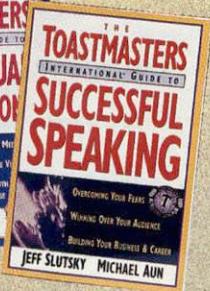


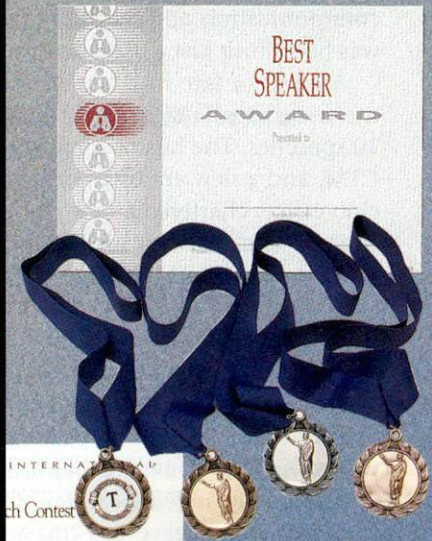
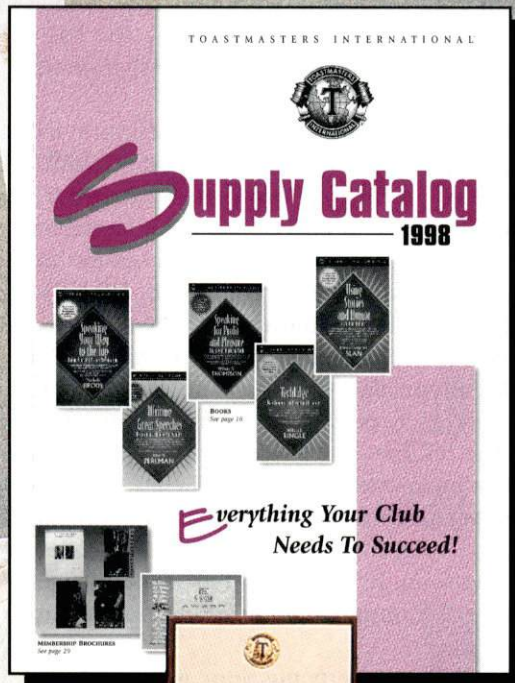
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MAY 1998



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VIEWPOINT

The Case of the Elusive CTM

Years ago, a young businessman took a great risk. To achieve the success he desired, he moved the business he had established in his home town to a larger city, hundreds of miles away. The shift meant traveling back and forth each week, and separation from his wife and family. To establish the business (and to ward off loneliness) he worked 14- to 16-hour days.

During those years, he allowed himself one night off every two weeks to attend his Toastmasters club meeting. Despite his hectic work schedule, he could not drop his membership. Why? Because he firmly believed Toastmasters skills were important to his future. In time, the business prospered and his family was able to join him. Because of work pressures, it took him nine years to complete nine manual speeches. Completing the basic communication and leadership manual, which in 1984 had 15 assignments, was becoming just a little daunting.

A quirk of fate intervened. In 1985, Toastmasters International shortened the number of assignments for the Competent Toastmaster Award (CTM) to 10 speeches. The businessman persevered. In the next two years he gained his CTM, and a new era of Toastmasters involvement arrived. He volunteered for club office, chartered a new club, launched Speechcraft and Youth Leadership courses, and attained his Distinguished Toastmaster Award (DTM). His CTM opened a new world of opportunities both in his business and in Toastmasters.

Remember, "The great oak tree is only a little nut that held its ground." I hope you will persevere and take advantage of your club experience. Sometimes all that is needed for success is persistence, even when those around us give up. It is said that the famous Kimberley diamond mine in South Africa was discovered because a prospector stuck to his belief and continued searching, even though everyone else moved on to what they considered more lucrative fields.

Many people leave Toastmasters too soon. In these next few weeks, deliver those last speeches for your CTM award. Completing your CTM can lead to great prospects in your future.

With your CTM you will have not only overcome your greatest fears, you'll also have acquired essential skills for future success. Your perseverance and effort in completing that last speech or two for your CTM can lead to opportunities far beyond your wildest dreams. Believe me, I know. I was that young businessman in the story above.

Len Jury
Len Jury, DTM
International President

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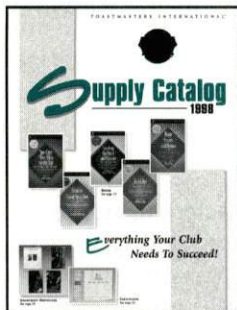
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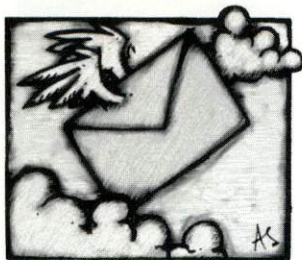
Toastmasters International empowers people to achieve their full potential and realize their dreams. Through our member clubs, people throughout the world can improve their communication and leadership skills, giving them the courage to change.

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.



LETTERS

VALUABLE INSIGHT GAINED

As a lifelong lover of semantics, I wholeheartedly applaud your inclusion of the article, "Debunking the 55%, 38%, 7% Rule" (November, 1997).

Thank goodness I was not aware of such a rule. Invariably, after writing a speech, I spend an inordinate amount of time and effort choosing the right words to convey my feelings to my audience. Words are the medium that transport imagery, metaphor, emotion and many other elements of speaking. After all, without words, there is no speech.

We are fortunate that Dr. Pearson had the dedication and fortitude to research, explore and clarify this issue. I wish to thank Dr. Pearson for this valuable information. Articles such as this make the Toastmasters experience most rewarding and enjoyable.

Dorothy J. Nesbitt, CTM
EEOC Equalizer Club 4516-36
Washington D.C.

EMPRESS THEODORA WAS COURAGEOUS ...

I am not a Toastmaster, but I sometimes read a friend's copy of the magazine. I think it is wonderful that *The Toastmaster* recognizes important women in world history. Hal Gordon's article, "How a Woman Made a Speech That Saved a Throne" (February) is excellent. Historians need to remember that women have played an important role in the development of Western Civilization. Empress Theodora was a courageous person who stood up for her husband and for women's rights. Kudos to *The Toastmaster*.

Mary Wiggins
Chicago, Illinois

... BUT SHE WAS NO HERO

Hal Gordon's thoughtful article about Empress Theodora correctly mentions that she played an impor-

tant role in the politics of the Byzantine Empire, but his story is not complete. After Theodora's speech in A.D. 532, the emperor defeated the rebels by luring them into the amphitheater in the center of Byzantium (now known as Istanbul). Once they were inside, the emperor's troops blocked the doors and slaughtered the rebels. After the dissenters were killed, there was no more dissent, and the emperor's power base was secure.

In my view, heroes respect human dignity. They do not slaughter defenseless people to maintain order. Theodora was powerful and an excellent speaker, but she was no hero. She supported the use of brute force to preserve her throne, even when that meant innocent people would die. She gave a good speech but was a bad human being.

Edward X. Clinton, ATM-B
Citi-mouths Club 5752-30
Chicago, Illinois

IN APPRECIATION

I always learn something from *The Toastmaster* magazines, but the March issue has been the most helpful. I found every article well-balanced and pertinent. This magazine will become dog-eared from use – re-read by me, and photocopied for its wisdom to be shared with members who join our club too late to receive this issue of the magazine themselves.

Pam Elliott
Northshore Club 1085-21
North Vancouver, British Columbia

IT'S A PERSONAL CHOICE

I read Mr. Barshop's article singing the praises of manual speeches – and discouraging other kinds. I sympathize with those in his club who disagree with him. Personally, I am addicted to degrees and honors and "structure,"

so I give manual speeches as a rule. However, I would not impose this on someone else. Few rules are absolute. For me, it is enough to be fun and effective "on stage" without always having a specific agenda or theme in mind. Sometimes it's all right to "free-style" a speech without having to fit it into a manual. Manuals serve us, not vice versa.

David West, CTM, DC
G-E-M Club 4124-4
Sunnyvale, California

"BY THE BOOK" IS BEST

Hooray for Jim Barshop! ("Let's Give Speeches by the Book," April) When I was an Educational Vice President – that was the title then – I had a motto: "If you aren't working on a manual, you aren't working." We had three members get ATMs that year. They had completed literally scores of speeches, but few were for credit.

We need more folks out there taking the stand that the way to get the most out of the Toastmasters program is to follow it.

Rick Knack, DTM
Wilmington Toastmasters Club 3603-37
Wilmington, North Carolina

MOVING FORWARD

I joined Toastmasters in August of 1996, and am now eagerly working on my ATM. Toastmasters has enriched my life in ways I couldn't have imagined, and not just in my career. I just lost my father to cancer, and my grandmother died shortly thereafter. Preparing and giving speeches from the advanced manual, "The Entertaining Speaker," has enabled me to heal myself and has put the wind back in my sails. I highly recommend that manual for those looking for an enjoyable way to learn.

Edwin T. Tolon, CTM
Sun Masters Club 4248-23
El Paso, Texas

By Thomas Michael Aster



Thanks to some visual reinforcement, this Toastmaster got on the right track.

Chart Your Progress . . . Or Else!

I woke up screaming again last night. The white blob was chasing me and shouting something unintelligible. I think it was the third night in a row. Yes, must have been, because this nightmare started on Tuesday . . .

On Tuesday mornings I usually get up early and go to my Toastmasters club meeting. But I've been busy at work recently, so my attendance has been a bit sporadic. As I walked into the club meeting last Tuesday, feeling guilty about my lack of attendance, I slithered past the extended hand of the Sergeant at Arms and tried not to notice the inquisitive glances from my fellow club members.

Then I noticed it: On the other side of the room was The White Blob. As I got closer I realized it was actually a rectangular poster board with my name on it, as well as the names of all my fellow club members. Next to my name were 10 rectangles, four darkened and six empty, seemingly crying out to be filled with dark blue ink. Glancing up at the top of the chart, I realized what this meant. The four filled rectangles were labeled The Icebreaker, Speak with Sincerity, Organize Your Speech, and Show What You Mean. The empty rectangles were labeled Vocal Variety, Work With Words, Apply Your Skills, Add Impact to Your Speech, and Inspire Your Audience.

Suddenly, an iron-like paw clamped onto my right bicep and I whirled around, only to find myself nose-to-nose with Gary, our kindly senior-citizen Sergeant at Arms. "You should have shaken my hand," he said, wagging

his index finger at me. "I was going to tell you about that chart."

He went on to explain that the titles were the project names from the Toastmasters Communication and Leadership manual, the one that came in my New Member Kit. (I knew

I'd seen them before!) The purpose of the chart, he said, was to track every member's progress as they gave speeches. I noticed that some members had already finished all 10. Gary then showed

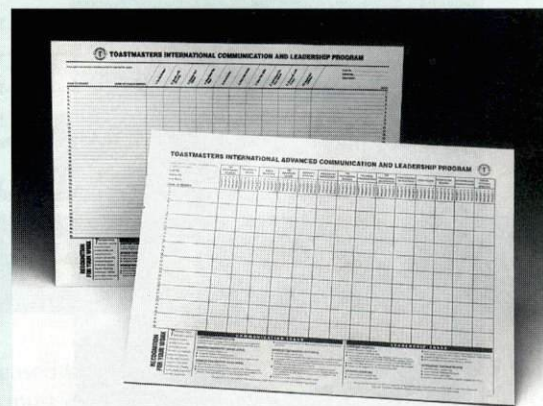
me a yellow chart that listed speeches from advanced manuals like Storytelling, Interpersonal Communications, and The Entertaining Speaker. Apparently, after I'm finished with the first 10, I get to branch out!

