 35.00	6.75	200.01 to —	Add 10% of total price

For orders shipped outside the United States, see the current Supply Catalog for item weight and shipping charts to calculate the exact postage. Or, estimate airmail at 35% of order total, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax. All prices subject to change without notice.