Glancing back at the chart, I thought about the last time I gave a speech – six weeks ago – and thought it might be time to give another.

Then the nightmares started. The white blob chasing me through the night, shouting something . . . what? . . . something like: "Give a speech! After all, you did join Toastmasters to learn to give better speeches, didn't you . . ." I awoke drenched in sweat, resolved to give a speech whenever I could. Noting that it was 2 a.m., I immediately

reached for the phone and dialed our club's Vice President Education. "Please, put me on the program! I need to give a speech so I can get some sleep!" I begged. Fortunately, I had dialed his work number and got his voice mail. **T**

Thomas Michael Aster is a member of Rancho Speechmasters Club 9113-F in Rancho Santa Margarita, California.



Does your club hang progress charts at all your meetings? Sometimes members need a little visual reinforcement to get on the right track. Progress charts for the basic and advanced communication and leadership programs are readily available from World Headquarters. A kit containing wall and file size copies is available for only \$4.75 plus shipping. Call (949) 858-8255 to order yours today!



Former Toastmaster seeks election as Governor of Hawaii.

Speaking Skills Boost Career of Maui Mayor

The mayor of Hawaii's popular Maui County, Linda Lingle, credits the training she received in Toastmasters as the most important factor in reaching her present position. In fact, her public speaking skills helped launch a political career that includes her current bid for the office of Governor of Hawaii.

Now completing her second term as mayor of one of the most beautiful tourist destinations in the world, Lingle hopes to unseat incumbent Gov. Benjamin Cayetano.

Lingle is campaigning for the Republican gubernatorial nomination this September. If she wins the nomination, she still faces long odds against the democratic incumbent. She's not well-known statewide, and her campaign is severely underfunded – just the kind of odds she has faced and overcome before.

She attributes this success largely to skills and confidence she gained as a long-time member of Toastmasters. She says she would not be mayor of Maui County today had it not been for the training she received in Toastmasters.

Everything was stacked against Lingle in her two runs for Maui County mayor, particularly in the first mayoral



Maui Mayor Linda Lingle

race she entered in 1990. She won that election even though she was relatively unknown, compared to her opponent, a former Maui mayor and member of Hawaii's House of Representatives. She faced other intimidating odds:

- She was (and still is) a Republican – Hawaii is overwhelmingly Democratic.
- She is *haole* (Caucasian) – a minority in Hawaii.
- She had no money – her opponent had plenty.
- She had no important union endorsements – her opponent did.

Lingle faced many of the same hurdles in her second run in 1994, when elected to the mayoral term she is now completing. Term limits restrict Lingle from seeking a third term as mayor.

"There was only one area where I was superior to my opponents – my skill as an effective communicator," Lingle says, adding that neither opponent "could come close" to her level of communication skills.

But Lingle worked hard to acquire those skills. Recalling Lingle's first efforts at public speaking, Donna Clayton, an Able Toastmaster with the No Ka Oi Club in Kahului, Hawaii, says with a laugh, "Oh, she was terrible. She spoke in a monotone – flat, boring. Now, Linda is one of the best speakers you'll ever hear."

Lingle was a newspaper publisher on the little island of Molokai when she first ran for public office – seeking a seat on the Maui County Council in 1980. She and 30 other candidates (they were immediately dubbed the 31 Flavors) were in the race.

Once, after giving a speech in that campaign, Lingle sat down next to Bill Monahan, a state office holder, who leaned over to her and suggested that, in her next speech,

she might want to tell a joke, to loosen up a bit. "He was kindly telling me mine was the most boring speech he had ever heard!" she recalls with amusement.

She quickly decided to improve and joined Toastmasters. Now a highly polished, entertaining speaker who gives hundreds of speeches a year, Lingle warns against what she believes are the two biggest mistakes speakers make: not knowing their audiences and not knowing when to stop talking. "You can give a great talk, but if it's not appropriate for that group – or if it's too long – it doesn't matter how great it is," she says.

Every speaker needs to connect with his or her audience, Lingle advises. "A good way is to make fun of yourself. That way your audience knows that even if you're serious about your ideas, you don't take yourself too seriously."

While it takes practice to master the skills taught in Toastmasters, Lingle emphasizes that it is worth the effort. Using herself as an example, the mayor says anyone willing to work can become an effective speaker and leader. She also enjoys the fact that at Toastmasters, "you make friends with people who want to improve themselves."

Lingle, who demands bang for her buck when spending tax dollars, insists that Toastmasters is the single best investment people can make in themselves. That advice goes for Maui County employees as well. Lingle encouraged the startup of the Maui County Toastmasters Club that meets in the county building where she governs the islands that make up Maui County – Maui, Molokai and Lanai. She knew that county employees who communicate effectively will serve the public better.

"Communicating is their entire job – communicating with fellow employees, the public, intergovernmental employees and me," she says.

From her start as a weekly newspaper publisher on a little island, Maui Mayor Linda Lingle has come a long way, parlaying the communication and leadership skills she learned in Toastmasters.

Her own success has paralleled that of Maui's, which for the third straight year was selected as the "Best Island in the World" by Conde-Nast's *Traveler* magazine in its Reader's Choice Awards. Lingle travels extensively, regularly using skills she learned in Toastmasters to help spread the "message of Maui" to the rest of Hawaii, the United States mainland and the world. **T**

Jerome C. Kellner, CTM is a member of the Kihei Club in Kihei, Hawaii.

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“But

Don't be
fooled by
assumptions.

Check the facts!

In a delightful children's book, *The Meat Eaters Arrive*, the vegetarian dinosaurs, the Brontos, and their neighbors live happily in their community until the house next door is sold to meat-eating dinosaurs, the Rexes. The families hide in their basements in fear.

“How long do we have to stay down here?” a little Bronto asked. “Until they move dear,” answered Mrs. Bronto. The Brontos finally emerge to discover their assumptions were just that – assumptions that had nothing to do with reality.

How many times do we get caught up in living our assumptions, rather than examining the facts?

As Toastmasters, we pride ourselves on being effective communicators, yet we run into the same communication problems as other mortals. Like the dinosaur families, we are happy and content as long as everyone else sees the world the same way we do.

As soon as the Rexes – the people with different looks, opinions, habits and lifestyles – show up, we tend to jump to conclusions about their motives, beliefs, behaviors and competencies. Like the dinosaur family who hid from the different dinosaurs, we tend to remove our-

selves, to avoid such people, to prejudice and misjudge them, and then believe our assumptions to be real.

We treat and communicate with others based on our assumptions about them. As people striving to be better communicators, Toastmasters should know how to recognize and minimize their use of assumptions when communicating with others. Let's take a look at several assumptions and ways to handle them more effectively:

► *“It is easy for them, because they were born that way.”*

It's a fairly common assumption that people who do things with apparent ease were born with a special talent. In fact, few people are born with a special talent; most develop their talents with lots of hard, consistent work and incremental improvements.

If you think about it, you couldn't trust anyone who was “born” with a talent. How would you like to cross a bridge built by a “born” engineer? The best speakers in your club are successful because they have put hours of preparation, rehearsal and practice into the craft of speaking. They have studied other speakers, asked others for feedback and paid close attention to their evaluators.

Rather than assuming you can never be a good speaker, why not ask the best speakers you know for their tips. Take one good idea and incorporate it into your speaking. After that idea becomes a part of your speaking repertoire, take another idea and incorporate it.

BY TARA RISHTER, PH.D., DTM, AND KAI RAMBOW, DTM ■ ILLUSTRATIONS BY CHRIS MURPHY

I Thought ... ”

Is there something you would like to be better at, but you haven't asked questions to get enough advice and suggestions for improvement?

► *“They said ‘No.’ It must be because they don't like me.”* The assumption here is that you are the center of the issue, or somehow you are at fault. This may not be the case at all.

One very successful district governor might never have become a successful officer if he had taken “no” personally. When Bob first ran for Lt. Governor of Marketing, he lost the election. He was disappointed and thought to himself, “What didn't I do? What did I forget to do? Whom didn't I talk to? Where did I make a mistake?” But Bob did not dwell on these thoughts.

In this instance, Bob and the other candidate were closely matched, making the decision difficult for voters. Fortunately for the district, Bob saw past the election results and ran again the next year. Now Toastmasters in his district remember only that Bob did a great job as district governor.

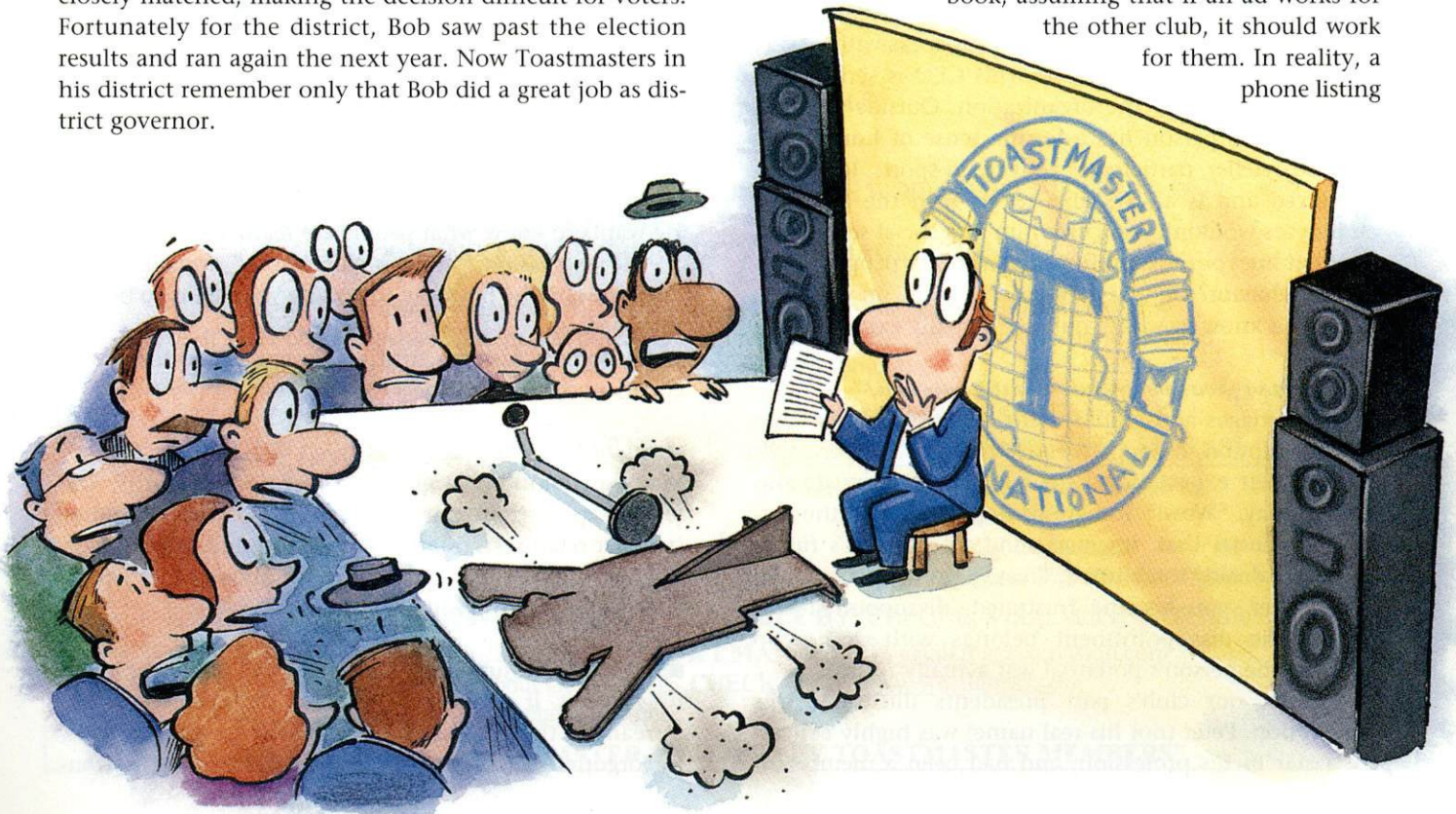
Think back to the most recent “no” someone told you. Did you take it personally?

► *“They are doing it, so we should too.”*

We do this all the time as individuals and as companies. For example, in recent years many companies downsized for no other reason than that their competitors were doing it. They assumed “if downsizing is good for them, it must be good for us, too.”

It turns out several companies overdid it and are now trying to compensate, but they are having great difficulty replacing the technical talent they let go. As management guru Tom Peters pointed out in a recent book, “business doesn't grow by shrinking.”

Some clubs have their own telephone listing. Other clubs will often follow suit and advertise in the phone book, assuming that if an ad works for the other club, it should work for them. In reality, a phone listing



only works for dedicated, strong clubs whose members are committed to following up on phone calls.

Are you copying someone's speaking style because it works for them? Or are you developing into a unique speaker? Or is your club considering some actions that could use some more thought before being implemented?

► ***"He looks like a leader, therefore he must be one."***

How many times have you seen an elected officer who has the right personality, but is disorganized, incompetent and unable to make good decisions? A smile can be practiced, a handshake learned and the outgoing personality rehearsed. Yet we often elect people to key leadership positions for their public image, not for their qualities or abilities. Rather than basing your vote on appearances, ask more revealing questions, such as, "Tell us about the toughest decision you've had to make and how you handled it."

The next time you vote for someone, ask yourself, "Am I voting for her because I like her, or because she is the most skilled person for the job?"

► ***"They look serious, so they must be."***

Non-verbal behavior is often assumed to indicate a person's personality.

Keep in mind the old expression, "You can't judge a book by its cover."

A well-known, highly competent, chief executive officer (CEO) is viewed by most people he works with as very serious – all the time. At work, this CEO is serious and focused on building the organization. Outside of work, however, this person has a terrific sense of humor, is a great storyteller, participates actively in sports, loves fun, is relaxed and is always able to go with the flow. His employees wouldn't recognize him in a social setting!

What are your assumptions about other people's non-verbal behavior? Do you judge people based on what you think you know or what you have actually experienced?

► ***"You had great potential. What happened?"***

Most marriages and employment situations suffer from this assumption. It happens easily enough. Someone tells you of their expectations, their goals and their dreams and you say, "Wow!" You are so impressed with the person's potential that, in your mind, the person's future success is already established. Then when the person does not deliver, you become frustrated, disappointed and angry. The disappointment belongs with you, who believed the person's potential was actually reality.

One of our club's past presidents illustrates this assumption. Peter (not his real name) was highly educated, a star in his profession, and had been a member of

other Toastmasters clubs where he had served on a variety of executives committees. He seemed to understand what made for a good club and he was a most enthusiastic member. The natural assumption: Peter will make a great club president.

Peter quickly turned out to be a big disappointment. He was disorganized, made promises he didn't keep, was always late, didn't follow an agenda and became upset when members asked for some structure. The members could not believe that the person they thought would be an inspiring leader turned out to be the opposite. Members responded the only way they knew how – they stopped coming to meetings.

Thanks to the skilled communications of a club officer, Peter resigned half-way through his term. Instead of a major disaster, the club had a minor crisis that it managed to survive. The experience with Peter taught us that what

looks and sounds good is not necessarily so.

Whose performance are you counting on, based on your assumption that people are as good as their potential?

► ***"You don't have an impressive title. You must not be important."***

We tend to treat people we think are important differently than others. But you cannot tell someone's importance by his or her title. You also cannot tell what type of relationship that person has with others.

A fairly well-known company president, Michael, relies heavily on the advice of his executive assistant. After a business meeting, Michael will ask how the visitor treated his executive assistant. Incredible as it may seem, people would be rude to the assistant and pleasant to the CEO. It just does not occur to these visitors that Michael actually checks their behavior. He does it for one simple reason: He wants to know what people are really like.

The expression, "It's a small world," applies to this assumption. The best way to handle yourself is to be nice to everyone.

Be honest: Are you treating everyone you meet with equal courtesy and respect?

OVERCOMING OUR ASSUMPTIONS

Many assumptions originate in fear and insecurity. Our fears keep us from clarifying assumptions and building stronger relationships and better communication.

How can we take an assumption about other people and turn it into a positive experience?

- It's easy to assume that a problem will disappear if you ignore it. It may look like it has disappeared, but in reality, the problem is still there. Buried, yes. Forgotten, no. Before long, the relationship is trou-

bled, and it may never be repaired unless you check your assumptions.

- Learn to distinguish between facts and assumptions. If you are not good at this, associate with people who are. Look for people who remain calm when rumors circulate, people who make sound decisions during a crisis. These people know how to separate fact from fiction.
- Learn to identify your assumptions, and check them out as soon as possible. Look for facts that support or disclaim your assumption.
- Without revealing names, describe your situation and assumption to a trusted friend who is not involved. Your friend's objectivity will often provide another perspective and possibly some ways the situation might be handled.
- Wait for the right opportunity. It may not be possible or wise to address an issue at the moment, so you might need to wait for a better time.
- Without mentioning your assumption to the other person, describe the situation. Then ask for clarification or an explanation. For example, "I've been wondering about your statement. Would you please clarify for me what you meant?"
- Prepare for several possibilities. A person might behave a certain way for several reasons. You should think through those reasons and be prepared with what you will say and how you will handle each possibility.
- If it looks like someone made an assumption about you, seek the opportunity for clarification.

- Thank the other person for the opportunity to clear up the misunderstanding. Don't be surprised if he or she thanks you as well. Most of us dislike feeling uneasy and really appreciate those who eliminate discomfort in relationships.

When you follow these steps, you may find that you initially feel more uncomfortable. This is normal. It involves a little risk, just like when the Brontos left their basement to check out their neighbors. Once assumptions have been cleared, the reward is well worth the effort. Instead of feeling uncomfortable, frustrated, stressed or even angry, you will be restored. Instead of being viewed as weak or uncommunicative, you will be seen by others as a leader who has the courage to deal with tough and sensitive issues. A small amount of work combined with some courage offers big rewards to all.

Toastmasters frequently comment on how their well-developed public speaking skills have enriched their lives. Practicing good communication skills in our personal lives will make us better-balanced and more skilled communicators. **1**

.....
Tara Rishter, Ph.D., DTM, is a member of X Club 8630-60 in Toronto, Ontario, Canada. **Kai Rambow, DTM**, is a past international director and a member of X Club and Manulife Financial Club 9050-60 in Toronto, Ontario, Canada.

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Conquer Information:

9 Keys to Library Success

By Pamela Palmer, Ed.D.

Do you sabotage yourself in the library? When the search for information leads to frustration, it is time for more savvy tactics. A few simple strategies yield results fast, so updating your approach is a smart move. Start with nine keys experts use to unlock the door to information success.



PLAN FIRST, SPEAK SECOND

When Dana asks for books on American conservative politics, she gets them. But her hidden need is the scoop on Republican leaders' personalities, and her sources do not even come close. *Your strategy:* If you are unsure what you want, the librarian will not have a clue. Take a few minutes to clarify goals before approaching the reference desk. After Dana thinks a minute,

she revises her question: "I'm writing a speech highlighting traits of current Republican leaders in Washington, D.C. How

can I find both serious and amusing stories about their personalities?"



CREATE A STRATEGY

Knowing the map makes shortcuts possible, and the information map centers on books, periodicals, online sources and government publications. Although these categories overlap, they offer a starting point. David plans to speak on security features in the new \$100

bills. He spends hours reading journal articles, missing the big target entirely. He does not know about the world's largest publisher, so he finds no leads to the U.S. government and its rich trove of detail about printing money and fighting counterfeiters. *Your strategy:* Consider how your question fits into the information map and plan the search. Asking for advice at the reference desk saves time and energy.



FIND A GUIDE

When navigating through a maze, it makes sense to have a guide. Building a good working relationship with one or more reference librarians is well worth

the effort. *Your strategy:* A positive attitude makes you a favorite with the library staff. Take time to get to know them and remember to say thanks. Librarians help both the courteous and the rude, but guess who they enjoy more? Whether planning a speech, jumpstarting a genealogical survey, or learning in general, getting to know a librarian puts you ahead of the pack.

KEY 4 LOVE WHAT COMPUTERS DO
Even if computers make you itch, deal with them boldly in libraries. They tame massive data and tailor it to fit your special need. Never reject the source because it is available only on a computer. Usually these sources contain the most current material and increasingly are the only format for certain information. *Your strategy:* "Great, show me how to use it" is the winning tactic. No need to panic if you are computer illiterate, because libraries use computers in simple, easy-to-learn ways. My experience proves that most people who fail in their research are those who are too intimidated to touch the keyboard.

KEY 5 TAKE CONTROL
Mara's database search on health and exercise yields more than 1,000 articles. Just as she considers running away from information overload, she thinks, "If I narrow the search to what I set out to find – health and exercise trends – I can tame this monster." Taking control of the process is necessary, particularly since the growth of sources leads to an overwhelming bulk of relevant material. *Your strategy:* Know what you want and list your information goals. If you are tempted by a sidepath, jot down the fascinating off-subject lead to explore later and refer to your written goals to get back on target.

KEY 6 DECLARE YOUR INDEPENDENCE – AT THE RIGHT TIME

The librarian helped Ed start his search, but now he is stuck again. Should he ask for more help even if the librarian is abrupt? *Your strategy:* Information experts ask for help when they need it and so should you. But it is not realistic to expect the library staff to do your research for you. They teach you how to handle both computer-based and traditional sources and then are available for further questions. If the librarian seems to misunderstand your needs, try re-phrasing your question or, if that does not work, talk to another librarian. Ask if there is a specialist for your topic. In large libraries, subject experts are the norm, particularly for areas such as business, education and music.

KEY 7 KNOW WHEN TO PUNT
Persistence is a fine quality when it does not get in the way. Alice wants details on a breaking news story. She checks indexes, articles and reference books but finds no leads. "I thought you could find anything with all these computers," she complains to the reference librarian. "What's wrong?" *Your strategy:* When you hit a dead end, revamp your plan. Still no luck? Ask why. In Alice's case, the fact that even computer indexing takes time means using current newspapers rather than online databases. Or, she can punt by taking a slightly different stance, such as using a less current topic or re-focusing on a different aspect.

KEY 8 KNOW ONE = KNOW SEVERAL

Scott plans a speech on networking. He learns that other online sources work like the general database he used earlier, so he tries a psychology database to find a fresh approach to a tired topic. After learning how to use one database, you have the skills to use others, because companies use the same interface for all their products. *Your strategy:* Transfer your know-how to similar products. Ask about databases by the same company and keep them in mind for future projects. It is easy to add sparkle to

"Librarians help both the courteous and the rude, but guess who they enjoy more?"

speeches by using a variety of databases to get several perspectives.

KEY 9 STRETCH YOUR MIND
Tanya grabs the article copy and races for the exit. In her rush to get away, she limits her potential. She misses the chance to explore that enticing sidepath she noted earlier. *Your strategy:* Give luck time to work by scheduling a few extra minutes in the library. Browse through current magazines or explore databases. You will be amazed at the connections that occur almost automatically when you take time to let them happen.

After mastering these nine keys to library success, you still need one more. For all the techno-hype, the ultimate strategy is an age-old truth: When you relish challenges, conquering information is just plain fun! **1**

.....
Dr. Pamela Palmer is a freelance writer with 20 years of experience as a reference librarian.



TOPICAL TIPS

By Mark Majcher

Toastmasters share their lessons learned.

Seize the Opportunity

We all have experienced the feeling of wanting to kick ourselves for letting a special opportunity slip by. We may have hesitated or considered it for too long. As a result, the opportunity either passed us by or someone else stepped in to claim it.

In Toastmasters we have the chance to hone these critical impromptu thinking skills in a supportive environment. Use your club's volunteer opportunities to avoid future regrets about "the big one that got away."

This is a forum for sharing ideas and "lessons learned." Here is a selection of some of the latest tips from our readers:

■ **Our club uses these two techniques to spice up Table Topics:**

At the beginning of the meeting, I write each member's name on a separate slip of paper and place them in a box. Then, as Topicmaster, midway through my introduction to each topic, I pick a name from the box. The person whose "ticket" is drawn is asked to come forward and speak. This creates the impression of winning a prize at a drawing or raffle ("and the winner is . . .") and puts a positive spin on being selected to speak.

We also have tried the "tag-team" method: Before the meeting, we ask three members to each submit two written Table Topics to the Topicmaster. The Topicmaster chooses one topic from the list of submissions and calls on a member to address that topic. When that member finishes, instead of returning to her seat, he or she chooses another topic from the first list and calls on someone else to respond. This "revolving door" keeps turning until all the topics have been used. Sharing this "virtual" Topicmaster role has added fun and variety to our program.

STEVE BRZOZOWSKI • MANCHESTER, NEW HAMPSHIRE

■ I keep a notebook with all my ideas for future speeches, Table Topics, etc. I have a section for introductions where I allow one page for each member in our club. As they give more and more information about themselves through their speeches and introductions, I jot down relevant details beside their names. When I am called to give an introduction, I have enough details about them in my book. This saves a lot of time and is invaluable when I'm asked to introduce someone on the spot. It also helps me get to know the other members better.

ASTRID PENNISI, CTM • QUEENSLAND, AUSTRALIA

■ Listening is actually our major communication activity. We listen an average of 60 percent of the time, much more than we speak, read or write.

We must remember that listening is not synonymous with hearing. We hear with our ears and listen with our brain, which involves the correct interpretation of what we have received aurally. What judgments do we make? Poor listeners sometimes come to conclusions too quickly and don't receive the intended mes-

sage. Are you a good listener?

JULIA CLARE • QUEENSLAND, AUSTRALIA

■ Our club is in the process of a membership campaign. I put up all the flyers received from Toastmasters International, but found that I was short six of the required quantity.

Rather than wait for an additional order, I decided to make my own promotional materials and was pleased with the result. I used a variety of clippings, quotes and pictures and felt the tear-off phone numbers were a good idea.

MARY JANE RICHARDS • MORGANTOWN, INDIANA

■ Explaining our roles for guests during our one-hour lunch time meetings used up precious time and became tedious for long-time members. We now hand guests a sheet explaining each of our roles in the meeting. Guests can refer to the sheet as frequently as they wish, and members no longer have to explain their roles.

ANN BLOCH, ATM • LENX, MASSACHUSETTS

We want to hear from you! Share with us a favorite tip, strategy or action that has made you a more effective communicator. Entries may be edited for clarity and length.

Send to: Mark Majcher
"Topical Tips"
1255 Walnut Court
Rockledge, FL 32955
or e-mail: majcher@spacey.net



By Jean Bilodeaux, ATM

"Any technology sufficiently advanced is indistinguishable from magic."

— ARTHUR C. CLARKE

Use the Net to Catch Quotes

HAVE YOU EVER NEEDED A SPECIAL QUOTE TO ADD A SPARK TO your speech? Did you ever just do without because you didn't have time to go to the library? Does your copy of *Bartlett's Quotations* seem a bit dog-eared? Is everyone already acquainted with your favorite quotes?

There is now a wealth of old, new and unusual quote material available at your fingertips. Five minutes is all it takes. You can have your quote with very little effort, and you may not even have to leave your home.

The Internet is a tool Toastmasters can use to simplify preparation for upcoming speeches. Sitting down in front of a computer and typing in a topic, partial quote or author's name will yield enormous search returns.

Just remembering that Arthur C. Clarke said something about technology being indistinguishable from magic was enough to get the complete quote off the Internet in seconds. Typing "Arthur+C.+Clarke+quotations" into the search box for yahoo.com (or another search engine of your choice) and waiting about 10 seconds produces many possibilities. Search matches are presented in groups of 20. Scroll down the page of matches and select the Arthur C. Clarke Foundation site. Clicking on "In His Own Words" yields various quotes by the author, including, "Any technology sufficiently advanced is indistinguishable from magic."

Bartlett's Familiar Quotations also appears on the Net at www.columbia.edu/acis/bartleby/bartlett.

Do you want something not quite so run of the mill? How about a quote concerning encouragement? Try the words of Johann Wolfgang von Goethe: "Whatever you think you can do or believe you can do, begin it. Action has magic, power and grace." Or perhaps Margaret Thatcher's comment: "... you cannot lead from the crowd."

Both of these quotes were taken from Conner's Unfamiliar Quotations. To access this site, use the Lycos search engine and type in "unfamiliar quotations," or type in its address: <http://www.h2net.net/p/connect2/quotes.html>. After you've

perused the offerings at this site and looked at the suggested links, you'll have a wealth of quotes to bolster any speech.

Try these additional quote sites:

- <http://www.moosecom.com/~moosecom/quotations.html>
- <http://www.ability.org.uk/quotat.html>
- <http://www.fas.harvard.edu/~liu15/quotes.html>

Toastmasters International has always been a leader in helping develop communication skills. With the Internet, instant communication is available worldwide. Many Toastmasters clubs have their own websites, telling the public and other Toastmasters worldwide what their clubs have done or will be doing.

Have your club's Table Topics become a trifle routine lately? Interesting, innovative, tried-and-true ideas for Table Topics are floating out there waiting to be downloaded for your club. Exhausted your repertoire of humorous sayings? Jokes and stories on any subject are also available on the Internet.

If you have found a Web site that has worked especially well for you, please e-mail me with the address and your comments and we may publish them in a future issue of *The Toastmaster*.

HINTS FOR THE NEOPHYTE

The "http://" will automatically appear at the beginning of each address. Remember addresses are case sensitive, a capital letter or space in the incorrect spot will change the address to something else. The "+" between each word indicates to many search engines that the words should preferably appear together. **1**

Please address your ideas, addresses and comments to:

Jean Bilodeaux, ATM
P.O. Box 5 • Cedarville, CA 96104-0005
jbilodeaux@mail.telis.org



FARMER
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Deciding What to Say

I am convinced that all writers are optimists, whether they concede the point or not. How otherwise could any human being sit down to a pile of blank sheets and decide to write, say, 200,000 words on a given theme?

– THOMAS COSTAIN

How indeed? You don't have to have a 200,000-word writing task to understand what Costain is talking about. Many people are stopped cold by the challenge of writing a memo to the boss, a progress report to the Finance Committee or a one-page article for the church newsletter – not to mention a full-length speech.

Part of the problem is that they don't know what to say. This article shows you how to decide.

PURPOSE CONTROLS CONTENT

Maybe you already have the content of your speech in list form, such as “topics I want to discuss” or “points I want to make.” Or maybe you just have a subject and are developing the content from scratch. Whatever your situation, begin by asking, “What's my purpose?”

This question is key to all communication. You're asking, “What am I trying to accomplish by giving this particular message to this particular audience?”

You want to move your audience from Point A (where they are before you start speaking – intellectually, emotionally or behaviorally) to Point B (where they are afterward). So what's Point B? What's the change you want to bring about? What are your listeners supposed to think, feel, believe or do after they've listened to you?

Purpose is fundamental. We communicate to get things done – to bring about change in someone's thoughts or actions. “What about conveying informa-

tion?” you may ask. “Don't I make a speech in order to tell people things?”

Of course. But there's always some purpose behind whatever you tell your audience. If there weren't, it wouldn't matter what you said and you might as well read them the phone book. “Purpose controls content” means that your decisions about what to write must be governed, in part, by whatever changes you seek to make in your listeners' minds, lives or behavior.

Make no secrets about your purpose. Your listeners must understand all your intentions. They must understand why each individual piece of information was included in your speech and how it fits into the whole. They should never be left thinking, “Now why did he tell me that?”

HOW TO FOCUS ON PURPOSE: TWO STRATEGIES

Strategy #1: Goal and Target

You can narrow your focus on your purpose by identifying the goal and the target. Your goal may be to confirm, challenge or change, and your target may be the audience's emotions, beliefs or behavior. You thus have nine possibilities:

	EMOTIONS	BELIEFS	BEHAVIOR
<i>Confirm</i>	1	2	3
<i>Challenge</i>	4	5	6
<i>Change</i>	7	8	9

Let's look at what each of these purposes involves:

1-3 Here you soothe and compliment the audience, assuring that their beliefs and feeling about some issue are correct, and that their conduct is appropriate.

If people are happy the way they are, is such communication redundant? Not necessarily. Your confirmation could be a part of – or a prelude to – some larger purpose. Or, because of your own importance, the audience may need to know that you share their beliefs.

4-6 These are messages that upset your listeners' balance a little and cause them to question their own attitudes, information or actions.

In 4, you may be trying to reassure anxious people, or to unsettle those who are complacent. In 5, you're presenting new information about accepted truths. In 6, you offer new solutions to old problems, new paths to traditional goals, or even new goals.

"Assess the gap between what you have to say and what your listeners hold dear. If that gap is too wide, you must help them cross it."

7-9 These purposes are the most ambitious of all. You seek change. You want people to accept your view as their own. You want them to get up, go out and behave differently.

Of course, you may have more than one purpose. And one of the nine may reinforce another, especially in the "change" category; it's difficult to change behavior unless you attack the beliefs and feelings that underlie it. But the 3-by-3 scheme gives you a way to focus on just what you're trying to do.

Strategy #2: Labels

Another way to focus your purpose is to find the right label for it.

Our language has a wealth of words referring to communication: *urge, persuade, convince, recommend, illustrate, demand, explain, inform, discuss, define, predict, (dis)agree, analyze, elaborate*, etc. Just pick the ones that accurately describe what you're trying to do. You can even use your labels in the opening to express your purpose and the substance of your speech: "I want to *explain* the evolution of our reporting systems, *describe* the difficulties of our present system, *offer* solutions to the problems and *convince* you that my proposals are the best ones."

FROM PURPOSE TO CONTENT

Now you see how the notion "purpose controls content" helps you decide what to say. Everything that supports your purpose goes in the speech. Anything that doesn't is left out.

This system is also effective even when you have no idea what you want to say. Once you know what you're trying

to achieve, you'll know what kind of content you'll need: factual information, personal experiences, anecdotes, expert opinions, numerical data, quotes or citations.

AUDIENCE CONTROLS CONTENT

Your message's content is determined not only by your purpose, but also by your audience's need.

In many speech situations, we are not personally acquainted with our audiences. Yet, if our communication is to be effective, we have to make some assumptions. Ask yourself the following questions. If you don't know your listeners well enough to answer them, you may need to talk to people in the organization to which they belong, or to people you know will be in the audience.

1 Does my audience understand why I'm giving them this message? In other words, do they understand your motivation? Will they know even before you open your mouth what issue is motivating you to speak?

If the answer is "yes," there's no problem. Many speaking assignments are carried out in an organizational context. For example, if someone has asked you to research, evaluate or report on a given topic, this question has already been answered before you begin. But if the answer to Question #1 is "no," be sure to explain your motivation early on.

2 How much does my audience already know about this topic? The less background knowledge you can assume your audience has, the more explanatory information you must supply. This information falls into two categories:

- **Explain unfamiliar concepts and define unfamiliar words.** While preparing your speech, ask yourself if the audience will understand your terms and concepts. If not, define them.
- **Support unfamiliar ideas.** Identify all ideas and propositions the audience might not accept as given and provide as much information to support them as your audience needs – but no more.

This process can be tricky: If you under-explain, you lose them; if you over-explain, you bore them and turn them off. So give this question serious thought, and add or remove material accordingly. (If you think some audience members will understand but others won't, you'll need to hedge gracefully with "As you may be aware . . ." or some similar expression.)

3 Do my listeners understand why my subject and conclusion are important to them? If you're not adding to the listeners' understanding of their world or fulfilling some other goal you know they have, then why should they pay attention at all? You are enlightening them, and you may have to tell them how. Maybe you're offering a new path to accepted goals. Or new conclusions from old assumptions.

Or new interpretations of old facts. Or new facts. Again, it's a strategic choice. If you can take for granted their need to know what you have to say, don't blow your own horn. But if they're not aware of the value of your contribution, you'll want to explain it (preferably at the beginning).

4 Is my audience adequately aware of my expertise or authority? If you can assume that your audience considers you qualified to speak on this subject, you can let it go at that. But if not, you may have to buttress your credibility by referring to your:

- background, training and education
- position within the organization
- acquaintance with the available knowledge on the subject
- first-hand experience
- contact with people who have any or all of the above.

Credibility is important. You'll have to decide just how much convincing your listeners need.

5 To what extent do my listeners already agree with me? This question is critical to your purpose. You can't aspire to move your audience from Point A to Point B unless you know what their Point A is. You need to be aware of your audience's beliefs so you don't make any unfounded assumptions.

Review your speech at each stage of preparation. If what you're planning to say is based on assumptions that your listeners might not accept, go back and put in the facts, examples, personal experiences or other data that will help them think the way you do.

Similarly, if you're presenting a solution to a problem, be sure that your audience agrees that it is a problem. If your proposal will lead to certain results, make sure that these are results that your audience also values.

Don't get caught short. Assess the gap between what you have to say and what your listeners hold dear. If that gap is too wide, you must help them cross it.

SUMMARY: PURPOSE, AUDIENCE, CONTENT

I've just given you five key questions that, along with your purpose, will control your speech content. Measure your speech against the preconditions for its existence: speaker's purpose and audience's needs. With these as your map and compass, you'll never be lost in the rhetorical forest, wondering what to say. **1**

Alan M. Perlman, Ph.D., is Director of Executive Communications at Kraft Foods, Northfield, Illinois. He has a Ph.D. in linguistics and is the author of three books on writing. This article is from his latest, *Writing Great Speeches: Professional Techniques You Can Use* (Allyn & Bacon, 1998; available from Toastmasters International).

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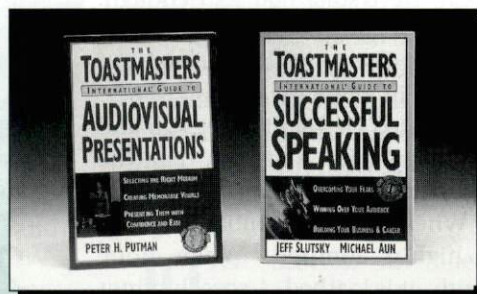
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FOR THE NOVICE

By Victor M. Parachin

**Want power at the podium?
Try these 10 tips.**

During an official tour of Iran, General Charles De Gaulle, then president of France, spent a day in the ancient city of Persepolis. De Gaulle and the members of his party were obliged to stand in the baking sun while the curator gave an exhaustive speech explaining the history of the city from its earliest settlements to the present.

By the time he reached the conquest of Persepolis by Alexander the Great, De Gaulle had had enough. "Thus Alexander conquered the city and destroyed it," announced the curator in dramatic tones. "Fine," interrupted De Gaulle, "let's go and see what's left." And with that, the entire group departed.

When done well, public speaking is highly admired. When done poorly, it is loathed. A speech brings instant praise or judgment. Perhaps this is why most people rank public speaking as their No. 1 social fear. But as any Toastmaster knows, most people can prepare and deliver an effective speech, provided they stick to a few simple guidelines.

Whether your audience is a group of five or 500, here are 10 tips to help you prepare and present a powerful speech:

1 Begin Dramatically. The most popular speakers begin with a story designed to get the audience's attention. Ideal sources for such dramatic beginnings can be inspirational stories from magazines, letters

Stand and Deliver

to advice columnists, or personal experiences with a strong human-interest factor.

Never begin a speech with personal remarks of any kind. These can be incorporated later in the talk. The first few seconds of a speech are critical; you will either win or lose the audience during your first sentences.

2 Be Brief. CBS news correspondent Charles Osgood, author of the book *Osgood on Speaking*, reminds public speakers of the importance of brevity: "The standard length of a vaudeville act was 12 minutes. If all those troupers singing and dancing their hearts out couldn't go on longer without boring the audience, what makes you think you can?"

Fifteen minutes for a speech is almost perfect, while anything over 20 minutes asks far too much of most audiences. This means keeping your speech to less than 10 double-spaced, typewritten pages.

3 Be Organized. Preparation equals power at the podium. Have a

short theme sentence. Drive it home with three related points. The best speakers follow this formula for preparation: one hour of research and writing for every minute of the speech. That means a 15-minute talk has 15 hours of work behind it.

Preparation also includes rehearsal time. Before any speech is delivered publicly, it should be delivered privately several times. Rehearsing a talk allows you, the speaker, to 'feel' whether or not it is organized and flows properly. Many speakers rehearse a speech five or six times, or until it comes across as natural.

The best antidote to stage fright is the confidence that comes from knowing you are prepared and organized. And audiences always appreciate speakers who take time to prepare and customize their speeches.

4 Use Humor. Using a funny anecdote helps you to connect with your audience. Humor links people quickly.

The inventor Thomas Edison used humor effectively. He once was introduced, at length, as inventor of

the "talking machine." When finally allowed to speak, he began: "I must insist upon a correction. God invented the talking machine; I invented the first one that can be turned off."

If you like the idea of using humor but don't know where to find humorous stories, go to your local library. There you will find several books and collections of jokes written especially for speakers.

5 Be Simple. Presenting too much information always results in audience "overload." As a speaker, your job is to be interesting, but not exhaustive.

Unlike the written word, which a person can read over and over, the spoken word is heard only once. Therefore, it is vital that information is conveyed simply and directly. Avoid academic and technical language. Ed McMahon, author of *The Art of Public Speaking* warns, "Leave out words you had to look up in the dictionary. Nobody in the audience will bring one along."

6 Never Read. Speakers vary in the amount of material they take to the podium. Some bring a full manuscript, others only an outline. Common to all effective speakers, however, is their ability to talk to their audiences. They never read their speeches. Reading always leads to impersonal, monotone presentations that lack eye contact.

7 Take Charge. After your introduction, pause briefly before standing and walking to the podium. During these moments, scan the audience and make eye contact with several people. Take this time to remind yourself that the audi-

ence needs to hear what you have to say, that your remarks are important and that you know the subject better



than anyone present. When you stand and deliver, you will then do so with energy, enthusiasm and confidence.

Ed McMahon refers to this as the "psyche-up" time. He recommends "taking the time to visualize yourself delivering a confident, well-received speech" shortly before you get up to speak.

8 Be Sincere. Believe in what you are saying. Sincerity wins audiences and leads to credibility and trust. James Burke, former chairman of the pharmaceutical company Johnson & Johnson, appeared on national television after the 1982 Tylenol poisoning incident to reassure people that their safety was his utmost concern. Because of his sincerity, he established loyalty and trust with customers. Most people polled

after the incident said they would continue using Johnson & Johnson products.

9 Consider Conditions. Effective speakers are always aware of their environment. Is it too hot in the room? Is the audience freezing? Has the meeting already gone late, leaving everyone eager to get home?

On one occasion, my friend, Ernest, who is in constant demand as a speaker, was invited to deliver a speech in Chicago during the month of January. Unfortunately, the heating system failed and it was below zero outside. By the time he rose to speak, everyone in the room was uncomfortably cold. What was he to do?

His approach is memorable. Standing at the lectern, he began, "I am painfully aware that I am the only thing that stands between you and a hot cup of coffee." Ernest informed them he would condense his talk, and the audience roared with appreciation. He spoke for less than 10 minutes.

10 Tell Stories. An anecdote humanizes the information in a speech. An excellent example is the late Dr. Norman Vincent Peale, who for the past 50 years was in great demand as a speaker at various professional conventions. All of his speeches, which lasted less than 20 minutes, contained at least five or six personal stories.

But when all is said and done, it is perhaps Franklin Delano Roosevelt's simple philosophy of "be sincere, be brief, be seated" that ought to guide all who engage in the art of public speaking. That is still a winning formula. **1**

Victor Parachin is a minister and writer living in Claremont, California.



Before humans had a codified language, they told stories. They recreated events of daily life in cave paintings, in dances, in rituals. These speechless stories were vivid and unmistakable in their meanings: stories of hunts, of migrations, of suffering and death, of joy and plenty.

But now that we have and use the gift of language every day, and now that language has become more world-embracing than ever, we seem to be shrinking from the story as a method of true communication. Rather than storytellers, we have become fact enumerators. We often use language as a mere itemizer, a way to convey information much as a computer does, in short bursts – useful and correct, but not very interesting. When we forget our heritage as storytellers, our lives lose context, community and enchantment.

Professional storytellers know this. And, at the Storytelling Festival in San Juan Capistrano, California, they displayed their craft for audiences that may have temporarily forgotten how a good story looks and sounds. The stories ranged from short, comic tales to traditional Native-American legends, but all were presented with techniques that every speaker can and ought to emulate. These techniques have

The Art of Spinning a Yarn

been part of good storytelling for centuries, and they still work.

■ **Animation.** Storytelling is not just words. People are looking at you; you need to provide them something to look at, such as gestures and body movements that advance the story. This doesn't mean, however, that you need to tell your story with the manic-rubber-limbed presentation of a Robin Williams or Steve Martin. Professional storyteller and children's TV-personality Bobby Norfolk cautioned that "neither your body movement nor your story should overpower the other." Balance is the key.

■ **Make use of common experiences.** Any good story, said the pros at San Juan Capistrano, draws on the sights, sounds, feelings and experiences that are common to almost everyone. We appreciate a good ghost story, for instance, because we can recall being scared

in the dark. Love, pain, remorse, revenge, comedy, friendship, loyalty, betrayal – all are grist for a good story. And the more empathetic the story and its teller, the more vivid the audience's personal images will be. Children's storyteller Bill Harley said he once was approached by a young boy after one of his storytelling sessions at a school. "Thanks for the movies," the boy said.

■ **Adjust to your audience.** Storytelling is not an exact science, and stories should not be told with unwavering precision. Telling and hearing good stories are intimate experiences for both the teller and the listener; such experiences require a subtle kind of give and take. Sensitivity to an audience comes with practice, but according to cowboy storyteller and poet Waddie Mitchell, it always helps to think of your audience as your sympathetic partner in conversation. "You can't choreograph a conversation with friends." However . . .

■ **Know the story.** Intimacy and rapport with your audience doesn't mean you can just wing it. You must know your story thoroughly – its beginning, middle, end and all the pivot points along the way. "You don't have to follow a prescribed script," said Norfolk, "because storytelling changes with your audience. But you do have to center yourself and have all the nuances of the story in your mind."

■ **Strive for uniqueness.** Storytelling is not a competition. It is not an exercise in one-upmanship. You are not rated with other storytellers, or against an arbitrary latitude and longitude of good and bad. Harley said one of the best pieces of storytelling advice he ever received pointed out that "it's not your job to be the best; it's your job to be the

only." Nobody can tell a story exactly the way you can tell it. It's good to remember that.

The pros also say it's good to remember that, as a competent sto-

"The storyteller is a modern rebel, a kind of happy warrior in the cause of drawing humankind closer together."

ryteller, you're carrying on one of the oldest and most respected traditions of the human race. At the same time, you're reasserting the necessity – and the pure pleasure – of colorful, personal communication in an often impersonal and detached world where most communication is electronic and passive. "Too many people are not communicating," said Mitchell. "They're letting someone else do it for them."

This, in a sense, makes the storyteller a modern rebel, a kind of happy warrior in the cause of drawing humankind closer together. It is a mantle the professionals wear proudly, and one that's available to anyone who loves a good yarn. **1**

Patrick Mott is editor of *Orange Coast* magazine in Newport Beach, California, and a frequent contributor to this magazine.

Note: Interested in learning how to tell stories? Toastmasters International's Advanced Communication and Leadership Program manual "Storytelling" (Catalog No. 226-K) will help you learn storytelling skills. Contact the Orders Department at World Headquarters to purchase the manual.

Eliminate Your Fear of Public Speaking

New Interactive CD ROM by World Famous Phobia Expert and Author

This exciting new CD ROM gives **step-by-step, simple, techniques** that combine modern psychology with the body's energy system to eliminate the fears associated with speaking in public. Interactivity with customized treatment procedures - **it gets to the bottom of your problems.**

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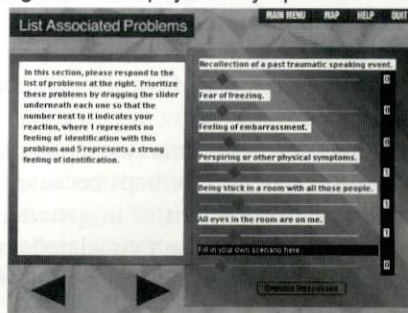
Visit our Website [Http://www.tfrx.com](http://www.tfrx.com)

You will learn how to:

- Quickly and easily remove stage fright
- Eliminate stress and anxiety no matter how large the group
- Reduce embarrassment
- Forget the discomfort of past traumatic events
- Eliminate claustrophobia
- Get rid of that fear of freezing or going blank in a presentation
- Stop worrying about "every one is watching me"
- End excessive perspiring and other physical symptoms

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Your Greatest Resource!

Have you seen the TI
Supply Catalog lately?

The Information Age. What a mess! To be successful in life, we must manage the overwhelming amount of information we receive each day. One of the keys to a strong Toastmasters club is the ability to organize an abundance of information and make it useful for club members. Toastmasters International offers a simple and unique resource that

will help your club be more productive. This resource arrived on your club President's doorstep in January. But if you want a personal copy, it's yours for the affordable price of one U.S. dollar (plus shipping).

We speak, of course, of the 1998 Toastmasters International Supply Catalog. Everything you and your club need to succeed is contained within its pages – learning tools, meeting materials, awards, special programs – you name it!

Why, then, are so many people unaware of the Supply Catalog's existence? Perhaps because they're so caught up in Toastmasters activities in general. Perhaps because – ahem! – the catalog isn't circulated among club members after the President receives it. Whatever the reason, here's

your chance to discover what a valuable resource the Supply Catalog can be.

BEFORE YOU BEGIN

First, let's look at how the Supply Catalog is organized. Ordering and basic shipping information comes first, even before the table of contents. Toward the back, you'll find two indexes. One lists items alphabetically, the other according to catalog number. And, of course, there's the all-important order form with the mailing address, phone and fax numbers to Toastmasters Headquarters, as well as shipping information.

Products are listed by category (i.e. trophies, plaques or administrative materials), and most items are clearly pictured.

Although most Toastmasters educational materials are written in English, some of the basic items are offered in French, Spanish and Japanese translations. And visually impaired Toastmasters can order from a selection of taped materials.

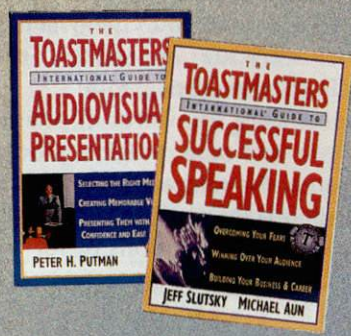
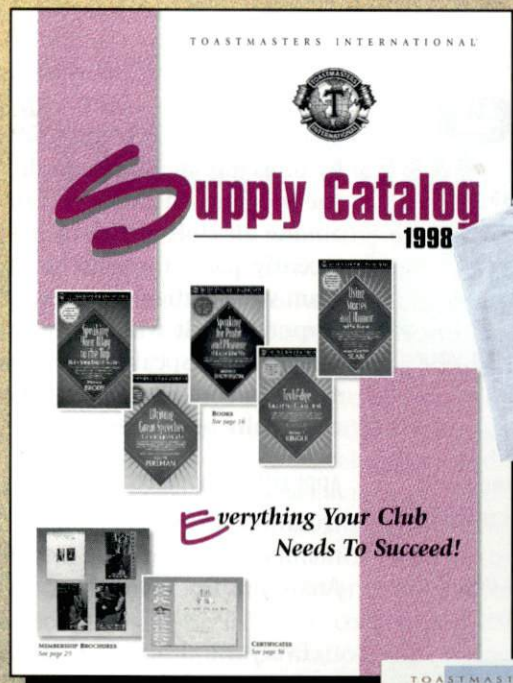
NOW FOR SOME SERIOUS SHOPPING

Self-improvement is the name of the Toastmasters game, of course. So let's begin by turning to the table of contents and looking at the "Learning Tools for Toastmasters" section where, among other items, you'll find:

- Two editions of the Table Topics card game, **Stand Up and Speak!** This is great to have on hand for meeting

*"The Supply Catalog
has everything you
and your club
need to succeed."*

BY STEVE WICKE, CTM, AND JANET WHITCOMB, CTM



variety, or in case the Topic Master cancels at the last minute.

- **The Effective Speaker**, a six-cassette audio program that includes excerpts from famous speeches.
- **Be Prepared to Speak**, a 27-minute video featuring strategies and tips designed to build your speaking confidence.
- An entire shelf-full of books on communication, humor and inspiration, from contemporary titles to a series of books especially for Toastmasters International called **The Essence of Public Speaking**.

NOT JUST FOR OFFICERS

There's no denying your club's executive board can (and should) make use of the Supply Catalog. In fact, the

"Tools for Success" section at the back of each officer handbook lists specific resources geared to make that officer's term a successful one. For example, club secretaries will find out about administrative materials, and your club's Vice President Education will appreciate the selection of programming ideas and contest supplies.

As former club officers, we can vouch for the membership-building ideas the Supply Catalog provides. For example, one Vice President Public Relations we know found that follow-up messages to guests on Toastmasters note cards (#352) made a positive impression. In fact, several members later confessed that after "shopping around" for a club, receiving a note thanking them for their visit was the deciding factor when choosing which club to join!

Get Orders Faster

The World Headquarters staff wants to fill your Supply Catalog orders as swiftly and efficiently as possible. To help us do this, please remember to:

1. Use the Toastmasters International order form whenever possible.
2. Type or print your order so it can be easily read.
3. Include your club and district numbers. All orders are registered through your club's account.
4. Always list the catalog numbers of the items you are ordering.
5. Always indicate the method of shipping you prefer.
6. Include payment with all orders. WHQ accepts VISA, American Express and MasterCard for Supply Catalog orders. (Note: Credit cards may not be used to pay for new member fees, semiannual dues etc.)
7. Please allow five working days to process your order. Orders requiring engraving (trophies, badges etc.) may take more time.

When writing to WHQ with questions about an order, be sure to include your club and district numbers, as well as the invoice number under which the order was billed. And please, if you fax an order, don't send an additional copy through the mail.

But you don't have to be an officer to enjoy what the Supply Catalog has to offer. Whether you're new to Toastmasters or a long-time member, you'll appreciate the variety of ideas and useful books and tapes it offers. Some items are practical in nature, and others – such as T-shirts, caps, bumper stickers and jewelry – are simply for fun. But each product can make your Toastmasters experience more exciting.

HELPING GUESTS FEEL AT HOME

Once you've discovered the fun of Toastmasters, it's only natural that you want to share it with others. But bringing in guests isn't the entire story; creating a friendly environment that encourages them to become members is equally important. A table near the entrance to your meeting area with a guest book (#84) and name tags can be very useful. And be sure to display copies of *The Toastmaster* magazine. If your fellow club members don't have extra copies, request an assortment of back issues from World Headquarters. Except for postage costs, they're free! In fact, the Supply Catalog offers a number of "freebies" – including membership applications, magazines, informational brochures and membership-building fliers.

SHAKE UP THE OLD ROUTINE

If you're looking for a change of pace, the Success/Communication series offers a wide choice of programs designed to strengthen your club and add variety to your meetings. One of the most popular Success/Communication programs is Speechcraft.

Speechcraft is a modified version of the basic manual and is great for introducing others to Toastmasters. Although organized by one club member (coordinator), the program encourages teamwork among all club members. We were recently part of a Speechcraft program with participants from a local corporation. It was a good way to test both our speaking and training skills – and several participants eventually became members!

APPLAUSE, APPLAUSE!

Question: How many of your club members deserve to be recognized?
Answer: All of them!

Everyone deserves a pat on the back now and then – especially fellow Toastmasters! After all, who else works so diligently at self-improvement? And who else so

generously volunteers their time and energy? From new members to DTMs, everyone appreciates acknowledgement for their efforts and participation.

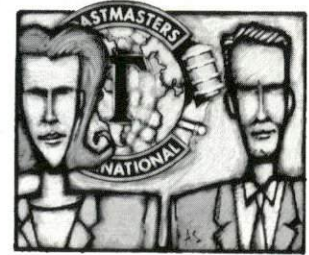
Sometimes all it takes are a few words of praise and a warm "thank you." But when more tangible proof of the club's appreciation is in order, take a look at your Supply Catalog! Besides the ribbons many clubs award their participants for giving speeches, evaluations or for winning at Table Topics, the catalog also features a wide selection of certificates, plaques, trophies and gift ideas for recognizing excellence and dedication.

AS GOOD AS IT GETS

"It all sounds great," you say. "But how about the prices?" Not to worry. As former club officers, we know how important it is for clubs to maintain a careful budget. We're sure you'll find, as we have, that all Supply Catalog items are very reasonably priced. (And, as previously noted, some are even free!)

Is the Supply Catalog your greatest Toastmasters resource? Not quite! Your greatest resource is you – your imagination, your energy, your interest and desire to enhance the Toastmasters experience for everyone. Now add to that your newly acquired knowledge of the materials available through the 1998 Toastmasters International Supply Catalog – it's an unbeatable combination! **1**

.....
Steve Wicke, CTM, is a member of Rancho Speech Masters 9113-F in Coto de Caza, California. **Janet Whitcomb, CTM**, is a member of Articulates Club 316-F in Irvine, California.



Stretch Your Horizons

Describing his impressions of the first half of his term as International President, Len Jury, DTM, told the Board of Directors in February that he enjoyed his visits to seven Toastmasters districts in North America (districts 5, 44, 24, 22, 7, 39 and 4) during which he successfully promoted the organization to corporate and government leaders. He also promoted the Toastmasters organization through interviews on television and radio and through newspaper and magazine articles.

President Jury traveled from his home in New Zealand to attend district conferences in San Diego, Abilene, Omaha, Kansas City, Vancouver, Sacramento and San Francisco. He said he left each conference with "a great sense of pride that our organization gives so many people the power to change and the opportunity to stretch their horizons."

Toastmasters International has changed "quite significantly" in the past five years, he said, pointing out that "An increased emphasis on quality club programs and meetings, as well as the newly implemented and revised ATM requirements, have led to a stronger focus and awareness of the organization's mission among members." He said the greatest threat to the organization is the scarcity of leisure time for members in which to participate in Toastmasters activities. To ensure that all Toastmasters functions are conducted efficiently and with the highest quality possible, he urged the Board and all members "to take great care to keep our vision, mission and values at the forefront" of all activities and decisions.

He concluded his report saying, "I am confident future generations will thank today's leaders for the mission-focused and value-driven heritage we are now creating."

The Board will meet again on August 19, 1998, during the International Convention in Palm Desert, California, U.S.A.



TI BOARD MEMBERS IN ACTION: From left: Immediate Past President Robert E. Barnhill; International President Len Jury; and Senior Vice President Terry Daily.

BOARD ACTION:

After splitting up into its component committees for discussion, the Board reconvened and took the following action:

- Reviewed a proposal to improve the Distinguished Club Program and recommended World Headquarters proceed with it. The improved program will begin July 1, 1999.
- Recommended changes to Policy Bulletin No. 45 to ensure protection of the Toastmasters International trademark and not-for-profit status.
- Made recommendations designed to help rebuild low member clubs.
- Made recommendations to improve and better promote Toastmasters International's membership building and promotional materials.
- Reviewed Club service standards developed by the Strategic Planning Committee and suggested modifications. World Headquarters will proceed with implementation.
- Discussed what can be done to promote leadership at all levels of the organization and made recommendations.
- Reviewed the data processing operations at World Headquarters, including progress on "the year 2000" project and the improvement of Toastmasters' Web page.
- Reviewed the area and division alignment policy and reaffirmed its support of the policy. Districts must look at alignment as a club growth and service issue and use the policy strategically to help achieve the District Mission.
- Adopted a policy that includes a procedure for rejecting a charter application or the chartering a new club. This procedure would be used only in circumstances where the issuing of a charter is not in the best interests of Toastmasters International.

■ Revised and streamlined the disciplinary hearing procedure to make it more efficient, and to ensure fairness to all concerned.

■ Approved a boundary change between District 24 and District 19.

■ Reviewed campaign expenses at the International level and adopted the following policy, effective after the close of the 1998 Convention, that limits mailings and phone calls:

Campaign mailings, by or on behalf of candidates for International Director, are limited to three mailings between the International Convention prior to the election and the International Convention at which the election will take place.

Campaign mailings, by or on behalf of candidates for Third Vice President, are limited to two mailings between the International Convention prior to the election and December 31, and three campaign mailings between January 1 and the International Convention at which the election will take place.

In order not to distract districts from focusing on becoming Distinguished, candidates for International Director and Third Vice President may not make any campaign mailings bearing a June postmark.

Campaign mailings are defined as any card, letter, FAX, note or e-mail to District Governors, Lt. Governors Education and Training, Lt. Governors Marketing, or delegates at large.

In order not to distract districts from focusing on becoming Distinguished, candidates for International Director and Third Vice President, or any person on their behalf, may not place any phone calls to District Governors, Lt. Governors Education and Training or Lt. Governors Marketing, during the month of June.

■ Revised Board Committee policies to comply with the Bylaws of Toastmasters International, as amended in August 1997. Some Committee names were changed as follows: The Education Committee is now called the Marketing and Education Committee; the Policy and Administrative Review Committee is renamed as the Governance and Policy Committee; the District Administration and Programming Committee is now the District Administration Committee; and the Long-Range Planning Committee is now called the Strategic Planning Committee.

■ Reviewed a resolution submitted by 13 clubs requesting an amendment to Article XII, Section 2, of the Bylaws of Toastmasters International, and determined that the resolution cannot be brought forward to the delegates at the 1998 Annual Business Meeting because

the proposed amendment is illegal under United States tax law and California law, and is not a proper subject for Bylaws under California law.

THE BOARD ALSO:

■ Reviewed a calendar of district deadlines and events that will be included in district officer training and resource materials.

■ Approved a calendar of field responsibilities for International Directors.

■ Reviewed the structure of large districts and developed a list of strategies that can be used to manage them, as large districts are in the best interests of Toastmasters International.

■ Established service standards for Area Governors and Division Governors to ensure maximum Club quality and efficiency.

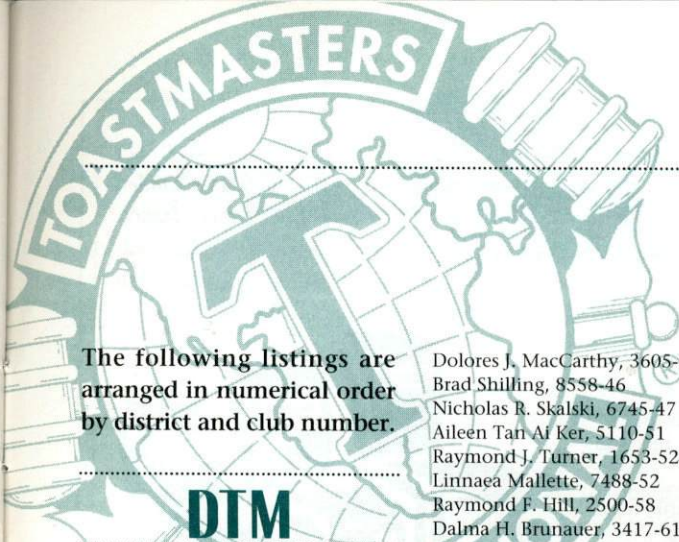
■ Revised procedural rules for the District Nominating Committee and procedural rules for Campaigns for district office and elections of district officers to include the requirement that in order to be nominated or elected, candidates for District Governor, Lieutenant Governor Education and Training, Lieutenant Governor Marketing, and Division Governor must sign the Officer Agreement and Release Statement published by Toastmasters International.

ATTENTION ALL CLUBS

Change in District Administrative Bylaws

At its February 1998 meeting, the Board of Directors made a change to Article XI, Section (c). The change makes all Toastmasters, except for members of the District Executive Committee, eligible to be appointed to the District Audit Committee. Previously, members of the District Council could not be appointed. This change gives the District Governor more resources to choose from.

Please amend your club's copy of the District Administrative Bylaws by changing the first sentence in Article XI, Section (c) to read as follows (changes are indicated in bold): "Each year the District Governor shall appoint an Audit Committee consisting of at least three (3) individual members who are not members of the **District Executive Committee.**"



HALL OF FAME



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.

- Chris Lowery, 6645-4
- Alexander J. Matheson, 2003-6
- Richard J. Denker, 6129-7
- Edwin A. Keeney, 3463-9
- Douglas A. Rydman, 2188-11
- Scott Roy McGookin, 7213-12
- Brenda Crowe, 2195-14
- Geraldine B. Roberts, 3800-18
- John Dunford, 1938-21
- Tom Chenault, 3422-23
- Ledema Renfrow, 795-26
- Hsu Terry Wang, 8282-27
- Kim Jones, 77-36
- Ray Flores, 7997-39
- Ronald Dean Wright, 9010-39
- Jim Vogeles, 453-40
- Dan Blaney, 2142-40
- Roy D. Wilcox, 1294-41

- Dolores J. MacCarthy, 3605-46
- Brad Shilling, 8558-46
- Nicholas R. Skalski, 6745-47
- Aileen Tan Ai Ker, 5110-51
- Raymond J. Turner, 1653-52
- Linnaea Mallette, 7488-52
- Raymond F. Hill, 2500-58
- Dalma H. Brunauer, 3417-61
- Bob Fournier, 9870-62
- Cindy Podurgal Chambers, 7409-63
- Andrew Segelov, 3769-70
- Jill L. Shatz, 7951-71
- Rolando E. Romblon, 4494-75

- Triangle, 1223-40
- Orlando Conquerors, 1066-47
- Fountain City, 1266-63
- 40 years**
- Downtowners, 2713-2
- Eriez, 2705-13
- Crystal Lake, 2724-30
- Trinity, 1123-32
- Worthington, 1028-40
- The Y Toastmasters Clb, 2478-42
- Wall Street, 2720-44
- Richardson Evening TMs, 2690-50

- Hurford, DTM, Errold Hitchens, ATM, and Larry Waugh, ATM
- Past International Director Frank Hirt, DTM, in memory of Richard B. Raben, ATM

Contributing Club

- Club 13 Toastmasters Club No. 6161-42, in memory of Virginia Buckoski, DTM
- Daybreak Toastmasters Club No. 1005-58, in memory of Thomas W. Kelley

Contributor

- Susan E. Horsman, in memory of Robert E. Wagner, DTM
- Forrest Funk and Elsie J. Funk, in memory of Robert E. Wagner, DTM
- Russell M. Corn, in memory of Robert E. Wagner, DTM
- James R. Davis, in memory of Robert E. Wagner, DTM
- Clifton Gunderson, L.L.C., Certified Public Accountants & Consultants, in memory of Robert E. Wagner, DTM
- Camilla D. Hurford, in memory of Robert E. Wagner, DTM
- Past District 6 Governor Bob Pierce and Rita Pierce, in memory of Bob Wagner, DTM
- Daniel Petz and Sharon Petz, in memory of Errold Hitchens
- Steven Singer, in memory of Errold Hitchens
- Past District 3 Governor Terri K. Sparks, DTM, in memory of Cavett Robert, Bob Wagner, DTM, Errold Hitchens, and Larry Waugh
- Norman L. Hartell, in memory of Oscar Hurford
- Past International Director Frank L. Slane, DTM, in memory of Wayne R. Rogers, ATM, District 16 Governor 1972-73
- District 42 Toastmasters, in memory of the Toastmasters and relatives of Toastmasters who have passed away in District 42
- Russell M. Corn, in memory of Robert O. Hurford
- District 57 Toastmasters, in memory of Sid Levy, ATM
- Past District 38 Governor Terry G. Schutt, DTM, in memory of Fred Ludwick, DTM, International Director 1983-85
- Lora P. Stern and Jack I. Stern, in memory of Robert E. Wagner, DTM, and Oscar Hurford
- Jim Sahler and Diane Sahler, in memory of Robert Oscar Hurford

Anniversaries

APRIL

60 years

- Pacific Beach, 114-1
- Everett, 117-2
- Chula Vista, 108-5

50 years

- Fort Dodge Orators, 597-19
- Crookston, 600-20
- Transamerica Occidntl, 613-52
- Diablo, 598-57
- Cavalier, 596-66

45 years

- Moving On, 223-F
- Plus Factor, 1229-8

35 years

- Pacifica P M, 1618-4
- Holmdel, 1849-46
- Morristown, 3540-46
- Harbor City, 3042-47
- Auckland, 3593-72

30 years

- Tartan, 162-6
- Keystone, 3139-16
- Breakfast Forum, 1897-17
- Deseaa, 2240-18
- East Memphis, 2233-43

25 years

- Cedar Valley, 2634-6
- Federal Center SW, 651-27
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- Lab Masters, 3043-39
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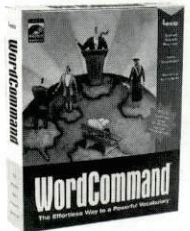
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PRESELECTION OF SEAT LOCATION

This year, in an effort to reduce delays in the seat selection line, World Headquarters will offer convention registrants the opportunity to have their seat location preselected for the *Golden Gavel Luncheon, Fun Night, International Speech Contest, and President's Dinner Dance*. Simply check the appropriate box located on the convention registration form. World Headquarters will preselect seat locations in the order in which it receives convention registration

forms – so, register early! Those individuals who wish to select their own seats may do so at the Convention beginning on Wednesday, August 19, at 10:00 a.m.

Seating Preselection Procedure

- World Headquarters will assign seating locations in the order in which it receives convention registration forms.
- Preselected seating will be offered on an "all or none" basis only. Registrants may purchase tickets to one or more of the events which have assigned seating. However, if preselected seating is requested, World Headquarters will select seat locations for **all** tickets for event(s) that have assigned seating.
- Assignment of preselected seat locations will be at the discretion of Toastmasters International.
- All preselected seat locations are **final** and **cannot** be changed prior to the convention or on site.
- Toastmasters requesting preselection of seat locations and who wish to sit in a group must mail their registration forms together in the same envelope. World Headquarters will make every attempt to accommodate such requests.
- World Headquarters will make every effort to seat larger groups (*registrants purchasing six or more tickets for any single event*) at the same table. However, it is possible groups of six or more may be seated at separate tables.
- Deadline:** Advance registrations must reach World Headquarters by **July 7**. Cancellations and refund requests will not be accepted after **July 15**. Cancellations will not be accepted on site — no exceptions!



Marriott's
Desert Springs
Welcomes

TOASTMASTERS INTERNATIONAL® 1998 CONVENTION AUGUST 19 - 22, 1998

MAIL THIS FORM TO:
Marriott's Desert Springs
Resort & Spa
74855 Country Club Drive
Palm Desert, CA 92260
(800) 331-3112 or
(760) 341-2211

HOTEL REGISTRATION FORM

Arrival date: _____ Departure date: _____

Number of nights you will stay: _____

Number of people in room: _____

Approx. arrival time: _____

(CHECK-IN 4:00 P.M. - CHECK-OUT 12 NOON)

Method of transportation: Car Air Other

Late departures will be charged a full night's rate plus taxes.

Please Note: Special conference rates are based on reservations received by July 1, 1998, and room block availability.

PLEASE RESERVE ACCOMMODATIONS FOR: (please print or type)

Name (last) _____ (first) _____ (initial) _____ Company _____

Address _____ City _____ State _____ Zip _____

Phone () _____ Fax () _____ Sharing room with: _____

Special Requests: Prefer non-smoking room Other (specify) _____

(Note: Every attempt will be made to honor your request, however we cannot guarantee a special request.)

To guarantee your reservation we require first night's deposit or credit card guarantee. Please include 9% occupancy tax per night. DO NOT SEND CASH. Make check or money order payable to the Desert Springs Marriott.

Credit Card type _____

Credit Card # _____ Exp. _____

Check # _____ Amount _____

SIGNATURE

DATE

Special Conference Rates (circle rate desired)

	KING OR TWO DOUBLES	SUITES
Single (1 person)	\$95.00	Phone hotel directly if suite is desired. Cost and availability varies.
Double (2 people)	\$95.00	
Triple (3 people)	\$105.00	
Quad (4 people)	\$115.00	

Check here _____ if rollaway is needed. (no charge)

After July 1, all subsequent reservations will be subject to availability at the current hotel rack rates.

DON'T BE A NO-SHOW

To cancel your reservation call (800) 331-3112 or (760) 341-2211. Deposit refunded only if reservation is cancelled **10 days prior to arrival** and you have your cancellation number.

A room confirmation will be mailed to you as soon as possible.

DO NOT MAIL THIS FORM TO TOASTMASTERS INTERNATIONAL



67TH ANNUAL CONVENTION

AUGUST 19-22, 1998 ♦ MARRIOTT'S DESERT SPRINGS, PALM DESERT, CALIFORNIA, U.S.A.

MAIL THIS PART TO: Toastmasters International, P.O. Box 9052, Mission Viejo, California 92690 U.S.A. (This form is not to be used by International Officers/Directors, Past International Presidents, Past International Directors, or District Governors elected for 1998-99.)

To attend general sessions on Wednesday, Thursday, Friday and Saturday, a registration badge will be required. Preregister and order event tickets now! **You must be registered to purchase tickets to any events, including the International Speech Contest.** ATTENDANCE AT ALL MEAL EVENTS AND THE INTERNATIONAL SPEECH CONTEST WILL BE BY TICKET ONLY. Advance registrants will receive a receipt by mail. Tickets can be claimed at the registration desk beginning at 10:00 a.m. Wednesday, August 19.

ALL ADVANCE REGISTRATIONS MUST REACH WORLD HEADQUARTERS BY JULY 7.

FULL CONVENTION REGISTRATION allows you to attend ALL general and educational sessions during the Convention.

Full Convention Registration also allows you to purchase tickets to any events of your choice. Event tickets must be purchased separately. (See below)

- _____ Full Convention Registration for Members (Wed., Thurs., Fri., & Sat.) @ \$105.00 \$ _____
- _____ Full Joint Registration: Husband/Wife (both Toastmasters) (Wed., Thurs., Fri., & Sat.) @ \$195.00 \$ _____
- _____ Full Spouse/Guest Registrations (Wed., Thurs., Fri., & Sat.) (each) @ \$90.00 \$ _____

ONE-DAY CONVENTION REGISTRATION allows you to attend general and educational sessions and purchase event ticket(s) for one day of your choice (Wednesday/Thursday/Friday, or Saturday). If you wish to attend general and educational sessions or purchase event ticket(s) that take place on more than one day, then you must purchase a Full Convention Registration. No exceptions can be made.

- _____ Wednesday/Thursday (August 19 & 20) Convention Registration for Member/Spouse/Guest @ \$53.00
(With this registration, you may purchase ticket(s) only for the Golden Gavel Luncheon.) \$ _____
- _____ Friday (August 21) Convention Registration for Member/Spouse/Guest @ \$53.00
(With this registration, you may purchase ticket(s) only for the Toastmasters & Guests Luncheon, Leadership Luncheon, and Fun Night.) \$ _____
- _____ Saturday (August 22) Convention Registration for Member/Spouse/Guest @ \$53.00
(With this registration, you may purchase ticket(s) only for the International Speech Contest and President's Dinner Dance.) \$ _____

EVENT TICKETS. To attend any of the events below, you must purchase a Full Convention Registration or purchase a One-Day Convention Registration for the day of the ticketed event(s).

- _____ Tickets: **Interdistrict Speech Contest** (Tuesday, August 18) @ \$13.00 \$ _____
- _____ Tickets: **Overseas Dinner** (Note: Open only to delegates from outside U.S./Canada) (Tuesday, August 18) @ \$42.00 \$ _____
- _____ Tickets: **Golden Gavel Luncheon** (Thursday, August 20) @ \$32.00 \$ _____
- _____ Tickets: **Toastmasters & Guests Luncheon** (Friday, August 21) @ \$29.00 \$ _____
- _____ Tickets: **Club Leadership Luncheon** (Friday, August 21) (Open only to DTMs, 1997-98 and 1998-99 Club Officers) @ \$29.00 \$ _____
- _____ Tickets: **"Rock and Roll/Disco" Fun Night** (Friday, August 21) @ \$49.00 \$ _____
- _____ Tickets: **International Speech Contest** (Saturday, August 22) @ \$18.00 \$ _____
- _____ Tickets: **President's Dinner Dance** (Saturday, August 22) @ \$49.00 \$ _____

Check only one box. (See page 30 for Seat Preselection Information)

- Please preselect my seats. Do not preselect my seats.

TOTAL \$ _____

Check enclosed for \$ _____ (U.S. Dollars) payable to Toastmasters International. Credit cards *not* accepted. Cancellation and refund requests will not be accepted after July 15. Cancellations will not be accepted on site. NO EXCEPTIONS!

(PLEASE PRINT)

Club No. _____ District _____

Name _____

Spouse/Guest Name _____

Address _____ City _____

State/Province _____ Country _____ Zip Code _____

Daytime Telephone () _____ If you are an incoming Club or District officer, indicate office: _____

- I need special services due to a disability. Please contact me before the Convention. This is my first TI Convention.

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- 394-BS Best Speaker
- 394-BE Best Evaluator
- 394-BTT Best Table Topics
- 394-MIS Most Improved Speaker
- 394-MIT Most Improved Table Topics
- 394-MIE Most Improved Evaluator
- 394-BH Best Humor
- 394-BG Best Gestures
- 394-EA Enthusiasm Award

Medals - just \$6.95!

- 5771 Gold Medal with Classic Orator Figure
- 5772 Silver Medal with Classic Orator Figure
- 5773 Bronze Medal with Classic Orator Figure
- 5774 Gold Medal with TI Logo

Mini Certificates - can you believe \$.20 each?

- 601-BS Best Speaker
- 601-BE Best Evaluator
- 601-BTT Best Table Topics
- 601-MIS Most Improved Speaker
- 601-MIE Most Improved Evaluator
- 601-MIT Most Improved Table Topics

Buttons - a bargain at \$.85!

- 392-BE Best Evaluator
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- 392-MIT Most Improved Table Topics
- 392-MIE Most Improved Evaluator
- 392-BH Best Humor
- 392-BG Best Gestures

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 - 407-D Show What you Mean
 - 407-E Vocal Variety
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 - 407-G Apply your Skills
 - 407-H Add Impact to Your Speech
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Enclosed is my check in the amount of \$ _____ (U.S. FUNDS)

Please charge my:
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Card No. _____

Exp. Date _____

Signature _____

Club No. _____ District No. _____

Name _____

Address _____

City _____

State/Province _____

Country _____

Zip _____

See the Toastmasters International Supply Catalog for complete descriptions of these items and information on other educational and promotional supplies. Product price and appearance subject to change without notice.

- | | | |
|--------------------------------|--|---|
| Ribbons -
50¢ each | Mini
Certificates -
20¢ each | Speech
Ribbons -
50¢ each |
| ___ 394-BS | ___ 601-BS | ___ 407-A |
| ___ 394-BE | ___ 601-BE | ___ 407-B |
| ___ 394-BTT | ___ 601-BTT | ___ 407-C |
| ___ 394-MIS | ___ 601-MIS | ___ 407-D |
| ___ 394-MIT | ___ 601-MIE | ___ 407-E |
| ___ 394-MIE | ___ 601-MIT | ___ 407-F |
| ___ 394-BH | | ___ 407-G |
| ___ 394-BG | Buttons -
85¢ each | ___ 407-H |
| ___ 394-EA | ___ 392-BE | ___ 407-I |
| Medals -
\$6.95 each | ___ 392-BTT | ___ 407-J |
| ___ 5771 | ___ 392-MIT | Speech Ribbons |
| ___ 5772 | ___ 392-MIE | Set - \$4.00 |
| ___ 5773 | ___ 392-BH | ___ 407-K |
| ___ 5774 | ___ 392-BG | |

Standard Domestic Shipping Prices - 1998

TOTAL ORDER	SHIPPING CHARGES		TOTAL ORDER	SHIPPING CHARGES	
\$0.00 to \$2.50	\$1.20		35.01 to 50.00	\$7.00	
2.51 to 5.00	2.60		50.01 to 100.00	8.20	
5.01 to 10.00	3.25		100.01 to 150.00	10.55	
10.01 to 20.00	4.45		150.01 to 200.00	13.75	
20.01 to 35.00	5.95		200.01 to _____	Add 7%	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 30% of order total, surface mail at 20%, though actual charges may vary significantly. Excess charges will be billed. California residents add 7.75% sales tax.